



Cheyenne Downtown Development Authority

Regular Meeting of the Board of Directors

10:00 a.m. Thursday, April 18, 2024

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

I. Call to Order

II. Roll Call – by Staff

Wendy Volk, President

Dave Teubner

Amber Nuse

Danica Mrozinsky - Zoom

Jamie Winters - Absent

Janelle Rose, Vice Chair

Brian Bau

Landyn Medina - Absent

Buck Holmes – Absent

Scott Roybal

I. Public Comment on non-agenda items (5-minute time limit per speaker) NONE

II. Disclosures: Teubner recuse from EdgeFest vote

III. Minutes:

A. [March 21, 2024, Minutes](#)

Motion to approve minutes by Roybal, seconded by Bau. Motion passes.

IV. Old Business

A. [Bylaws Amendment](#)

Bloom: Requesting postponement. Nuse asked if any other Board members would like to be on the committee, Volk said she would sit on the committee with Nuse.

Motion for bylaws postponement , seconded by Roybal. Motion passes.

B. [Sidewalk Repair Assistance Program](#)

Bloom: Gave an update on this program. Collectively looking at priority areas and different match options. We will continue working with the Engineering Dept with this. AARP Walking Audit on May 8th.

V. New Business

A. [Financial Report](#)

Lockman: No new updates

Motion for approval of March 2024 Financial Report by Rose, seconded by Nuse.

Motion passes.

B. [EdgeFest Sponsorship](#)

Teubner recused from vote

Bloom: One time sponsorship of EdgeFest of \$20,000.00. Annual event for 10 years, announced this is their final year of this event.

Teubner: Thankful for the DDA support

Roybal: Are there any expectations on what will happen after this.

Teubner: No, Warehouse21 is looking for other ways to contribute to the West Edge area through music, technology and innovation.

Nuse: Last year the DDA supported at 10k and VisitCheyenne 10k, is this increase in ask due to increased costs?

Teubner: It is an increase for both organizations to 20k each; recognized in past at 20K level in past, so this brings contribution to a true sponsorship recognition level.

Volk: How much in additional funding are they anticipating, in case other organizations ask?

Teubner: Our total budget is 170K, we have sponsorships from 1,500 to 20k. and looking for a big sponsor at the 30k level.

Rose: Thank you to Dave and Warehouse 21, with the visibility to the Downtown area and sense of community this brings. I am sad to see this go.

Teubner:

Motion to approve by Rose, seconded by Bau. Motion passes.

C. [2024 DDA Planter Program](#)

Parsons: Memo provided for Plan and program 2023. We are anticipating a higher amount for the 2024 season. We are in discussions with Bison Brand Landscaping, as well as pursuing two other estimates, to see what comes in at. Planting can't start until the end of May or beginning of June; consideration of downtown businesses who have ideas or want to participate, work with the contractor to deliver flowers to business who wants to plant themselves. No action is needed at this time.

Bau: Do you feel like you will have something ready by the next meeting.

Parsons: We should have bids by the next meeting.

Motion for subcommittee by, seconded by. Motion passes.

D. [Fiscal Year 2025 Proposed Budget](#)

Bloom: Update, we have additional revenue from the Mill Levy. We are earning additional interest in the WGIF account, which is currently at \$4200 per month. This budget does move forward with the assumption that we are moving forward with leaving \$1million in the WGIF account.

Grant applications into Laramie County Economic Development Jt. Powers Board, presentation next week, will find out if grant is awarded. The City will be contributing just over 209k for Staff costs. Administration costs are down. We are reserving funding for a 3rd party audit. Operating expenses are down as well. Advertising and marketing we have reduced down to 5K. Our recommendation is to not move forward with the Logo Design Pilot Program, as that logo is solely owned by and benefits a specific business and not used by any member of the public.

Redirect folks to the SBDC network, which offers similar services to small businesses at no cost. Our partnership with VisitCheyenne has been kept at 50k; Bloom listed the events this supports. Sponsorships have increased from 56k to 57k. The façade improvement program and the Capital Improvement Grant we would like to keep separate for accounting purposes, total of 500k for both projects. We did zero out Large Projects item, but reintroduced new item called

DDA Board Strategic Projects, better title for use of that money, \$265,000; do have money in WGIF if a project requires more funds. We have set aside 100k for the sidewalk match program, hoping to roll this out in FY25, expect the City will manage project during off-concrete peak season, possibly late fall, early spring, continue to work with the Engineering Dept on this project. Community events have been reduced by 25k, these are DDA events to support MainStreet, assisting business in the downtown. Another item for market research, Placer AI strategic market research projects for downtown, possibly provide a monthly service. \$10,000 rolling over from the COVID rental assistance project. \$187,000 less than FY24 with over \$1M in reserves.

Roybal: The FY23 budget, what is the rollover.

Bloom: We are anticipating 500k in reserves.

Nuse: We have 500k rolling over from FY24; if we approve this budget, we are willing to dip into our 500K of our 1.2 million reserves and spend that if the Board chooses to do so. Is that accurate?

Bloom: Yes, that is accurate.

Nuse: The Logan Simpson fees where is that located.

Bloom: They expect to have a majority of the billing complete this fiscal year.

Volk: Our budget request, how much are we asking from the City.

Bloom: There will be no direct cost received from the City. 209K is provided from the City for all personnel costs

Lockman: City proposed budget, that amount is correct

Motion for subcommittee by Nuse, seconded by Teubner. Motion passes.

Teubner: I think by not having outside costs, and by having legal and fiscal reports and contributions is very powerful and want to thank all those involved and thank the City for this support to the DDA. It allows us to put more funds into the Downtown. Also, the Mill Levy increase is a sign of growth, and the Downtown is growing, we need to talk about that more.

Rose: The COVID assistance rental program, this needs to be paid back if it's not spent? Yes, it is paid back to the City. Are businesses still applying for that??

Bloom: Yes, we would have to pay it back to the City.

VI: Other Business:

Bloom: Introduction of Kylie Dorr as new DDA Administrator

Bloom: Part of Plan of Development, working with Cheyenne MPO on Corridor Plan for 18 St, from House to Snyder through the DDA District

Julie from Mayor's Council on People with Disabilities: Sit on Sub-committee for Sidewalk Planning; the Sub-Committee is looking at how funding grants would work, Bloom will call her to clarify; Julie wants to be included with Engineering

Volk: When will City and County start working on 6th Penney projects? Bloom: Process is starting, ideas are brewing

Teubner: Could we get an update on our planning process? Where it sits. How is the best way for the Board to contribute and get updates on process.

VII: Adjournment: Motion by Teubner; seconded by Rose. Meeting adjourned at 10:50AM