

Visit Cheyenne/DDA April Board Meeting Minutes
Wednesday, April 6, 2022 11:30 a.m. meeting
3^d Floor Board Room Cheyenne Depot

Board Members: Wendy Volk, Chairman; Andrea Allen, Vice Chairman; Chad Brown, Treasurer; Judy Johnstone; Stephanie Reece; Tyler McLachlan; Katherine Brady; Bruce Heimbeck; Craig Kerrigan; Anthony Ortiz; Pete Laybourn, Council Liaison

Ex-Officio: Linda Heath, Laramie County Commissioner

Staff: Domenic Bravo; Haylee Chenchar; Jim Walter; Amber Trevizo; Jenna McCormick

I. Call to Order

The meeting was called to order by Chairman Volk at 11:32am on Wednesday, April 6th.

II. Approval of February Meeting Minutes

It was moved by Chad Brown and seconded by Anthony Ortiz to approve the DDA/Visit Cheyenne February Board Meeting Minutes as presented. Motion passed unanimously.

III. Approval of Vouchers

Domenic Bravo provided a brief overview of the voucher report for Visit Cheyenne/DDA. It was moved by Chad Brown and seconded by Anthony Ortiz to approve the voucher report as presented with the caveat that items 9 and 10 in the voucher report will be verified to ensure the totals are correct. Motion passed unanimously.

IV. Approval of Financials

Domenic Bravo provided a brief overview on the financials for Visit Cheyenne and the DDA. It was moved by Chad Brown and seconded by Judy Johnstone to approve the financials as presented. Motion passed unanimously.

V. Visit Cheyenne and Industry Performance Figures

Domenic Bravo and Tyler McLachlan provided a brief report on the Industry and Performance Figures for Visit Cheyenne.

VI. New Business

- a. **2% Lodging Tax:** Domenic Bravo provided a brief overview of the process for the upcoming Lodging Tax Election and asked for a vote from the board. It was moved by Bruce Heimbeck and seconded by Tyler McLachlan to present the 2% Lodging Tax to our Elected Officials to be on the Ballot for the November Election. Motion passed unanimously.
- b. **Cryptocurrency Discussion:** Domenic Bravo provided a brief overview regarding an opportunity that has been presented by American Cryptofed for the Cheyenne DDA/Visit Cheyenne to take advantage of Locke assets before it become available to the public. Following discussions, it was decided that a special meeting would be scheduled for the board to meet with representatives from American Cryptofed to better understand the opportunity before voting on Visit Cheyenne/DDA's involvement.
- c. **Strat Plan FY23:** Domenic Bravo provided a brief overview of the strategic plan that was previously presented to the board. Katie Brady requested clarification on real estate involvement as it relates to the Hynds Building and Councilman Laybourn provided his comments on the importance of the DDA's role with downtown real estate. More clarification will be provided in Executive Session.

- d. **Main Street/Design Committee:** Domenic provided a brief overview about the current status of the Design Committee and the reasoning behind this item on the agenda for discussion. It was moved by Councilman Laybourn and seconded by Chad Brown to put the Design Committee on a hiatus from actively operating until further notice with the expectation to communicate the decision with members of the committee. Motion passed with Bruce Heimback voting against the motion.

VII. CEO Report

Domenic Bravo provided a brief CEO Report to the board.

VIII. Executive Session

It was moved by Chad Brown and seconded by Councilman Laybourn to adjourn the meeting into Executive Session at 1:09pm. The motion passed unanimously.

It was moved by Wendy Volk and seconded by Anthony Ortiz to adjourn from Executive Session back into the regular meeting at 1:17pm. Motion passed unanimously.

IX. Adjournment

The meeting was adjourned by Chairman Volk at 1:18pm.