



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

Downtown Development Authority Board Minutes

March 28, 2023

4:00 PM

Bond's Brewery, 411 S. 2nd Street

Attendees:

DDA Board: Jay Bond, Tom Haas, Marty Oblasser, Jessica Hocker

LMSA: Trey Sherwood (LMSA Director), Kim Jessen (Business Outreach Intern)

City Council Liaison: Not able to attend

WYDOT: Andrea Staley (PR), Tim Morton (District Maint Eng), Ryan Shields, Taylor McCort (District Traffic Eng), Ralph Tarango (District Eng). WYDOT mentioned that they were in attendance because they have a project coming up to resurface 3rd St and they are refurbishing the Curtis St bridge beginning in May 2023.

Introductions: To open the meeting we went around the horn and everyone made introductions to the group.

Regular Agenda:

1. Approval of February 2023 minutes. It was motioned and passed that we postpone the approval of the February minutes until the April 2023 meeting since the minutes had not been published as of the March 2023 meeting.

Main Street Staff Reports:

1. Directors Report: They gave a brief update of all the initiatives that various LMSA committees are working on. Kim Jessen gave an update on the brochures she is giving out to small businesses downtown in preparation for the city's water line project this summer which is in preparation for WYDOT's 3rd St resurfacing.

Open Items/Old Business:

We discussed the need for the DDA to develop a mission statement and work on branding the DDA.

1. **Mission Statement:** The DDA will begin working on a mission statement. A draft statement has already begun circulating among committee members for input.
2. **Branding Guide:** Jessica Hocker volunteered to look into the City's branding guideline to make sure we are in compliance with our branding.
3. **Website:** It was discussed that we need a website in order to alleviate some of the confusion that is out there about the DDA. They said we have a tab on LMSA's page and we have a page on the city's website that we could look into building out. Marty volunteered to reach out to the city to find out about building out the DDA page.
4. **EV / DDA:** We discussed the possibility/feasibility of having two distinct meetings, one EV and one DDA. Nothing concrete was decided.
5. **Schedule of Meetings:** It was motioned and approved to move the DDA meeting location from the LMSA building to Bond's Brewery. The DDA will keep the second Tuesday each month at 4 pm timeslot.
6. **Prioritized Projects:** Several projects were discussed. The "Welcome to Historic Downtown Laramie" arch way project was discussed. Jay said he would talk to the city staff about it since this project has been in the works for a while and some work has been done on it. LMSA gave an update on the "Way Finding Signs" project and LMSA will

continue to work on that project. The “Light Project” for 3rd and Grand was also discussed. The idea is to attract people to the downtown. Jay said he would follow up with the city staff on that project.

7. **Downtown Survey:** It was recommended that we need to survey the downtown business and building owners to find out what is important to them. Trey mentioned that LMSA did a survey in January and the number one feedback was reference the Façade Grant Program.

Upcoming Items/New Business:

1. Upcoming events: There are a variety of events scheduled and available on LMSA’s website.
2. Public comment: Public comment was offered but none made.

Next Regular Meeting Date:

April 11, 2023 @ 4pm – Bond’s Brewery, 411 S. 2nd Street

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