



Cheyenne Downtown Development Authority

Regular Meeting of the Board of Directors

10:00 a.m. Thursday, September 19, 2024

Room 118, City of Cheyenne Municipal Building
2101 O'Neil Avenue, Cheyenne, WY 82001

I. Call to Order

II. Roll Call – by Staff

Scott Roybal, President

Dave Teubner

Danica Mrozinsky

Jamie Winters

Janelle Rose

Brian Bau

Buck Holmes – Absent

John Karajanis

Lorrell (Walter) Bellotti – Absent

Wendy Volk, Vice Chair - Zoom

Staff Present: Kylie Dorr, DDA Administrator; Irene Parsons, DDA; Charles Bloom, City of Cheyenne Planning and Development Director

III. **Disclosures / Announcements**

Winters recused himself from CIG vote due to his ownership in the property.

Roybal checked if anyone was present for public comment on amended bylaws; none

Planters

Roybal: DDA planters currently in storage for disposal. I would like to have a motion to declare extra planters that are currently stored at the CRE North Shop be surplus, so they can be distributed to businesses or disposed of.

Mrozinsky: Is there anything that can be done with them, or are they damaged and broken down?

Connie Higgins: I would like to have a couple of these planters at Pioneer and Lincolnway. Previous planter was destroyed through car accident, so would like it replaced.

Parsons clarified there are 87 planters at the north storage lot, and some are useable, many of them leak or are crumbling.

Mrozinsky motioned to add the planters currently being stored at the CRE North Shop to surplus; Karajanis seconded. Motion passed.

Sidewalk Program

Roybal: The sidewalk program. The DDA Subcommittee met to decide what the DDA is doing with percentages. A project is ready to go to the contractor. Do we have an MOU?

Dorr: Yes, we do, and it was just emailed to you, and hard copies are being handed out.

Bloom: This is an MOU between the DDA and the City Council, regarding the Sidewalk Program the DDA budgeted \$100,000 for this fiscal year. The DDA board and City Council have had several meetings on this; the MOU outlines how this process works. It allows the City Engineering Dept to solicit bids from contractors and secure services to sidewalk replacement or repair and curb and gutter work. The DDA would notify the property owner, coordinate payment or security for payment, then pay the City for the

repairs.

Winters: The responsibility of the DDA is to notify all property owners in the DDA?

Bloom: The City Engineer will identify properties in high priority areas, then relay that information to the DDA Staff, then the DDA staff will contact property owners. It would not be all at once, it would be a select few, maybe 3-4.

Motion to approve the MOU to be forwarded to the City Council and authorize the Board Chair to sign the MOU on behalf of the Board. Motion made by Volk, seconded by Winters. Motion carried.

IV. **Minutes:**

A. July 18, 2024, Minutes Regular Monthly Meeting

Motion to approve the July 18, 2024, Minutes as presented made by Volk, seconded by Mrozinsky. Motion passed.

B. August 8, 2024, Minutes Special Meeting

Motion to approve the August 8, 2024, minutes as presented made by Volk, seconded by Teubner. Motion passed.

V. **Old Business**

A. Election of Secretary and Treasurer

Dorr: If the Board is not ready to do this election, it can be postponed to October.

Mrozinsky: I would step up to the Secretary role

Rose: I nominate Danice Mrozinsky as Secretary, seconded by Karajanis. All in favor, motion passed.

Bau motions to postpone Treasurer election to October Board meeting. Seconded by Rose; Motion passed.

VI. **New Business**

A. Financial Report

Dorr: City Treasurer Lockman is out of the office this week. If you have any questions I can take them to her. Nothing of note regarding the Financial Report. Mrozinsky motioned to approve the Financial Report, seconded by Teubner; Motion passed

B. Budget Amendment - Parsons

Parsons provided summary of the budget amendment request:

Revenue

- \$15,000 increase to Revenue (415) City of Cheyenne for ARPA Covid Rental Assistance Grant amount correction

Expenses

- \$15,000 increase to (775) COVID Rental Assistance Program ARPA for Covid Rental Assistance Grant amount correction
- \$14,000 increase to (510) Accounting & Audit for increase in annual audit contract with PMCH
- \$20,000 reduced from (708) Event Management due to cancelled New Years Eve event by Visit Cheyenne; the amount of DDA Sponsorship for that event
- \$20,000 increase to (745) Community Events to cover additional events hosted by the DDA, such as the annual Downtown Halloween Trick or Treat, to be discussed at this September Board meeting.

