



MINUTES

Thursday, July 31, 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), Brian Bau, Danica Mrozinsky, Lorrell Bellotti, Janelle Rose, Candice Wisdom. **On Zoom:** Jamie Winters.

Members Absent: Amber Nuse, Dave Teubner, Linda Heath (Ex-Officio).

Staff Present: Sophia Maes, DDA Executive Director; Charles Bloom, City Planning & Development Director **On Zoom:** Miya Debusk, DDA Social Media Assistant.

Members of the Public Present: Stan & Maggie Hartzheim; Jesse Sevier; Mark Madsen (WHS); Corey Loughry; Glen Garrett; Paul Belotti, City Project Manager; Doug Klahn, City 1% Construction; Erin Fagan, Planner; Sam Gudmestad, Planner. **On Zoom:** Julie Tucker.

III. DISCLOSURES / ANNOUNCEMENTS

None.

IV. MINUTES:

- A. June 12, 2025 Regular Board Meeting Minutes:** Volk motioned to approve Minutes for June 15, 2025. Seconded by Bellotti. Minutes approved unanimously.

V. PLAN OF DEVELOPMENT UPDATES

Maes introduced the item.

- A. GIS/Engineering Intern Inventory:** City Engineering has offered some of its summer interns to assist in collecting inventory of items outlined in the Plan of Development, including benches, pedestrian-scaled lighting, etc.



- B. 15th Street Experience: Resolution to preserve the Gunslingers at their current location failed at Council. Consideration for a bid for Vintage Railcar Restoration passed, City Engineer Tom Cobb will have kickoff meeting the week of August 4, 2025. Maes updated the Connect Cheyenne project page with drone footage and most updated site design, but more updates will be available soon.
- C. Pumphouse Park: A work session was held on July 3rd; video is available on the Pumphouse Park Connect Cheyenne page. Council passed a resolution to sell the Pump House on or before January 14th, 2026, with historic preservation conditions, and demolish it if it does not sell.
- D. 1600 (3 Alley) Project: Original scope in May 2024 was amended from three alleys to four and includes St. Mary's, Sanford's, the alley north of 18th Street from Warren Ave to House (Wallick and Volk Alley), and the alley north of 16th Street from Central Ave to Capitol Ave (Paramount Alley).

Maes introduced Mark Madsen from WHS Engineering to present the 4-Alley design.

Madsen stated the 4-Alley project was a City response to poor drainage in the alley behind St. Mary's. He presented the plans for the project. The City will go to a grated trench system, which will be much easier to maintain and will be safer for pedestrians. Madsen has polled property owners regarding concerns in the alley due to the poor drainage and ice formation, lighting, transient population, etc.

Bau asked if there are power poles in the alleys and if a discussion with Black Hills Energy has been had about burying them. Madsen stated that all the alleys have overhead power on poles, with very few transformers on the ground. He stated Black Hills is only actively involved in discussions regarding St. Mary's alley.

Rose asked if it would be more cost effective to bury the power lines while the alleys are being worked on, and if WHS had an estimate on cost to bury the power lines now versus redoing everything in the future. Madsen stated it would be more cost effective to do the work now. He mentioned several considerations in cost, including the easement and where the power line would be required to be placed, the consumer price index (CPI) and inflation trends for construction materials, global supply chains, and workforce-based inflation.

Volk asked what the timeframe for the 4-Alley project would be without increasing the scope to include power line burial. Madsen stated the intent was to bid for the project by January 2026. He has a concern with economies of scale and stated that if they could make the project bigger, the City may have better bids from bigger companies.



Rose stated that large infrastructure projects can help tie Downtown together. She stated that she's been told that we can't do beautification work in the alleys until the power lines are buried. She asked if there was opportunity for the DDA to collaborate with the City and Black Hills to move forward on some of the DDA plans in the alleyways. Madsen stated that a partnership between the property owners, Black Hills, and the City is what is needed to move forward.

Wisdom asked if Waste Management has been consulted on how to prevent the alleys from becoming dirty after these projects are done. Madsen stated that a dumpster corral (a single-dumpster location) could be a solution, but it would take businesses working together. He stated the grease traps in some alleys have been updated.

VI. OLD BUSINESS

A. Downtown On-Street Parking Design MOU

Maes introduced the item as an agreement between the City and the DDA to solidify the May 2025 Board approval of \$24,750 to help fund the Downtown On-Street Parking Design. She stated that Madsen from WHS was available to give an update on design progress.

