



**Cheyenne Downtown Development Authority
Meeting Minutes
Thursday, January 16, 2025
Room 118, City of Cheyenne Municipal Building
2101 O'Neil Avenue, Cheyenne, WY 82001**

Members Present: Scott Roybal, Wendy Volk, Brian Bau, Danica Mrozinsky, Lorrell Bellotti (Zoom), Dave Teubner

Members Absent: Janelle Rose, Amber Nuse, Jamie Winters, John Karajanis

Staff Present: Charles Bloom, Planning and Development Director; Irene Parsons, DDA; Miya Debusk, DDA

Members of the Public Present: Phil Van Horn, Glen Garrett, Amber Ash (Zoom), Erin Fagan (Zoom), Julie Tucker, Councilman Laybourn (Zoom), Corey Loghry

Disclosures/Conflicts of Interest: None

Approval of the Minutes

Motion to approve Minutes as presented was made by Bellotti, second by Volk. Motion passed unanimously.

Item V. A. Financial Report

City Treasurer Robin Lockman was not in attendance at the meeting. Parsons reported that if any Board members had questions about the financial report, she would pass those questions on to Lockman. No Board members had questions. Motion to approve the financial report as presented was made by Volk and seconded by Bellotti.

Item V. B. Annual Bank Depository Approval

Parsons reported the request for applications for Bank Depository approval will be done annually to meet the requirements of W.S. 9-4-817, which requires municipalities, political subdivisions and special districts within the State of Wyoming to keep their funds deposited in national and state banks, including credit unions. The DDA is required to send letters to all local depositories and request a bank resolution if they want to qualify to hold funds for the DDA. Letters were mailed at the end of November, with a deadline of December 16, 2024, to respond with interest. Applications with board resolutions were received from **Jonah Bank of Wyoming, First Interstate Bank, Platte Valley Bank, Pinnacle Bank, and Wyoming Bank and Trust** for deposit of DDA funds for a period of one year. Upon DDA Board of Directors acceptance of these applications, the banks are designated as depositories of

DDA funds. This designation of the depositories will commence January 17, 2025, and continue for a period of one year. No monies may be deposited by the DDA except in the designated banks.

Additionally, the DDA shall have the authority to place investments in those instruments authorized pursuant to W.S. 9-4-831 (a) et. seq. and to enter into agreements with the listed depositories and appropriate investments companies after review by the DDA.

Presently DDA funds are held at Jonah Bank and invested in the Wyoming Government Investment Fund. No changes will occur with this action. Board action is required to change the location of any deposits or investments.

Staff recommendation is the DDA Board of Directors accept these applications and designate these banks as depositories of DDA funds upon delivery of security for the protection of the funds.

Motion to approve the Annual Deposit Request as presented by Volk; seconded by Bau; motion carried unanimously.

Item V. C. Plan of Development update

Bloom reminded board members of a joint meeting with the Planning Commission on Tuesday, January 21, 2025, at 6:00 PM in room 208. Consultants will provide a presentation on the Downtown Plan of Development. The DDA is seeking a recommendation by the DDA Board and also by the Planning Commission that would move the Plan forward to the governing body. Take a look at the document that has been drafted and bring any questions or modifications to the meeting. The DDA Board and Planning Commission are able to make any modifications you see fit, and that would be the recommendation that will move forward. If you are not able to be there, please let the staff know and Zoom is available for anyone who can't attend in person.

Roybal: Is the meeting open to the public?

Bloom: Yes it is

Teubner: Requested a calendar invite reminder for the meeting sent to all Board members.

Item V. D. Staffing Update

Bloom stated that a variety of applicants for the DDA Administrator were received through postings on the City website, American Planning Association website, and the International Downtown Association website. Bloom said he planned to start scheduling interviews the week of January 20th. Interview committee comprised of Bloom, Eric Fountain of the Compliance Department, and Board President Scott Roybal. If any other Board members are interested in being on the interview committee, please contact Bloom. He expects to have the candidate selected in February.