- \$1,000 increase to (500) Computer Hardware & Software to purchase Social Media Assistant laptop
- \$1,000 reduced from (705) Advertising and Marketing to (500) Computer for Social Media Assistant laptop

In total, 29K was added to the Budget.

Motion to approve FY2025 Budget Amendment One as presented was made by Karajanis, seconded by Bau. Motion passed.

C. Amended DDA 2024 Event Sponsorships for Visit Cheyenne - Parsons

Parsons: This is to clarify events that the DDA Sponsorship supports for Visit Cheyenne.

In April the Board voted on this with the events as we understood them to be; since then, we learned the events are somewhat different. The total amount requested remained at \$50,000; distribution of the money changed; the New Years Eve event is cancelled, so that amount of \$20,000 was returned to a different line item in the budget. The DDA sponsored events are clarified to be as follows:

- Cheyenne Day - \$2,500
- CFD Buskers - \$2,250
- Downtown Express - \$7,500
- Old West Holiday - \$17,750
- New Year's Eve Ball Drop - \$20,000

No vote is necessary; this is informational for the Board's request for itemization.

D. Downtown Halloween Trick or Treat – Parsons and Dorr

Parsons: VisitCheyenne has determined that this event does not necessarily fit within their goals and asked the DDA to host this event. The Downtown Collective also reached out to the DDA to discuss the DDA hosting the event. They said it's a very popular event for Downtown businesses for the Fall. DDA participation would include \$7500, which exceeds the \$5,000 threshold. Staff seeks Board approval of the event and approval to spend \$7500 on the event.

Bau: Is candy the only need for funding of the event or are there other needs?

Dorr: I believe that candy is the only cost. Doing marketing in-house through the DDA and the Downtown Collective.

Mrozinsky: As a downtown business we love having the trick-or-treaters, excited that the DDA is continuing this event.

Roybal: How many years has this event been going on:

Dorr: I am not sure, 5-10 years possibly.

Connie Higgins: This is a great idea, get more locals downtown; maybe DDA consider providing items that are not candy for those children who cannot have candy.

Mrozinsky: I believe the bulk candy that we get from Flippers has non-candy items.

Dorr: I will reach out to Flippers to ensure we can get non-candy items as well.

Karajanis: I think from a safety perspective this is an excellent idea.

Bau motions to approve DDA hosting the Downtown Trick & Treat event and to allocate \$7500 for candy/non-candy items, second by Mrozinsky. Motion carried.

E. Capital Improvement Grant: Winters Griffith Architects – Parsons and Jamie Winters

Parsons: We present to you the CIG request from Winters Griffith Architects. Received

September 6 and includes all requested items on OpenGov

Winters: We have been doing improvements on building for a couple of years; now able to do signage on the exterior of the building. Awnings will highlight each entry for the businesses within. I will recuse myself from voting.

Parsons: This is the first CIG for FY25, there are six outstanding CIG grants committed totaling a little over \$147,000, this will leave an uncommitted amount of \$102,000 prior to this CIG request. So there is money in the budget for this CIG.

Rose motions to approve the CIG application from Winters Griffith Architects for signage and exterior awnings, seconded by Volk. Motion passed, Winters recused.

F. Mural Program for Horse Mural on Pioneer and 16th - Dorr and Connie Higgins

Dorr: The Howdy from Cheyenne mural featuring iconic horses at Pioneer and Lincolnway has become a landmark downtown, popular attraction for residents and tourists to take a photo with the mural. The mural is currently at risk due to the deterioration of the stucco on the building, sections of stucco falling off, causing the mural to erode and fade. The Downtown Mural and Arts District Program established to enhance the cultural vibrancy, and support maintenance and creation of public art in the DDA. Given the significance of this mural in the community, staff believes restoring and preserving it aligns with the goals of the program that we have a line item for in the DDA budget. My recommendation is that the Board approve allocation of funds from the Downtown Mural and Arts program to help support the restoration. We have received one quote back, we will present when all the quotes are in, so today is not any actionable item due to lack of estimates, but want to put this on the radar of the DDA Board.

Higgins: Thank you for the consideration of helping to restore this. Often take pictures for visitors, recently two Vietnamese visitors. Higgins said she is asking for help in finding contractors who will do this, reached out to five contractors: two from Denver, one from Ft. Collins. One contractor from Cheyenne gave a bid in person of about \$50,000; only got other verbal estimates or no bids from other contractors; still trying to get bids.