Roybal asked for questions from committee. No questions.

Volk motioned to approve the Downtown On-Street Parking Design MOU as presented. Mrozinsky seconded. Motion passed unanimously.

Maes requested Madsen to present the design progress.

Madsen stated that an on-street parking inventory of the project scope was collected, and he believes an increase of 1-2 parking spots per street, per side will be possible. He stated Central, Warren, and Lincolnway are state highways where the City does not control parking. The design standardized the layout.

Mrozinsky asked if striping could not be done by the City on Lincolnway, Warren, and Central because they are state controlled. Madsen stated the City could work with the state to stripe the streets, he just wanted to clarify that the City did not control these streets. Paul Bellotti stated that the City would need to coordinate with WYDOT. Mrozinsky asked if this was the intention. Bellotti stated that it was something that could be considered depending on the implementation prioritization in the first phase.

Roybal asked for additional questions from committee; there were none.



Roybal asked for public comment; there was none.

Lorrell Bellotti stated that the DDA's responsibility is to gather input from downtown stakeholders and encouraged anyone in the audience to give public comment.

Maes stated a town hall would be planned once the design was submitted on August 1st.

Wisdom asked what the timeline was for the phase one implementation. Paul Bellotti stated the next step is to get bids for the striping, which require finalized design plans. He stated that it would be at least a few weeks before striping would begin.

Rose asked if the design would be available online for review. Maes confirmed they would be available on Connect Cheyenne.

Stan Hartzheim, Double H Home Loans, stated that any additional parking spots would be gratefully accepted along 18th Street.

B. Communications Plan Scope and Agreement

Maes introduced the item. She stated that there were five proposals in the RFP process, with the review committee choosing West Edge LLC due to its comprehensive scope. She said the original price proposal was \$170,000 but was reduced to \$130,000 by reducing the scope. She recommends the Board approve the proposal and authorize the Board President and Vice President to execute the agreement.

Jesse Servier from West Edge LLC. presented the amended scope and price, including an increase to the Summit, creative concepting, and website hosting, and a reduction in workshops, branding, creative production, media execution, and discretionary projects.

Mrozinsky asked how the review committee made its selection. Rose stated the committee used a rubric to score each proposal, which are all available to the public. She stated that West Edge was the best option due to comprehensive nature.

Mrozinsky asked who would be doing the maintenance and what costs would be associated. Sevier stated that ongoing maintenance was part of the Website Hosting price. He stated that the websites are built to be maintained by clients with a training module.

Lorrell Bellotti stated that she is a client of West Edge and stated that the websites from West Edge are very user friendly and customer service for the backend is great.

Bau voiced concerns about the limited financial resources of the DDA and the large cost of the proposal. He asked if West Edge would consider cutting out the website out of the scope in favor



of an alternative, cheaper option. Sevier stated that everything is an option, and the proposal is based on the RFP. He stated that the website and branding are foundational pieces in affecting behavior. He stated he felt the comprehensive proposal would be most effective in affecting behavior.

Bellotti asked what the billing schedule would be. Sevier stated that the project would have a fast burn rate, with the heaviest expenses at the beginning discovery stages. He believes the project can be executed within nine months.

Rose clarified that the scope was to communicate what the DDA does and its purpose but also want to streamline the usability of the website so that prospective property and business owners and potential investors and developers would have a resource repository. She stated that the website would go well beyond a self-promotion tool and mentioned a review committee had a discussion on the scope. She clarified that this website would not be a tourism website as much as a resource repository for property owners and stakeholders. She stated the DDA would work in conjunction with the City, Visit Cheyenne, and downtown stakeholders, and the primary goal is to help people develop, help blight downtown, and move projects forward.

Volk stated that the DDA has not had a communications plan during her tenure, and increased communications has been a repeated ask from stakeholders. She believes the DDA is committed to improving the communication channels.

Wisdom stated she was also on the review committee and concurred with Rose that West Edge had the most comprehensive proposal of the submittals and fit the communication goals of the DDA the most. She believes that the return on the investment with the stakeholders being able to access this resource is worth considering.

Roybal asked for public comment; there was none.

Volk motioned to approve the communications plan as presented. Mrozinsky seconded.

Maes had one additional comment that the original scope was for one year and asked if the Board would like to amend the timeline. Roybal clarified that the timeline was up to one year, and if the project was completed prior to one year it would be alright. Sevier stated the project could be executed faster than one year.

