



MINUTES

Thursday, June 12, 2025
City Council Chambers, City of Cheyenne Municipal Building
2101 O'Neil Avenue, Cheyenne, WY 82001

I. CALL TO ORDER

Meeting called to order at 10:00 AM.

II. ROLL CALL

Members Present: Councilman Scott Roybal (President), Wendy Volk (Vice President), Danica Mrozinsky, Dave Teubner, Candice Wisdom. **On Zoom:** Brian Bau, Amber Nuse, Linda Heath (Ex-Officio), Janelle Rose

Members Absent: Jamie Winters, Lorrell Bellotti

Staff Present: Sophia Maes, DDA Administrator; Miya Debusk, DDA Social Media Assistant.

Members of the Public Present: Glen Garrett, Paul Belotti, City Project Manager. **On Zoom:** Corey Loughry, Amber Conwell, Eric Fountain, Director of Compliance.

III. DISCLOSURES / ANNOUNCEMENTS

Maes introduced the new Board member, Candice Wisdom.

Wisdom is a financial advisor at R.W. Baker and has lived in Cheyenne for 12 years.

IV. MINUTES:

A. May 15, 2025 Regular Board Meeting Minutes: Volk motioned to approve Minutes for May 15, 2025. Seconded by Mrozinsky. Minutes approved unanimously.

B. May 28, 2025 Work Session Minutes: Volk motioned to approve Minutes for May 28, 2025. Seconded by Mrozinsky. Minutes approved unanimously.

V. PLAN OF DEVELOPMENT UPDATES

Maes introduced the item. She stated updates on the Plan of Development projects were requested for Board meetings at the May 28 Work Session.



- 15th Street Experience: Maes stated that staff has drone footage of the railcars that are out at Swan Ranch and an updated site plan from the City Engineering department, and she hopes to post that footage on the Connect Cheyenne platform soon. She stated the new site plan has the railcars moved closer to rail line versus 15th Street. She stated she has been in talks about a potential holiday event that would take advantage of the 15th Street Experience, though it cannot be publicly announced at this point. She stated it would take a partnership between the City and other community groups.
- Reed Rail: Maes stated the last she heard was the City was waiting for BNSF to approve the plans.
- 4 Alley Project: Maes spoke with Mark Madsen with WHS Engineering. She said Madsen would like to piggyback on the town hall for the Downtown On-Street Parking Design to get feedback on the 4 Alley Project. She stated staff hopes to have this town hall during the first week of August 2025.
- 18th Street Reconstruction: Maes clarified this is a storm sewer reconstruction project and she was on the selection committee for the design firm. She stated the design contract would be heard by the Finance Committee the following Tuesday. She said this was just the design not construction.

Maes introduced the FY26 DDA Plan of Development Priorities, based on the Board discussions held in the April and May work sessions. Roybal asked for Board questions. Volk moved to approve the plan as presented. Mrozinsky seconded. Roybal asked for public comment, hearing none. Motion passed unanimously.

VI. OLD BUSINESS

A. FY26 City-DDA Work Program MOU (with Amendments)

Maes introduced the item. She stated this item was approved with minor amendments at the June 9 City Council meeting. She stated the only amendments were to Section 4.a.i. as follows:

- Replace the Planning and Development Director with DDA Board in reference to hiring staff
- Replace the title DDA Administrator with DDA Executive Director
- Strike the language of "No City personnel or DDA staff shall be considered the Board's Executive Director under Wyoming Statute 15-9-207"

Staff recommends approval of the City-DDA FY26 Work Program MOU, which will be in effect on the date of the last signature. She stated that the contract before the Board is the draft, not finalized by the City Clerk. She stated she will have the Board President sign the finalized contract once it's available. Roybal asked for comments or questions from committee.

Volk asked if a motion would be needed for approval. Roybal confirmed yes.



Volk motioned to approve the FY2026 City-DDA Work Program MOU with the amendments as presented. Teubner seconded. Roybal asked for questions or comments from the committee.

