



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

Downtown Development Authority Board Agenda

April 11, 2023

4:00 PM

Bond's Brewery, 411 S. 2nd Street

Attendees:

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

LMSA: Kim Jessen

City Council Liaison: Micah Richardson

Jay called the meeting to order at 4:06 pm

Introductions: Introductions were made by each meeting attendee

Regular Agenda:

1. Approval of minutes: Jessica requested a minor change to the March minutes. That change was made (see attached). Marty motioned to approve Feb and March minutes. Jessica Hocker seconded and all voted to approve the minutes.
 - February 2023
 - March 2023

Main Street Staff Reports:

1. Directors Report: Tom Haas read the LMSA Director's Report and there was some discussion/clarification to the parking incentive program by Kim and Micah.

Open Items/Old Business:

1. Update on Due Outs:
 - a. Jay – Meeting with City staff: Jay did not get a chance to meet with the city yet about the projects that came up last meeting due to the meetings being so close together for March/April.
 - b. Marty – City website: Marty did not have time to get with the city yet about the website. She will work on that for next meeting.
 - c. Jessica – City Branding Guidelines: Jessica got a copy of the branding guidelines but did not have a chance to go through them yet.
2. Christina gave an update on her trip to the national Main Street Conference.
 - a. During the trip, she visited four main street communities in Maine and traveled to Boston. Key highlights include:
 - i. Structure: Many of the communities visited had EV/DDA working together under a Main Street construct.
 - ii. Businesses paid to be members of the DDA
 - iii. DDAs should not try to be everything to everyone.
 - iv. DDAs should be used to make big changes and fill the gap between the city and the businesses.
 - v. DDAs should be focused on strategic direction setting
 - vi. There are a lot of grants available through the National Park Service for historic buildings.
3. Jay made a motion to start working hiring an intern through UW to work on grants and other projects. Marty seconded the motion and volunteered to start working with UW to see what the requirements are. The motion was unanimously approved.

4. Review Draft Planning/Educational Tool: Tom gave an overview of a draft educational and planning tool that will help educate new DDA members on the history of the DDA and make them more affective committee members quickly. The tool can also be used to capture and gain downtown buy in to the DDA's plans as well as measure progress towards completion of goals.
5. Finalize Mission Statement: This agenda item was tabled until the DDA receives additional guidance from the city on whether it should have more of a Title 15 or City Resolution 2013-29 flavor. Micah is working with Jay and the city to coordinate a special meeting to discuss.
6. Brainstorm Goals/Questions for Downtown Survey: Jessica volunteered to put together some draft survey questions to gather some data to drive a DDA planning process.

Upcoming Items/New Business:

1. Upcoming events: See LMSA website for community event details.
2. Public comment: Jeremy Smith from WYO Light Co. came by to show us some blue tooth light samples for a potential downtown lighting project (see attachment).

Meeting was adjourned at 5:35

Next Regular Meeting Date:

May 9, 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