Motion passed, with Bau voting no.



C. CIG Scope Amendment: 114 E 20th Street, Double H Homes

Maes introduced the item as a request to amend the grant award scope for the CIG awarded to Double H Homes in March 2025. Grantee is requesting addition to the original scope to include landscaping and other work done to complete the original improvements. The additional scope would bring the DDA grant total to \$28,512.89, not exceeding the original maximum award of \$30,000. Staff recommends approval.

Hartzheim presented the request, stating there was a fair amount of unknown work that would need to be done to accomplish the original improvements that came up through the process. He stated that they finished the improvements in real time as needed to keep costs low and stay within the original grant award maximum.

Volk motioned that the DDA Board amend the CIG scope for 114 E 20th Street to include the additional improvements outlined by staff. Rose seconded.

Volk stated the project was looking good. Motion passed unanimously.

D. Task Force Discussion

Maes introduced the item. She stated that task forces were discussed in the April and May work sessions, and one that was identified was a Cost-Benefit Analysis task force. She stated that the intention of this task force would be to conduct more outreach with stakeholders and due diligence throughout the year to be ready with a researched recommendation regarding long-term goals and priorities, location of the DDA office, work program renewal, and other factors by June 2026. She asked the Board to consider who would be on the task force and to be ready to appoint in August.

She also stated that another task force that may be created would be regarding Grant Program Parameters, depending on staff capacity. She stated that the grants should be created based on the DDA goals and priorities from the Plan of Development and state statute, ensuring they are aligned. She anticipates Board Member appointment in early 2026 if it's decided this task force needs to be formed.

VII. NEW BUSINESS

A. June 2025 Financial Report

Maes introduced the financial report for June 2025. She stated the total assets as of June 30, 2025 were \$1,561,627.60. The net income in June was \$75,286.67, stating that they are still waiting for the June Mill Levy payment because the County needs the Treasurer to be bonded before they send the check. Maes wanted to wait until the Board elections before bonding the new Treasurer.



She stated the final number of operating days expenditures are 527.88 (policy requires 60 days). She stated that the Grants and Sponsorship Commitments are the same for June but will be updated for the July report based on payments made.

Rose asked if the Sidewalk Match Program in the Grants and Sponsorship Commitments was a reflection of the amount awarded. Maes stated it was the amount available for that line item.

Lorrell Bellotti asked if the DDA was able to have investments as a governmental entity. Maes confirmed it was.

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

B. Board Election

Maes introduced the item, stating that the DDA Bylaws require an annual election for officers.

Roybal asked for nominations for President. Volk nominated Roybal for President, seconded by Bau. Bellotti called point of order, stating that per Robert's Rules the process is a nomination, then a motion to elect, a second, then a vote. Volk moved to approve Roybal's nomination, Bellotti seconded. Motion passed unanimously.

Roybal asked for nominations for Vice President. Bellotti nominated Volk, Volk accepted. Bellotti motioned to elect Volk to the office of Vice President, Rose seconded. Motion passed unanimously.

Roybal asked for nominations for Secretary. Bau asked for the role of Secretary to be read. Maes read the role description. Volk asked Wisdom if she would accept a nomination. Wisdom declined due to her being newly appointed to the Board.

Volk asked if Bellotti would accept the nomination. Bellotti declined in order to be nominated as Treasurer.

Volk asked if Bau would accept the nomination. Bau accepted. Volk motioned to approve Bau as the Secretary of the DDA, Rose seconded. Motion passed unanimously.

Volk nominated Bellotti as the Treasurer. Bellotti accepted. Volk motioned to approve Bellotti as Treasurer, Rose seconded. Motion passed unanimously.

C. Final FY 2025 Budget Amendment



Maes introduced the item as the final budget amendment for fiscal year 2025. She stated the amendments were for administrative and operations expense line items, and funds were only transferred between expense line items. No additional funds were added to the budget.

Volk motioned to accept the amended final fiscal year 2025 budget amendment as presented. Bau seconded. Motion passed unanimously.