Mrozinsky asked about Section 6.I. regarding termination of the agreement within 120 days of written notice. She asked if this was standard with contracts like this. Roybal stated he believed it is standard. Volk stated this termination clause was similar to the Visit Cheyenne agreement previously held. Roybal concurred that it previously took about four months for the DDA to become autonomous from Visit Cheyenne and noted that the Council amendment increased the Board's autonomy with hiring and firing its directors. Volk stated that she has been asked why the Board doesn't appoint Board members, which she clarified that the Mayor has always appointed Board members. She stated that everyone applied to be on those City appointments and are selected by the Mayor.

Roybal called a vote, motion passed unanimously.

B. Summer on the Streets Event Sponsorship Request

Maes introduced the item. She noted the proposal had been updated by the applicant per the Board's conditions at the May 15th meeting. She stated the legal entity would be Visit Cheyenne; the event will be held on June 21st in downtown. She stated if the Board decides to sponsor and if the event is to be held annually, staff would like to see some type of data to show ROI and would discuss with the event organizers to determine data that should be collected. She stated staff recommends approval of the \$3,000 request.

Mrozinsky stated her appreciation of having criteria in the staff report to assess the sponsorship request and it's fit for the DDA.

Roybal asked for a motion. Volk motioned to approve the \$3,000 request for the Summer on the Streets event sponsorship. Wisdom seconded.

Nuse stated she was supported on the sponsorship but was concerned about the budget and that the Sponsorships line item was already over for the 2025 fiscal year. Her question was whether the Board needed to make a budget amendment. Maes stated a budget amendment would be completed in July. Nuse stated she's comfortable with the budget amendment and simply wanted to Board to be aware that more was being spent on Sponsorships than intended.

Mrozinsky stated there are funds in the Community Events line, and either this could be considered a Community Event or funds from this line item could be transferred to Sponsorships. Motion passed unanimously.

C. Communications Plan Proposal Review Committee



Maes introduced the item, and stated there is no action required from the Board. She stated there were five proposals and at least two board members must be part of the review committee. Wisdom and Teubner volunteered (Rose volunteered in the Zoom chat).

D. Westward CIG Easement Agreement

Maes introduced the item. She gave background that Westward received a CIG in June 2024, stating that there have been issues with the Easement Agreement as Westward is a lessee not a property owner. She stated the property owner doesn't feel comfortable with the liability of an easement agreement. She asked the Board for guidance, either to rescind the grant as the parties won't agree to the requirements or if there is an alternative to simply have an agreement with the business owner. Her concern is setting a precedent and blurring the grant parameters even further.

Volk stated the Board works to fight the blight and increase economic vitality. She stated that when the grant was awarded in 2024, she did not believe an easement agreement was required, and it was later requested by the City Attorney. She was concerned that we were retroactively requiring an agreement. Volk asked Glen Garrett if he recalled what the circumstances were.

Garrett stated that historically the Façade Improvement Program (FIP) required an easement because it was to the façade of the building, but the Capital Improvement Grant (CIG) when to awnings, ADA ramps, etc. He stated that this easement agreement for the FIP was in part because of the historical preservation component that SHPO required. He stated that the Westward agreement was via a CIG for a sign. He didn't believe an easement agreement was historically required for the CIG. He stated the overriding rule would be whatever agreement was made with the grant recipient.

Volk stated that the more recent grants did require the easement agreement via CIG and wants to know what the requirement was at the time of award. Roybal asked if the item could be tabled for a month while further research was conducted. Maes stated that the recipient has been waiting for months for this to be paid out. She stated she found the original approval letter sent to the recipient that stated the awardee would sign a façade easement agreement prior to the disbursement of funds dated June 20, 2024.

Roybal asked if the Board should rescind the grant. Teubner asked if the recipient was not able to get the easement or if they refused to sign the agreement. Maes clarified that the grant recipient would sign the agreement, but the property owner was not comfortable holding liability. Teubner had concerns about the recipient and that they bought the sign with the understanding that they would receive a grant. Maes stated this was the case. She stated that she did not see why an easement agreement should be required for signage as it's more business specific than property. She stated that a different grant with different requirements should be considered in the future to



delineate façade improvements (which require easements) and capital improvements (signage, awnings, etc.).