Item V. E. CIG Grant Payment Update

Bloom reviewed CIG's that have been paid out. We are seeking additional information for outstanding CIG's, some of whom have been out of town, so we anticipate those will get finalized in the next couple of weeks.

Roybal advised he went to the bank and got on the signee list, can now sign checks; Lorrell Bellotti advised it is on her to do list as Treasurer.

Item VI. Public Comment

Bloom: Staff invited members of the Cheyenne Police Department to talk about downtown parking, so they will give a brief presentation.

Captain Janes provided a review of the background of parking enforcement downtown and studies that addressed inefficiencies and newest technologies. He summarized meetings in 2022 and 2023 and briefly discussed where the program is now. He reviewed several different studies and how similar cities handle parking programs and best practices of parking. They provided a paper to the Council, which identified looking at the parking garage and its safety, as well as paid parking. Jason Sanchez was a fantastic resource working together with CPS to get security updated with new cameras and sensors. The garage has never been unsafe, but the perception is always that garages are unsafe. Data does not support that they are unsafe, but that is the impression for parking garages. Hired a private security company to do rounds at night, vandalism has gone down significantly. They are working with a company, Frog Parking, to install gates at the entrances/exits to the garages. The parking manager in Bend, OR, said the gates eliminated all the issues they were having in their garage, no donuts, no vandalism. Each license plate is scanned when the vehicle enters the garage. The CPD updated their website, because the original one talked about public information, so they wanted to make sure their website was up to date.

In October 2023 the City Council made a resolution to see if private parking would benefit the City or not benefit the City. This was a recommendation in the Kimley-Horn study, but was not pursued at that time, mostly due to cost and hiring a private company to do it. After extensive research on private companies and consulting companies such as in Loveland and Ft. Collins, the conclusion was that if there is currently an infrastructure within the City to do the program, it's not worth it to go with a private company. There tend to be a high amount of lawsuits on private companies, who are for profit companies. The CPD is not for profit, but is about enforcement to change behavior, such as long-term parkers going to the parking garage, so there is available short-term parking for customers near where they are going to shop.

A second report was provided to the Council. In January 2023, the Downtown Business Collective held a parking meeting, with discussion about on-street parking, and the parking program was well supported. Some attendees asked if it could be done sooner. He explained it was in its infancy. In February 2023, another meeting was held at Paris West that was well attended both in person and online. Again, the CPD reviewed other cities' results. Many people again asked if this parking program could be done sooner rather than later, because they wanted to see the turnover for parking, and felt it would make a difference.

In July the ordinance was proposed and passed the third reading in Council. The ordinance established a paid parking district, which was set up mainly for efficiency. Parking Services establishes the pricing and structure of the district. In December, the resolution was passed that formally identified the district. The CPD Parking District was to start analyzing what data is available to set up the zones and pricing, based on ticket data. The program is still in its infancy. Once the program is implemented, the CPD will have extremely accurate data on parking demand, and they can adjust Zones as necessary. Still ways out, because they don't even have prices for the signs to be made and put up. At least early to mid-summer target to get this completed.

AS they brainstormed, they looked at many models, and decided they did not want people to see a change, so they kept the first 2 hours free. After that, if someone needs extra time, they can request

extra time when they get notice the two hours is almost up. On the app, they push a button and automatically get another hour. As demand is reviewed, they may change free to three hours, or reduce cost, or even eliminate paid parking in some areas where there is no parking demand.

Planning a media campaign in partnership with the City, including parking services and links to the app, as well as information on the social media page. CPD will help folks get the app set up and explain how to use it. He reinforced the free time does not change, so it's still two hours free.

Bau asked if there is a way to use pay for parking without using the app.

Janes: Passport will provide a phone number where you can enter the information on your phone if you prefer instead of the app. Also, you can call the CPD and if they are not busy, they will walk people through the process. Any desktop/computer can enter the information, so possibly a business will help their customers by offering that service.

Bau: Can businesses validate?