D. DDA Loan/Payment Program for Downtown Infrastructure

Maes introduced the item as a response to concerns raised by downtown stakeholders, council members and the Mayor's Office around downtown sidewalks. She stated that property owners are responsible for maintaining their sidewalks. She mentioned the DDA has put out social media posts and emails and will be sending postcards to communicate sidewalk maintenance responsibilities as well as the DDA's Sidewalk 50-50 Match Improvement Program. She stated that some property owners have responded that they are unable to provide the initial 50% advance payment required by the grant program. The Loan/Payment Program proposal is a response to this feedback in order to help bridge financing gaps. She stated the City Attorney recommended specific lending parameters to remain in compliance with the state constitution regarding public funds, and the City Treasurer recommended outsourcing the administrative and approval process to a bank or otherwise qualified lending entity. She stated that no lending entity has been established yet. Staff recommends the Board approve the creation of loan/payment program for downtown infrastructure financing, including sidewalks.

Volk asked if staff knew the amount the Board would need to budget for this type of program. Maes stated she was not sure as it would depend on how many sidewalks would be done. She stated that a good starting point would be around \$85,000 to match the remaining Sidewalk Grant Program budget. She also stated that this payment program could work for other infrastructure needs, and the budget could be bigger.

Bau asked about the time commitment if a lending partner could be found. Maes stated the most time would be upfront in coordination and creation of the program but once established would ideally be less of a time commitment from staff.

Roybal asked about collateral. Maes stated collateral would need to be determined with the lending entity.

Volk asked how a project would be funded if using both the grant and the payment program, asking if the grant would be used for 50% of the costs, then the loan/payment program would be used for the remaining 50%. Maes affirmed this was the intention. Wisdom asked if we had an estimation of repair costs for high priority sidewalks within the District. Maes stated that she did



not have that information but introduced Doug Klahn from City Engineering 1% Construction to speak to the question.

Klahn stated that each location is unique, and cost would be different. Roybal asked if there were some properties with basements under the sidewalk. Klahn confirmed there is an array of circumstances complicating construction.

Wisdom had concerns about having such large promissory note out and would like staff to consider ways to ensure the loan is paid back in a reasonable amount of time. Klahn stated he just received quote for repairing a small portion of sidewalk but due to the basement and structural concerns it was about a \$24,000 bid. He stated that it's a good investment to repair the structural integrity so surface sidewalk repairs would be less costly in the future.

Bellotti mentioned a conversation with Maes about collateralizing the loans, which would be the biggest challenge. She mentioned the TAP program for the 2027 cycle which could help fund sidewalk repairs, but believes action is needed sooner.

Rose asked what TAP was. Bellotti stated the funds would be through the Transportation Alternatives Program.

Rose stated that the proposal seemed like a heavy administrative lift to be a loan officer. She stated that the public recently has been getting a bit alarmed over how the DDA has been communicating on these issues and reiterated the importance of the communications plan. She believes the DDA should be very specific about the law, constitution and responsibilities and should communicate this in a careful way.

She asked if the City had a plan to address the issue of trees damaging sidewalks and to ensure the improvements would be durable. She believes a plan would be helpful to address this. Klahn stated that this is part of the intention of the DDA Sidewalk Improvement Program. He gave an overview of the program process as it currently is. He referenced a City Code that states that if a property owner in the DDA District has a properly maintained sidewalk or has made repairs but needs curb updates, the City can expend funds to do those updates. He stated there has been discussion of creating a priorities list and stated that the DDA potentially should create a priority list of downtown sidewalks of which he would assist. He also suggested some public meetings for property and business owners and advertising the program more to build momentum and interest, particularly if the repairs are minimal and won't cost much. He stated that the 1% Construction office requests the bids to ensure quality control and cost minimization. He addressed the concerns about trees, stating that if a tree isn't watered deeply enough from youth the roots will seek water and will push the sidewalk up, making this more of an issue of maintenance rather than planting. The responsibility of maintaining downtown trees used to be the property owner's but is now the responsibility of the City's Urban Forestry department. He



stated that new trees shouldn't be pushing sidewalks up because of proper watering. He stated there are temporary patches for sidewalks that can make the ROW safer temporarily, and that a DDA-City program for this could be helpful in the interim of proper sidewalk repairs.

Bau stated his appreciation to Klahn. He recalled during the Sidewalk Task Force the idea of a lending program came up initially but was not something the DDA Administrator at the time was willing to commit to. He also stated there was some legal pushback and wanted to ensure that the City Attorney had been consulted. Maes confirmed that the City Attorney had been consulted and gave parameters to ensure compliance with the Wyoming Constitution.