Roybal: Is this all stucco or is it building reparations. Higgins: all stucco, not structural, apparently the windows weren't flashed correctly, so water gets behind it;

Mrozinsky: Would all of the stucco have to be removed?

Higgins: One contractor stated that some of it would have to be removed but recommended not to remove more than he has to, requires scaffolding for the process

Dorr: We know the artist, Jordan Dean, but have not reached out to him yet, until we get more information

Karajanis: Looked at mural with Connie, mural and stucco are just as she said, he supports this effort

Rose: The mural program itself, do we have documentation on what the mural program entails and what the money is supposed to be used for? Feels like a restoration project, whereas the mural program is funding of artists to paint. Secondly, is the whole mural going to have to be repainted? The cost of getting Jordan Dean back, account for that cost.

Dorr: As far as I know there are not specific guidelines for the Mural program, so don't have those to present at this time. I believe it will need to be completely redone, depending on what contractors say; reaching out to Jordan will be a next step

Roybal: The Board would like to see guidelines and hard numbers, to not overstep boundaries, commit money to items we should not be committing money to

Bloom: Part of the Chambers Leadership Cheyenne program, assisting with fundraising to help replace this mural is being considered as a class project, looking for projects to

raise funds for. Additionally, once this mural project is completed, there would be expectation of an easement on that building façade to make sure it is preserved and enhanced.

Bau: We might look at a hybrid approach to use FIP/CIG and the mural program, separate them as art and then as capitol improvement.

Dorr: Great idea, I will look into that. Today, I wanted to get verbal approval to look into this project, and Board is OK with us proceeding with restoring this and the costs for this.

Mrozinsky: Love this mural; sounds maybe more like a grant opportunity; Mural arts program funding is at \$15,000, should go to artists and creation of murals.

Rose: Make sure the Board is protecting the mural money, going to the right purpose; funding for restoration projects should be used for restoration projects.

G. Reed Rail Corridor Letter of Support – Bloom and Renee Smith, Economic Resource Administrator for the City

Renee Smith: Working on DOT grant for rail crossing elimination to continue work on Reed Ave Corridor Project; this grant is due Monday. Letters of support from WYDOT, BNSF, Congressional Delegation; asking for support of this project, goes a long way with reviewers of this grant; there are 9 crossings in less than a half mile; proposed closures of crossings over the corridor at 17th and 18th Street, and Dillon are our preferred closures. Diagnostic trip a couple of months ago, for safety improvements, fencing, maintenance access for BNSF.

Bloom: it is a double-edged sword; some closures are expected for the Reed Rail Corridor Project, without any closures, the project won't happen. By removing some crossings, we do decrease connectivity in the areas, but create other pathways to create that continuity, removes barrier to achieve BNSF approval. Dillon closure is right outside the DDA District, west of Snyder and south of 24th Street.

Royal: is this actionable, does the Board need to vote on it?

Karajanis motions to Approve DDA Support and DDA President to sign letter of support; second by Teubner.

Mrozinsky: Leave 19th and 20th and 21st remain open for crossings? Smith: that is correct Project will connect greenway and connect bike lanes through corridor;

Cobb: Final design has not occurred. We are still working with BNSF. More

Rose: 21st and Snyder, discussions previously about no crossing there due to Reed Ave Corridor Project: wondered about flow of traffic at that point of 21st street and the rail corridor

Cobb: It was proposed before, but concerns were expressed about deliveries to businesses at that location; trying now to not propose that at this time, due to those deliveries. Cobb's office will continue to coordinate with business and property owners to communicate updates on the plan as it progresses.

Motion carried.

H. Screen on the Green Recap and Future Funding (verbal update at meeting) - Dorr

Bau: This event and the attendance exceeded my expectations; it was a great free community event. It is an important element of what the DDA accomplishes, although it's not a . Thank you to staff for putting this together. I would propose a taskforce to support the DDA staff in planning for next summer's event, explore opportunities to expand it and get sponsorships, and to help out so that it does not fall solely on the

shoulders of two people.

Parsons: The greatest expense was \$2,200 for the audio/visual.

Dorr: Popcorn and water were donated.