Teubner stated he agrees with Mr. Garrett and would like to see clarification within the current program.

Mrozinsky had concerns about rescinding the funds or requiring an easement agreement for signs. She was concerned that it would discourage property owners from agreeing to these improvements due to their liability. She believes signage is a valuable component of what the DDA offers.

Roybal stated that Boards have the ability to override parameters in unique situations. Volk agreed this was a unique situation, as only a property owner can give an easement. She believes the signage meets all criteria except for the easement agreement. She believes an exception should be made.

Bau asked if staff has reached out directly to the property owner about concerns. Maes stated yes, and once they received the easement agreement with the language about property owner liability, they had concerns. Bau stated he would support funding this project and look at what would be reasonable for property owner liability.

Mrozinsky asked what types of changes in the easement agreement would occur. Maes stated she would discuss this with the City Attorney, but most likely the language regarding the property owner would be rescinded or a different type of agreement or guarantee would be created only with the business owner. Roybal suggested a personal guarantor.

Heath asked what the main purpose for the easement would be. Maes stated her understanding is for the DDA to be able to ensure and enforce maintenance and upkeep. Garrett stated the Façade Improvement Grant was partially funded through SHPO which had specific easement requirements. He stated these improvements were substantial, potentially up to 65% of the project cost, and wanted surety that the improvements would not be changed if ownership changed. He stated that the CIG was created for the smaller items such as awnings, signs, and other business improvements. He stated a misunderstanding occurred with the transition into Visit Cheyenne, and it seemed that the FIP and CIG combined into the BIG (Business Improvement Grant). He stated that there was an argument that the DDA could fund fire sprinklers and other specific interior improvements for public safety. He reiterated that the easement agreement should be with FIP, not CIG.

Teubner concurred with Garrett in reference to his prior Board appointment, in that the FIP could be applied for by the property owner and the CIG was for business owners as it was less



infrastructure based. He stated there's a lot of precedent from the past for not requiring easement agreements for CIG.

Heath stated in her history with Joint Powers Economic Board they have supported FIP, but there is an opportunity for business owners to apply for grants and loans as well. She stated that the JPB is interested in developing business throughout Laramie County and this could be a good resource for the DDA to promote. Roybal asked staff to reach out to JPB and see what that partnership would look like.

Wisdom asked if for this CIG the Board could amend the agreement so the business could be the personal guarantor with the same parameters for five-year upkeep and liability. Roybal asked if that was a motion. Wisdom made the motion to amend the agreement for the Westward CIG to require a personal guarantee instead of an easement agreement. Volk seconded. Motion passed unanimously.

VII. NEW BUSINESS

A. Financial Report

Maes introduced the financial report for May 2025. She stated the number of days of operating expenditure as of May 31st was 503.24, and the Fund Balance Policy requires 60 days. She stated there are a few grant and sponsorship commitments outstanding, including the Westward CIG, totaling \$141,920.68 Board approved commitments. She stated the Sidewalk Match Program had funds allocated, with a few applications in process. She stated the City Treasurer was out of the office due to a family emergency, but Maes will be working with her for the final FY25 budget amendment. Maes also stated the FY25 audit was about to commence.

Volk motioned to approve the financial report as presented. Mrozinsky seconded. Motion passed unanimously.

B. FY2025 Audit PMCH Engagement Letter

Maes introduced the item. She stated the cost of the audit was approved in May. She stated the Engagement Letter before the Board must be approved by the Board. She stated the letter outlines the scope, standards, and liabilities. She stated the audit is scheduled to begin in July 2025 with final reports in November 2025. Staff recommends the DDA Board authorize the Engagement Letter from PMCH.

Roybal stated he e-signed the letter sent to him.

Volk motioned to approve the FY2025 Audit PMCH Engagement Letter. Teubner seconded.



Nuse stated that there are potential financial penalties if information is not supplied in a timely manner to the auditing firm. She asked if both the DDA and the City Treasurer are comfortable with the timelines so there's no additional cost. Maes stated that she has not confirmed that but will correspond with the City Treasurer. She stated that at this time to her knowledge, all statements have been properly reconciled, and financial policies are in compliance. Volk stated that she believes the DDA is in a much stronger position and has its books in better order than during the transition. She wants to commend the staff and City Treasurer Robin Lockman.

