

**DDA Board Meeting
DRAFT-Minutes
March 11, 2008
2nd Floor UP Board Room
11:30 A.M.**

Call to order: President Falzone called the meeting to order at 11:37 a.m. Board members present were: Secretary Richard Mincer, Treasurer Gregg Jones, Board members Tom Segrave, Barbara Bonds, Paul Howard, Jay Harnish and Jerry Inniss. Guests present were: Jan Spires, Bob Bradshaw, Rich Moore, Darren Rudloff, Dale Steenbergen, Christie DePoorter, John Balzar, Rebel McCormick and John Culotta. Staff present was: Christian Cherek, Jon Christoffersen and Bev Bowman. Also in attendance was Lieutenant Munari.

Approval of Minutes: Barbara Bonds moved to amend the February minutes under “Other business” from “John Culotta requested a copy of the Cherek Group, Inc. management contract. Cherek replied that she would meet with him on Friday morning and give him a copy.” to “John Culotta requested a copy of the Cherek Group, Inc. management contract. Cherek replied that she would give him a copy after the meeting.” The amended minutes were then approved on a motion by Gregg Jones, seconded by Jerry Inniss.

Treasurer’s Report-*Treasurer, Gregg Jones; Accountant Scott Kelsey*

- ❖ **Approval of end of FY2007 financials:** Jones recommended the approval of the final draft of the FY07 financials as presented, stating they were consistent with the audit that was approved last month.
- ❖ **Approval of vouchers:** Jones explained that the \$4000.00 check to McGee Hearne and Paiz was for the FY07 Audit.
- ❖ **Transfer \$1,000.00 from Wells Fargo Operating to Petty Cash:** The transfer, approval of vouchers and the approval of the FY07 final financials was done on a motion by Barbara Bonds, seconded by Jay Harnish and approved unanimously.
- ❖ **Gunslingers:** Rebel McCormick asked the DDA to fund the Gunslingers 25th anniversary celebration to be held on the 7th of June. Cherek recommended that the DDA contribute \$500.00 for entertainment. McCormick said they felt the need for food was greater than entertainment. She said she did not know of any other funding coming in other than the grant from the CACVB for advertising. Bonds suggested the DDA give the entire amount of \$1,500 for the event. Cherek said that the monies in the event sponsorship account was already spoken for based on last year’s sponsorships and that currently there was only a \$500.00 sponsorship available. Paul Howard moved and Barbara Bonds seconded to use \$1,500 from the Holiday Decor account to sponsor the event. Christoffersen pointed out that in the past when funding an event, the DDA always requested detailed budgets so that it was clear what the funding was actually being used for. Jones amended the motion to include a request for a detailed budget of the event. The amendment to the above motion as was

approved unanimously and Ms. McCormick agreed to furnish a detailed budget to the DDA at its next meeting.

❖ **Program Updates**

- **Laramie County-Gary Kranse:** No Report

- **CACVB –Darren Rudloff-** Rudloff reported that the weather camera is expected to be operational this week. We will soon be able to watch Channel 7 News, a Denver television station and see Cheyenne weather. He also reported that a meeting with the public relations firm, Tucker and Associates, was held last Friday to discuss projected outcomes and expectations.

- **Depot Museum-Christie DePoorter:** DePoorter reported that the Depot is busy planning events. Casino night will be this Friday, which is a bi-annual event that attracts 200 – 300 people. Also, this Saturday the first co-sponsored Bridal Show will take place. The Depot is partnering with the Plains Hotel and the event should have a large turnout. DePoorter also furnished the Board with a handout showing the design of the new Depot floor. The design features an interactive floor map identifying all stops on the UP Railroad from Omaha to Promontory Summit. Construction of the floor will take about two weeks, one week for demolition and one week or so for construction and laying the new floor. Work is expected to begin Monday, March 17th.

- **DCMA-Rich Moore, Jon Christoffersen:** Moore reported that the DCMA is busy with their membership renewal drive. Membership is now at 52 businesses. DCMA is hoping to partner with DDA for an economical shopping bag for all member merchants to have available. The bag would feature the DCMA logo as well as the DDA's logo. The DCMA general meeting will be Thursday, April 3rd at 8:00 a.m. in the Plains.