Parsons: Library as partner saved the DDA \$500 because we used their annual license to show the movie

Rose: Great event, engage more businesses in sponsorship; what other costs are anticipated.

Dorr: We considered buying the equipment ourselves, but there are pros/cons, because the experts set it up and ran it, so they know how to fix anything that may go awry.

Roybal: Would we want to do it monthly?

Dorr: Not feasibly with this small staff; may tie it in with other downtown events, such as the backpack fundraiser

Parsons: Additionally, Jason Sanchez and all the CRE staff were an excellent resource for us in planning this event; Jason made an excellent point that if we do it regularly, it becomes assumed, but if we only do it a couple of times during the summer, then people look forward to it more.

Higgins: EMT20/20 John Puls is a resource for these types of events, bought out A-1 rentals event piece. Will provide his contact information.

Parsons: DDA staff did research on what equipment would work, thanks to knowledge from Jason; very specific requirements for outdoors, certain level/types of audio and screen resolution onto the screen.

Mrozinsky: Blown away by the turnout; great turnaround, having planned it within a month and a half of the event. Good job on putting out what restaurants were offering specials or menu items that were conducive to this event; brings people to their businesses in addition to the event

Rose: Task force for feasibility and business engagement in more visible capacity in downtown, get them involved.

Bau: I would like to be part of that task force. Roybal suggested he could head up the task force and maybe get some business owners to be part of it along with staff.

I. DDA Board Meeting Time (verbal update at meeting)

Dorr: Historically the meetings were in the afternoon at 3:00 or 3:30. Received a suggestion to put it to the Board if you have any interest to move the time for the DDA Board meeting to the afternoon.

Roybal: Prefers to have meetings in the morning, get them done, and get on with the other day's business

Rose: Absolutely no interest, a lot of us have to pick kids up at that time.

Roybal: No head nods, so the Board would prefer to keep the time as is.

VII. Other Business

A. Recap of IDA Annual Conference (verbal update at meeting)

Dorr, Bau, Teubner and Bloom gave a quick update on the trip to Seattle, what they brought back as useful ideas for the Cheyenne DDA: Ambassadors for Downtown; a lot of bicycle facilities for bikes, scooters, and such; sticker removal product; further explained their ambassador program and their budget for the program; Bau learned about how other Boards function and BID and DDA's function, bring some of that excellence to Cheyenne;

Teubner agrees with what the others said, encourages Board to send additional members in following years; got to hang out and talk about issues in more depth, education super valuable. Supports sending members year over year.

Dorr: Next year conference announced for Washington, DC.

B. Plan of Development Board Committee

Dorr: The draft plan of development is underway and releasing Chapters to staff for review. I would like to see a Plan of Development committee to review the Chapters and send revisions back to the consultants. The timeline is time consuming, so please take that into consideration.

Roybal requested what the timeline is and let the Board know.

Dorr: I would like to get this going as soon as possible. Reviewed timeline

Roybal: I will help. How many do we need?

Dorr: Three to Four, so there is not a quorum.

Karajanis and Teubner volunteered.

Teubner: I would like to create a Strategic Planning Task Force, similar to what they learned about at the conference in Seattle. The editing and bringing it to final is key, but the Task Force should continue beyond the draft, should move the Plan of Development into a strategic plan for a Move to Action process out of this Plan.

Teubner: Motion to create a Strategic Planning Task Force through the end of March 2025; seconded by Karajanis.

Mrozinsky: Is there any other way to support the Task Force for those who are not on it? I would like to join this as well.

Dorr: Roybal, Teubner, and Karajanis, and Mrozinsky volunteered.

Bau: Could we send out the chapters to the Board and have comments sent to the taskforce?

Roybal: Yes, any opportunity to provide feedback is good.

Bloom: If someone wants to sit in as proxy, that is acceptable if a Task Force member can't make the meeting. Bau can be a stand in for any member who can't make it. Winters also available if needed.

Motion carried.

C. 15th Street project update.

Bloom: This plan is dependent on the Reed Avenue Rail Corridor, so waiting for that to get completed. There is a proposed pedestrian tunnel under Lincolnway at the UPRR crossing. At present time, working with consultants to determine placement of railcars, currently being cleaned up for transport. Not as grandiose as the original 15 St. Plan, this one works within a budget that can get the construction going once it is approved. Bloom provided a summary of the current draft plan; key is that there is no reduction of parking, possibly expanding the parking available along that area. DDA and Planning and Development Department have expressed interest in making sure there is community outreach through this process.

