

Laramie County Economic Development Joint Powers Board
Board of Directors Meeting Minutes & FY23/24 Budget Hearing
June 27, 2023- 7:30 a.m.
Hybrid Meeting – Zoom & Cheyenne Regional Airport Board Room
4020 Airport Pkwy W Cheyenne, WY 82001

Board Members in Attendance

Shari Bremer – In Person ✓
Dr. JJ Chen – In Person ✓
Sharon Fain - In Person
Kevin Marquardt – In Person
Josh Morris – In Person
Trey Rinne – In Person
Mike Williams – In Person

Board Members/Staff Not In Attendance

None

Others in Attendance

Brittany Ashby, Align – In Person
Kristie Wilson, Align – In Person

Zach Valerio, Align/WEDA - Zoom
Chris Brennan, WRA&B Counsel – In Person
Gay Woodhouse, WRA&B Counsel – In Person
Charles Bloom, City of Cheyenne -In Person
Thom Gabrukiewicz, City of Cheyenne DDA – In Person
Tim Bradshaw, Chey Reg Airport – In Person
Domenic Bravo, Visit Cheyenne – Zoom
Wendy Fanning – In Person
Linda Heath, Laramie County - Zoom
Dr. Mark Rinne, City of Cheyenne – In Person
Renee Smith, City of Cheyenne – In Person
Wendy Fanning – Wyoming Women’s Business Center
Heather Tupper – Zoom
Jill Kline – SBDC - Zoom

The regular meeting of the Cheyenne Laramie County Economic Development Joint Powers Board assembled with all Board members present at 7:30 a.m., in person, and via Zoom, with Mike Williams, board chair presiding.

Action Items

The Laramie County Economic Development Joint Powers Board meeting agenda for June 27, 2023, was presented for adoption.

A Rinne/Bremer motion was made and seconded to adopt the June 27, 2023, meeting agenda with changes to move article “a” in new business after “Other Business” so that all funding requests and reimbursements are considered in the Budget Hearing. The motion passed unanimously.

The Laramie County Economic Development Joint Powers Board June 27, 2023, consent agenda was presented for adoption.

A Rinne/Fain motion was made and seconded to adopt the June 27, 2023, consent agenda; May 23, 2023, meeting minutes; May 31, 2023, financials; and the June 2023 vouchers totaling \$21,013.85. The motion passed unanimously.

Economic Development Topics

Wendy Fanning, executive director of Wyoming Women’s Business Center spoke to the board about creating a community of resource management.

New Business

Visit Cheyenne Request for Funding 2023/24

Domenic Bravo, President/CEO of Visit Cheyenne, gave a Hell on Wheels presentation and a funding request for 2023/24 in the amount of \$25,000. Visit Cheyenne organizes several events throughout the calendar year

and is exploring an indoor rodeo and other large-scale events for winter 2024 to offset the tourism should season in the Cheyenne area. These events promote visitor travel and drive economic development in lodging, tax dollars, and provide opportunities for the local community to spend their entertainment dollars in town rather than out of town. Materials were sent out early to The Board so that a vote could happen during this June 2023 meeting.

A Rinne/Fain motion was made and seconded to approve the reimbursement request for the Visit Cheyenne funding request in the amount of \$25,000. The motion passed unanimously.

Sharon Fain requested Visit Cheyenne provide data in January 2024 on the community impact and impressions of the JPB branding. JJ Chen expresses that this is a great opportunity for business retention, collaborative investment, and overall quality of life for the citizens in the area. August 19, 2023, is the Farm to Table event. Domenic Bravo will get details of that to the Board.

Committee of Bylaw Review assignment –

JJ Chen, Josh Morris and Shari Bremer have volunteered to be the bylaws committee along with JPB counsel, Gay Woodhouse and Chris Brennan. Kristie will arrange a meeting to review the bylaws.

A Chen/Marquardt motion was made to approve the committee as assigned to review and make necessary updates to bring to the board. The motion passed unanimously.

Old Business

DDA Update & Request for Funding 2023/24 – Vote Consideration

Charles Bloom and Thom Gabrukiewicz presented added information on their request for funding for the DDA from the May 2023 meeting, reiterated the 2022-23 JPB Grant accomplishments, and presented a funding request for 2023/24 in the amount of \$20,000. They would like to apply this \$20,000 to the capital improvement grant plan or the new Logan Simpson scope of services plan. They would like support and are asking that the fund not be restricted to one program such as the CIG.

DISCUSSION:

Sharon wanted to know how Logan Simpson came on board, if there was an RFP, and if a local organization was searched out first. Charles Bloom explained they found a local organization but there was a conflict of interest and was recommended to Logan Simpson in Fort Collins by that organization. This is not the only consultant the DDA will reach out to and will research more thoroughly. This will be a discussion they will bring up with the DDA board. Gay asked if they could return for an amendment later in the request.