Janes: The validation is more paying that fee, it would go on the businesses account, then the business can collect from their customer.

Mrozinsky: Asked about using existing poles, and she asked about signage in the parking garages. Her third question was about the media campaign, and if there will be a focus on how to download the app one time before even going downtown, that it will always be downloaded?

Janes: Discussed bid process and they want to put four signs per block, for clear notice. May need additional poles, which will be part of the bid. For garage signs, there are two large signs, but they can add additional signs in the garage, if that is feedback and a consideration to work on. Signs will have QR codes, to scan and access the app. This will be part of the media campaign. The CPD will be pushing in their campaign to download the app ahead of time, so it's much simpler. James demonstrated the app and ease of use for the app.

Bau: He asked about signage to identify that it is a parking garage, because on Lincolnway it does not look like a parking garage to visitors. He suggested way-finding signs that show where the parking garage is.

Janes: Revenue goes right back into parking improvements for that district. Council may make a change to the ordinance that puts into writing that the funds go back into the district.

Teubner: What if someone parks for the first two hours and then prefers to move their vehicle instead of paying for additional time?

Janes: The vehicle would have to change to another zone, not stay within the same zone. This helps keep vehicles from taking the same parking spots in front of businesses in that same block.

Janes: The times and days of the week will be consistent with existing timed parking ordinance, says every day 8AM – 5PM, except on Sundays, so they will follow that same ordinance.

Teubner: He appreciates their work on this and the due diligence that has gone into it. Is this the same program that Loveland or Longmont are using?

Janes: Loveland does not have a parking program, although they analyzed their parking. They don't have any infrastructure for enforcement. Ft. Collins analysis runs an "upside down" parking program.

They have paid parking in the garage, and free parking on the street. They are looking to change that. Their garage charges from minute one. Greeley is using a carbon copy of the Cheyenne program, and they are using it. They have been doing paid on-street parking for a while, with two hours free parking. Passport is familiar with this entire area and how paid parking is being used.

Volk: Thank you for being here, Captain Janes. Please clarify how someone gets fined when they get a parking violation. There will be a long period of warnings to educate and change behavior. After that, they pay their ticket the same way they do now.

Corey Loghry: She said a group of downtown business owners turned in a petition to City Council on Monday with over 120 signatures requesting to repeal the paid parking ordinance. She said the discussion for paid parking was flawed in the beginning, and that it should be about commerce rather than about parking. Parking is a component of commerce, but downtown is struggling, with six businesses recently closing in downtown. Kimley-Horn study identified that only 50 percent of the existing parking is currently being used at peak times. They suggested other strategies could include striping, signage improvements, and robust marketing program, before paid parking. List of recommendations have not been attended to. Downtown business owners say parking is not an issue, and downtown is very fragile. They are fearful they will not come down if they have to use an app. People who live downtown may not want to use the app every day when they go home. If business owners don't think there is a problem, then what problem is trying to be solved.

Glen Garrett: Thank you to Captain Janes, who answered a lot of questions. He thinks this is the first time he has seen this board address the parking situation. He thinks the DDA should be the first thought on this, as the 'bridge' between the downtown and the City. In regard to the DDA, he also referenced the draft study goal that identifies exhausting all existing parking resources before getting involved with any other plans for parking. Possibly that needs to be changed. He also asked for clarification on signage design from Captain Janes. He suggested the QR code would lead to video instructions about how to use the app.

Announcements (Other Business):

Press Release from the City about \$2.5M funding that was awarded to the City in conjunction with the Reed Ave. Corridor project. This funding assists with closing of crossings at 17th, 18th, and Dillon Ave, which is just outside the DDA District. A step closer toward getting the project completed. It was one of the biggest hurdles to identify what it would look like in the rail right of way, and what crossings would be closed.

Parsons: Clarify meeting dates for next month. Regular board meeting will be February 20th, and the joint work session will be next Tuesday in room 208.

Adjournment:

Meeting adjourned at 11:07 a.m.