Mr. Roybal left the meeting at 11:22am.

Bau: Thank you for having this on the agenda, communication has been lacking with the stakeholders, creates confusion and frustration; want to understand where it is going; a lot of ideas and money invested on 15 St.

Willett (Public Comment): 2017 purchased property at 16 and Bent based on plans the City put out there and expressly supported through the Reed Ave. Rail Corridor 2018 Plan and West Edge Plan in 2014-2015. Zero improvements since that time south of 16th Street, and

additional conversations through various sources; significant participation at that time (2021-2022), walked along 15 St. with City Council and City Departments, and provided feedback; haven't had any updates since that time. Understand there are plans out there now, the Scope has not been communicated to the 15 St business owners; millions invested over the past 8 years, but confronted with roadblocks and challenges, rather than openness and communication; all 15 St. business owners support more communication and participation and interest in the development along 15 St. Recent improvements to the pumphouse are encouraging, but the park city approved continues to be closed to requesting resolutions to move forward. Opportunities for millions more of development on hold until there is a clear Plan of Development to move forward with. Business Owners and Developers look to the DDA to be the voice of them in the 15 St. district, Reed Ave. corridor. Been happy with how the DDA is doing right now; communication with the City needs to be improved, take solid steps for communication and participation. Private sector is moving, let's get the Public sector moving.

Mrozinsky: The message at the last Property Owner meeting shows that we can get a lot of participation and input from the community; the DDA should know what is going on; would like to propose a standing update at these meetings, so the Board knows where it stands;

Dorr: Feels frustration as well; wants to see better communication with the DDA Board and the Staff; answers have been difficult to get; feels it is fair to put these updates on our monthly agenda.

Mrozinsky: What can the Board do to help get updates

Bloom: Will relay this information to the City Engineers office and Chief of Staff office, to identify next steps and start having these inclusive conversations with the Property Owners, agree they need to happen.

Bau: Would a board motion to formally request an update from the City Engineer,s office be advantageous?

Volk: Does it need to be a motion:

Bloom: A motion would be appropriate

Volk: Would like to entertain a motion for an update from the City Engineer's office;

Rose: Moved; seconded by Mrozinsky

Rose: Also expressed frustration, so many City projects to tackle, struggling to get the projects rolling; DDA should be the voice of the Property Owners, cheerleading right along side you; Plan of Development is not an execution plan, hopes the Plan of Development will help forge a relationship with the City and has strategy for updates with the City and public comment. Formalize something as part of the plan of development, if it's a regular meeting or some strategy to incorporate into the Plan of Development.

Teubner: The Task Force has to take the Plan of Development and get to five core projects and turn it into a strategic plan and make that our Board focus every meeting going forward. The DDA has the responsibility to turn the Plan into a Strategic Action Plan and facilitating, communicating and collaborating to get those done. Execution is key.

Volk: Do you want to amend the motion? Teubner: No, maybe at the time the Plan comes out and we create the strategic plan. Fine with the motion as it is now.

Volk: Important to know what's going on in our neighborhood; don't create any additional work for the City.

Garrett: Please restate the motion

Parsons: Motion made by Rose, seconded by Mrozinsky for update of the 15 St. project at each meeting and opportunity for input from the Board members at that update.

Rose: Include the Reed Ave Corridor update

Parsons: that would be an amendment to the motion

Mrozinsky: Amend the motion to include the Reed Ave. Corridor as part of the updates

Rose: Second

Vote on amended motion to include the two projects: passed

Bau: Motion to amend the amended motion to ask for update from the City Engineer office for update on the projects.

Mrozinsky: The update could be a written update

Discussion with Board members and public input from Willett for updates

Bloom: DDA will do our best to summarize what was heard in the meeting; email to Kylie any specific concerns or questions, to get them addressed.

Volk: Vote on motion – passed.

Volk: Thank you to Bloom and the entire staff, who are doing a great job. Echo Teubner's comments about Plan of Development, so much was lost in traction due to revolving door of staff and board turnover, applaud everyone's professionalism and hard work, believe we can tackle the next "big five" and make progress.

Mrozinsky: On agenda for next time, put together parameters for approving grants. Volk: Review existing criteria and documents.

VIII. Adjournment – Motion by Rose, seconded by Bau. Meeting adjourned at 11:53 AM