The original DDA request was shifted from \$20,000 going specifically to this the CIG fund to and not to the Logan Simpson. Josh Morris agrees that there are not many qualified consultants in Cheyenne. However, the Board wants to stay with the original funding request.

A Chen/Bremer motion was made and seconded to approve the original funding request of \$20,000 specifically for the CIG program for FY 2023/24 for \$20,000. The motion passed unanimously.

Grant/RLF Guidelines Committee Update

Brittany clarified what the committee has come up with considering the guidelines for the JPB RLF/Grant program. The Guidelines were sent to the Board prior to this June 2023 meeting for review at the request of Mike Williams. He suggested the Board review these documents and provide Brittany with feedback so that action may be taken today.

A Morris/Chen motion was made to approve the grant documentation as presented. The motion passed unanimously.

Marketing RFP Update

The Marketing RFP is another piece of the JPB goals created in the February 2023 strategic planning session. Brittany Ashby presented the RFP for Marketing and Brand Services. Josh Morris was worried the cost proposal request in RFP would turn some of the potential proposal applicants off. This might not matter. Morris would rather have the best firm at the table than the most affordable. Both Trey Rinne and Brittany Ashby would be hesitant to not ask for a cost proposal. Josh Morris concedes.

A Rinne/Chen motion was made to approve the Marketing RFP as presented. The motion passed unanimously.

Other Business

J-Bird RLF Update

Brittany reported that we received an email from Markee that J-Bird wants to pay off the loan and do something different. He will continue to pay monthly until we release the lien. J-Bird is continuing to work on this project. Trey Rinne adds, "he (J-Bird) is having a hard time getting this project off the ground." [ba-dum-tssss]

Lodging Reimbursement Request Wyoming Academy

Dr. JJ Chen, current JPB Board Member, has requested consideration for lodging reimbursement by the Board for Wyoming Academy. The Academy application fee was approved to be paid and sponsored by the board at a prior 2023 meeting.

A Morris/Marquardt motion was made and seconded to approve the reimbursement request for Board Member Chen's lodging for Wyoming Academy. The motion passed unanimously.

FY 2023/2024 Budget Hearing

The fiscal year 2023/2024 Proposed Budget was presented to the board for discussion.

Amendments to the Budget:

- No Adjustment to the Revenue section
- Delete specific line Board Expense – LEADS Table for \$1,000
- Change line Board Expense – Board member training to "Training and Table Ticket Expenses" for \$2,500
- Add a line item in Expense for \$10,000 for LEADS membership to maintain this seat on the board
- No Adjustment to Admin(City) section
- No Adjustment to the Revolving Loan section
- Change line item in Contracts/Grants for Visit Cheyenne from \$5,000 to \$25,000
- Change Miscellaneous Grants from \$357,000 to \$81,377 for an expense total of \$324,377 to balance the budget to 0 (zero)

- Note per Mike Williams - start using some of the money saved from the historical \$50k/year for LEADS to put into reserves. Table the discussion for tracking this. Create an investment committee to see how we can change this in the future.

No questions, suggestions, or comments were put forth by the public regarding the Cheyenne-Laramie County Economic Development Joint Powers Board FY 2023/24 Budget Hearing.

A Morris/Rinne motion was made and seconded to approve the budget as amended.
The motion passed unanimously.

Partner Updates

City of Cheyenne

Councilman Dr. Rinne was in attendance but had to leave before partner updates.

Laramie County

Commissioner Linda Heath gave a report for the County.

DDA

Thom Gabrukiewicz provided an update and reported that they have a full board now.

LEADS

Not in attendance. No report.

Visit Cheyenne

No other reports in addition to the funding request.

Airport

Tim Bradshaw highlighted the airport's projects including restoring the original terminal building. Air service will return in September 2023, flights may be booked now.

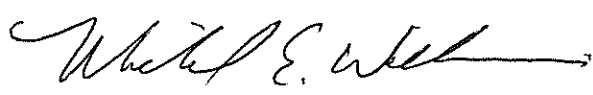
Adjourn

Chair, Mike Williams and Board thanked Sharon Fain for her impactful service on the Joint Powers Board. Dave Keiter is a potential new board member. He's from Eastern Laramie County. He has applied to the commissioners to the Board and his nomination/application will be voted on at their July meeting.

Having no further business, the meeting adjourned at 8:59 a.m. The next regular Cheyenne-Laramie County Economic Development Joint Powers Board meeting will be held on Zoom and in person at the Cheyenne Regional Airport Boardroom on Tuesday, August 22, 2023, at 7:30 a.m. This will be the first meeting for FY 2023/24.

Submitted by:
Kristie Wilson

Signed by Chair after Board approval:

 8/22/2023