- **Chamber of Commerce-Dale Steenbergen:** Steenbergen reported that the Chamber has a new website with state of the art capabilities. He then introduced the Action Advocacy Chair, John Balzar, who discussed Action Advocacies role and the possibility of the Chamber utilizing Washington lobbyists to help locate funding for community projects. The group also represents the 4,500 military personnel located in Cheyenne. The Chamber is seeking 4 or 5 partners for this project, each pledging \$5,000.

- ~~South Side Cheyenne~~
- ~~Wyoming Business Council~~
- ~~Cheyenne LEADS-Scott Sutherland~~
- **City of Cheyenne**
 - **Planning –Matt Ashby - Jan Spires:** Jan Spires reported that the I180 Fence design is complete. The city website is also being redesigned to be more interactive. The Planning Department is currently working on their Annual City Report.

 - **Special Projects -Bob Bradshaw:** Bradshaw reported that he, Christian, Tom Segrave and Paul Howard had met with WTE to discuss Friday nights on the Plaza. WTE's funding primarily is in

the form of \$100,000.00 worth of advertising. DDA contributes \$12,000.00 for the event, plus the council has committed \$30,000 for Plaza improvement. The Friday night concerts cost the City in excess of \$200,000.00 for bands, work crews, equipment, etc. He also reported that plans for traffic patterns during the Hynds/Marriott/Skywalk construction were underway. Special consideration is being undertaken to avoid the closure of any one street that would hinder businesses and retail establishments on all street.

Falzone said she would see to it that the planters on the corner of 16th and Capitol were moved prior to construction so that the planters would not be damaged. Bradshaw informed the Board the City would soon have their own fork lift and the DDA would not have to rely on CSI to move planters around.

- **Public Works** – *Mike Abel*: NO report

Chairman's Report

- ❖ **April Retreat:** Discussion was held regarding the annual Board retreat which would be a planning session for future goals and action items. Cherek reported that this retreat is a half day session and suggested having a facilitator present to assist the Board with setting goals, both immediate and long term. Mona Pearl from Align has submitted a proposal for facilitating this event. Although having a facilitator is a cost factor, it was discussed and generally felt that a facilitator is a necessary component for a productive retreat. On a motion by Mincer, seconded by Segrave, the Board approved hiring a facilitator not to exceed \$3,150 and that the facilitator would be chosen by Cherek and Falzone. Falzone asked that Board members e-mail her topics to be discussed at the retreat and plans they would like to see brought forward. Cherek will send out possible dates for the retreat once a facilitator is chosen.

Standing Committee Reports

- ❖ **Downtown Beautification:** *Dayle Petrillo*: No report
- ❖ **Urban Design-Jan Spires-Bob Clary:** Spires reported that the Design Committee had met with the new owners of the new Gallery, The Link to discuss signage and awnings. The committee offered the design guidelines and also suggested that the owners check with the City's sign ordinances.
- ❖ **Marketing Task Force-Jon Christoffersen:** Jon reported that he has sent 210 e-mail invitations announcing the quarterly meeting. Bonds inquired as to the number of responses received. With responses fewer than expected, it was suggested that a follow-up email be sent out. Jon also informed the Board the invitation was in the quarterly newsletter which is ready to be distributed and Bradshaw said Clean and Safe could distribute flyers to all businesses.

Executive Director's Report (See attached written report): Replacement banners are stored in the parking garage and will be put up when the weather is favorable. The Planning Department is working with DDA on the 17th Street projects. Cherek stated the

City Attorney is currently working on an Ordinance that would have the City match the DDA's contribution to Clean & Safe as requested by Bonds in the February meeting. Sami reminded everyone to work on their Adopt a Block for next month's meeting reports.

Other Business: Mincer reported that the Cosmetology School was concerned about parking for its students and customers. He suggested we look into providing parking spaces for the School as Amy and Rob Stevens have agreed to pay for half the cost for their students. Cherek agreed to meet with the Stevens regarding parking.

Next Board Meeting: Tuesday, April 8, 2008

Adjourn: The meeting was adjourned by Falzone at 1:25 p.m. on a motion by Segrave that was seconded by Harnish.