



CITY OF LARAMIE
P.O. Box C
Laramie, WY 82073

Downtown Development Authority Minutes

January 9, 2024

4:00 PM

City Conference Room, 411 Grand Ave

Attendees:

DDA Board: Jay Bond, Tom Haas, Marty Oblasser, Norbert Kriebel, Christina Hiegel by ZOOM

LMSA:

City Council Liaison: Micah Richardson

City Staff Liaison: Janine Jordan

Meeting called to order at 4:07 pm

Regular Agenda:

1. Approval of minutes

- November 2023 – Marty motioned to approve, Norbert seconded, all voted in favor.
- December 2023 – Marty motioned to approve, Micah seconded, all voted in favor.

Introductions: None Needed

DDA History Review for New Members (If Needed): None Needed

Main Street Liaison Report:

Norbert provided an update. Present were Kim, Kaitlyn, Jenny, Deb, Jessica, Jennifer, Chaz, Erin, Micah, Jody, Kayla and Norbert (DDA liaison).

- Meeting began with a question about what LMSA moment in 2023 was their favorite. Answers included, small business Saturday, Train expo, overcoming challenges, farmers market, and UW interns.
- Treasurer reported full report would be delayed due to timing issues. Board voted on budget increases for unexpected software cost increases.
- Marketing & Promotions reported that changes were already being planned for next year's train lighting, parade and Xmas expo based on early feedback. International Flavor Fest is in planning and will be presented as a case study at the National Main Street Conference. Recruiting UW interns will happen at Slice. The Art Walk program may be going independent of LMSA.
- Org Fundraising reported Cause a Flurry (LMSA Holiday fundraiser) had surpassed the 5K goal.
- Design reported that \$20K in the Façade Grant monies had been allocated for 2024. \$16K of \$38.5 from 2023 remains. Rough multiplier effect of these investments is \$20K becomes \$100-140K in total improvement.
- Staff reported a podcast idea called Between the Bricks is in development.
- UW liaison reported that the Semester has kicked off and UW had received the Carnegie Classification for Community Engagement.
- City Liaison reported a 100K grant from Visit Laramie for wayfinding, Phase I of the Spring Creek Trail is complete, and new dumpster changes were approved for downtown.
- Meeting concluded with Kayla from the Wyoming Business Council asking final self-reporting questions for the LMSA Review/Accreditation Workshop process.

Open Items/Old Business:

1. Due Outs from previous meeting(s):
 - a. Marty will email Chaz and request the self-reported Small Business Saturday. Marty reported that she sent an email to Chaz and received no response.
 - b. Micah will provide some additional input on the leeway we have with wayfinding funds. Micah reported that the city is going to continue with the blue signs and is trying to use match grants to help cover some of the costs for way finding funds. Norbert reported that he has had several business owners report that they feel the signs are too far away from the downtown.
 - c. Norbert will ask Trey if some of the unused \$72K in annual LMSA funds could be used to fund the unfunded plan rewrite. Follow-up...
 - d. Marty will engage Rawlins and Sheridan DDA/LMSA. Marty reported that she had an appointment with Rawlins, but the appointment did not happen. Marty has an appointment with Sheridan.
 - e. Jay will talk to Greeley, Fort Collins, and Cheyenne LMSA/DDA. Jay reported that Greeley worked with a consultant and they received a lot of input from the community through several engagements for a year before they wrote the plan and they were able to pass a tax.
 - f. Micah will reach out to Rock Springs LMSA/DDA. Micah reported that Rock Springs does not have a DDA, they have an Urban Renewal Authority, which is also a taxing body. There was some concern in that community about property taxes increasing but that seemed to settle down when the community went through the process.
 - g. Norbert will reach out to Gillette LMSA/DDA. Norbert spoke to Jessica Seeder (Gillette Executive Director of Main Street) See the notes that Norbert provided (attached to these minutes).
 - h. Tom will reach out to Green River LMSA/DDA. Tom shared the email he received from Green River "Tom, thanks for the reach out. Jennie no long works at the City. Because of some of her alleged actions, Mainstreet/Urban Renewal has been suspended. Hope this is somewhat helpful."
 - i. Janine will engage Ayres and schedule them for a February meeting. Janine reported that she reached out to Ayres and they are willing to come to the DDA meeting in February.
2. City Council Liaison Update (Micah): New code has been implemented to align with international fire codes in regard to downtown dumpsters. Pre-existing businesses, no change. New business or change to existing businesses will require metal lids on the dumpsters rather than plastic lids.
3. Who will be DDA's attendee at the next LMSA monthly meeting? Jay will attend the next Main Street Meeting.
4. Additional Comments/Discussion: Christine brought up the fact that there is a grant available right now for towns under 50K population from T-Mobile with a deadline of 3/31/24. This grant provides up to \$50K for historic downtown and community improvements. Jay stated he would take a stab at requesting a grant and reach out if he needs help. Marty motioned to create a committee consisting of herself, Christina, and Jay to look at ideas for this grant and begin pulling together the grant request prior to next meeting. Micah seconded and the vote was unanimous. The motion passed.
5. Due Outs for next meeting:
 - a. Marty, Jay, Christina begin work on putting the grant together.

Upcoming Items/New Business:

1. Upcoming events: see the various websites
2. Public comment: None

Meeting was adjourned at 5:45

Next Regular Meeting Date:

February 13, 2024 @ 4pm – City Conference Room, 411 Grand Ave.

DDA Board Responsibilities:

- **Assists in development and redevelopment of central business district**
- **Assists in overall planning to restore and/or provide for continuance of health of Laramie's central business district**
- **Prevents / halts deterioration of property values and/or structures within the Laramie central business district**
- **Prevents / halts growth of blighted areas in the central business district**
- **Promotes health, safety, prosperity, security, and general welfare of inhabitants of the central business district**