Roybal asked for public comment. Maes read public comment from Rob Dickerson (unable to attend). The comment stated that staff analysis of lending program was weak on details and inconsistent in terminology. He had concerns about the legalities and complexities of a lending program, stating the DDA is woefully unprepared to develop, administer, and collect on small loans. He stated the cost to administer the program would outweigh the benefits and did not believe it was a wise use of DDA funds.

Corey Loughry stated there are dangerous sidewalks in the Downtown District as she's found having a leg injury in recent weeks. She stated that small business owners are having to prioritize revenues, stating there has been a decrease of 12% year-over-year to date, and they are more likely to spend revenues on their business instead of sidewalks. She spoke for all of the downtown property owners, stating that they all know sidewalk maintenance is important but there's not money to repair. She stated that she had made a comment on a DDA Facebook post about trees damaging sidewalks. She stated that the beautification of the trees is ruining the sidewalk.

Mrozinsky stated she was struggling with the approval of the program without knowing a budget and which funds would be tied up. She would prefer to postpone the item until more program details would be available.

Mrozinsky motioned to postpone the item for 30 days. Bellotti seconded. Bau asked if that would be enough time to find a lending partner. Maes stated she believed it would be.

Motion passed unanimously.

Volk stated that she needed to leave the physical meeting but would participate via Zoom.

E. Bookkeeping Services Contract

Maes introduced the item, asking the Board for a postponement. She stated that she received feedback that additional sourcing would be wise as the funds are governmental and require more specialized knowledge.



Mrozinsky motioned to delay for another 30 days. Bau seconded. Motion passed unanimously.

F. Putt Putt Tournament Sponsorship Request

Maes introduced the item. She stated that the DDA received a request for \$2,500 for a Downtown Putt Putt Golf Tournament on August 15, 2025, and gave details of the event. She stated the Downtown Development Foundation (DDF) is the sponsoring and benefitting entity. Staff analysis suggests the proposal meets the requirement for supporting the Plan of Development, partially meets the requirement for the proper use of public funds, and meets the requirement for quality control, fairness, and public oversight. Staff recommended partial sponsorship of \$1,075 with conditions.

Roybal asked for public comment. Loughry stated that the event increased to 23 participating businesses. She stated the intent was to continue to apply for sponsorships to fund the DDF until it had enough reserves to fund its own events. She stated she didn't know why the insurance cost would be considered a donation as it's required for the event.

Maes read a public comment from Rob Dickerson. He stated that the DDF Board reviewed and approved this request as the sponsoring entity for a downtown fundraising event, stating this may not be clear in the staff analysis. He stated he wanted to clarify the DDF's involvement and hopes the event is successful to help build the DDF's coffers and support the downtown community.

Rose motioned to approve the sponsorship of the Putt Putt Golf Tournament as recommended by staff. Wisdom seconded. Bau asked what the sponsorship amount was in 2024. Loughry stated that Ward 1 sponsored its own hole, while the DDA provided coordination and promotion support through designing and printing scorecards, maps and posters. She guessed the dollar amount would be around \$1,500.

Motion passed unanimously.

VIII. OTHER BUSINESS/STAFF ANNOUNCEMENTS

A. DDA Outreach Campaigns & Events — Verbal Update

- i. Maes stated the next Screen on the Green was planned for August 19 for National Aviation Day. She stated the DDA would be partnering with the Wyoming Aviation Heritage League and would feature the movie Planes. She requested help to set up, crowd control, and clean up, as well as popcorn from Western Vista and potentially a set up with Choo Choo Moo. Bellotti and Bau stated they would follow up with their teams.



B. DDA Operations & Projects Coordinator Job Opening — Verbal Update

- i. Maes stated the job has been posted on Facebook and the City's job platform, as well as some higher education platforms. The job description has been revised to be more focused on project management instead of administratively focused. Roybal asked how many applications have been submitted. She stated there had been 22 applications and hoped to start scheduling interviews in the next few weeks. She asked if any Board members would like to serve on the interview committee. Bau and Roybal volunteered.

C. Public Officer Training — Verbal Update

- i. Maes stated the one-time Public Officer Training is required for all public officers within one year of taking office. She will send information to Board members who need to complete it.

D. August Regular Board Meeting Reminder

- i. Maes stated the next Board meeting would be on August 21 in City Council Chambers. She stated the meeting would likely be light, focused on updates and discussions.

IX. ADJOURNMENT

Meeting adjourned at 11:42 am.