Motion passed unanimously.

C. 2025 Fridays on the Plaza VIP Night

Maes introduced the item. She stated that as a Festival Partner the DDA receives 25 VIP tickets for one show during the summer series. They plan to invite downtown property and business owners to enter a drawing to win up to two tickets per entry. They plan to promote the drawing on social media and through the email list, with the drawing on June 18. She asked for approval of the VIP drawing as well as which show to reserve for the VIP experience. She asked if the Board would like to reserve some tickets for Board members and staff.

Mrozinsky stated that the July 18 and July 25 shows will fall during Cheyenne Frontier Days, and doubts that business owners would have the capacity to attend the show.

Roybal asked how staff would like to receive feedback regarding which show to choose. Volk stated the June 27 show might cut it close. She stated July 11, Aug 1, and Aug 15 would be the best top three picks. Teubner stated the final show on Aug 15 would be a big show and would give more time to coordinate. Maes asked if there was a prioritization of preference for the three shows. Roybal stated that any would be good.

Wisdom asked if the property and business owners would go into a drawing and then pick which show they'd want or if it only be for one show. Maes stated that only one show was included, and we would determine which show.

Garrett stated that the experience of what VIP means should be clarified to help promote. Roybal stated it was a seating area. Teubner agreed it would probably be closer access. Teubner stated that by choosing that last show there is more time to coordinate. Roybal agreed and stated that it would give staff more time to collect swag.

Volk motioned to support the 2025 Fridays on the Plaza VIP Night with the potential drawing for the 25 tickets for the dates that would be July 11, August 1, and August 15. Teubner seconded. Bau would like to include staff at that event.



Motion passed unanimously.

VIII. OTHER BUSINESS/STAFF ANNOUNCEMENTS

A. 2025 Planter Program — Verbal Update

- i. Maes stated the vendor chosen was Air-O-Fresh Greenhouse from Carpenter, WY. She stated the planters had been planted as of June 11, and while they look a bit sparse, the contract states that the plants will be in full bloom by mid-July for CFD. She stated the vendor has been pleasant to work with. She stated that after the summer season, they plan to debrief and create a more sustainable planter program that has ongoing maintenance.

B. On-Street Parking Design – Verbal Update

- i. Maes spoke with Paul Belotti, City Engineer. The contract of services between the City and WHS Engineering was signed at the beginning of June, with the expected delivery of the design by July 31. She stated that she spoke with Mark Madsen of WHS and he has been invited to provide an update at the next Board meeting if he has information to share. She stated that the DDA would hold a town hall and would post the design on the Connect Cheyenne platform during the first week of August for feedback from stakeholders.

C. DDA Outreach Campaigns & Events — Verbal Update

i. Screen on the Green

1. Maes stated the first Screen on the Green was postponed to June 19. They will need volunteers to clean up and taking down the screen. She stated that the day is Juneteenth and hopes the holiday will encourage more people to attend.

ii. Superday 2025

1. Maes stated the DDA reserved a booth at Superday and requested Board members to attend and help represent the DDA. She stated that informational handouts will be created. Wisdom asked what times Superday would start and end. Maes stated it would begin at 9 AM and end at 4 PM.

iii. 2025 IDA Conference

1. Maes would like to have those interested in attending to let her know by July 7th for the early registration rate. Wisdom asked if Maes would send more information.




D. July Regular Board Meeting Reminder

- i. Maes reminded the Board that next month's meeting will be at 10 AM in City Council Chambers on July 17.

Volk asked for any additional items from the public or the Board.



CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

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Volk stated that she wanted to commend Maes for standing in front of the Committee of the Whole and Council the previous week after only being with the DDA for a short time. She was delighted the MOU with the City was supported and wanted to publicly acknowledge Maes.

IX. ADJOURNMENT

Mrozinsky motioned to adjourn. Wisdom seconded. Meeting adjourned at 10:59 am.