

Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – December 20, 2018

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Justin Ghofrani, The Kress Cinema & Lounge; Mike Ketterling, Northern Engineering Services; Linda Winter, Accessories With A Flair!...and Hair; Robb Casseday, City Council; Jon Smail, City Council; Tom Grant, Grant & Hoffman, P.C.; Matt Anderson, Ancon Construction

Additional Attendees: Officer Andrew Wronkoski, Greeley Police Department; Officer Ariel Maes, Greeley Police Department; Alex Alvarez, C3 Real Estate Solutions

DDA Staff in Attendance: Pam Bricker, Executive Director; Bianca Fisher, Associate Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:35am and asked Alex Alvarez from C3 Real Estate Solutions to introduce himself

Minutes:

Phil Grizzle referenced the November DDA Minutes. Tom Grant moved to approve, Mike Ketterling seconded, motion carried.

Treasurer's Report from Pam Bricker:

Pam Bricker reported that our balance sheet is looking pretty healthy and added that even though it does not show up on the financials yet, the City did take out the Hotel TIF owed to them in December. There is no big news on the P & L since it is pretty standard for this time of year. We did get a Mil Levy check from car registrations (specific ownership tax) and we received over what was projected in TIF and Mil Levy Revenue. Pam and Bianca have been in contact with Jen Shute at Phelps Tointon to make sure that we are all good for closing out the year.

Safety Report from the Greeley Police Department:

Officer Wronkoski introduced Officer Ariel Maes who will be taking over for Officer Rebecca Ries. He reported that there was not a whole lot has happened in the past month and encouraged everyone to check out the new website. www.greeleypd.com. He added that the Cold Weather Shelter numbers are up from last year and they are seeing a lot of new, different people that are coming into town.

City Updates from Robb Casseday:

Robb Casseday reported that is has been a quiet month at the City. The Budget is all balanced out and there are some carry over funds that will be used for the North Annex remodel (starting with the first floor this year). Jon Smail added that the proposal for a smoking ban in public areas will come to the Council in January.

Public Realm Report from Mike Ketterling:

Mike Ketterling reported that the Public Realm Committee met the first week of December and they talked with the Alt Ethos group out of Denver regarding interactive art possibilities for 8th Street. The presentation was pretty innovative and high tech and, based upon the discussions, the Committee liked the hop scotch musical proposal. More information will be available early in January and the budget being discussed is looking to be \$40,000-50,000.

Experience Report from Alison Hamling:

Alison Hamling reported

Holiday Open House

- Despite the wind and weather, it was a good day overall.
- Had a sponsor this year with the Women's Clinic and they donated bags for visitors to use while shopping.

Dazzle Downtown

- Have posted winners and plaque presentations on our Facebook page. Be sure to check out the window decorations and stop in and thank the participating businesses for decorating.

Greeley Lights The Night Parade

- Wind cut down on some of the attendance this year but it was still a good nigh.t

Scavenger Hunt.com

- Took our Staff holiday outing to Ft. Collins to participate in the on-line Scavenger Hunt there.

- Alison reached out to the company who sets these Scavenger Hunts up, and she has been working with them to set up a scavenger hunt for Greeley that will include 5-7 stops and be 1 to 1.5 miles in length.

Sponsorships:

- Alison is already getting calls from businesses who want to sponsor some of our events.

Entertainment:

- Alison is looking to attend the Jamboree to view entertainment options available.

GDA Report from Linda Winter:

Linda Winter reported that the GDA did not meet this month but encouraged all to visit the brick and mortar shops Downtown. She added that she would like to commend the staff for keeping events appropriate for all ages, would like to see more interaction/partnership with the DoubleTree and that parking still continues to be on everyone's mind. We have a lot of people working downtown but need to make sure that we leave room for the clientele.

January Board Planning Session from Bianca Fisher:

Bianca Fisher reminded everyone to save the date on January 17th for an extended Board Meeting (7:30-10:00am) for the Board Planning Session. We will meet at Margie's Java Joint and we will begin with TIF obligations, priorities, etc. and move forward from there.

Executive Director Report from Pam Bricker:

Pam reported

Commercial & Retail

For Sale:

601 10th Street (Trinidad Bean Building) – \$779,000

Pending Sales:

1130 8th Avenue (Firestone Auto) – \$1.2 million

1412 8th Avenue (Dollar General) – \$1,227,000

Highlighted for Lease:

911 8th Avenue (former Salzman's Shoes) – 1,364 SF retail space; \$15/SF + NNN

640 9th Avenue (former Woody's Newsstand) – 2,470 SF retail space; \$12/SF + NNN

800 8th Avenue – great retail space; \$15-17/SF NNN (retail)

829 10th Avenue – main level of Mason's Event Center, 2,730 SF; \$18/SF

805 7th Street (Part of the Academy of Natural Therapy) – 4,500 SF; \$2,000/mo

813 8th Avenue (Above the Kress)

808 9th Street (Former Greeley Office Equipment) – co-working space

1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space

710 11th Avenue (Greeley Building) – office spaces available

812 8th Street – 4 offices in Collins, Liu & Associates; \$400-\$500/mo

805 16th Street – 1,958 SF retail or office space; \$1,750/mo

Businesses Open:

La Fiesta Express – 901 16th Street

Businesses Closing:

Keynote Coffee – 802 9th Street

In the News

Sampling of news stories attached. Tribune moving to 4 day print schedule (Wednesday, Friday, Saturday and Sunday)

Creative District

The Creative District hosted another successful Do Tell event on November 15th.

They were also accepted into the Colorado/Weld Gives program and participated in the joint Weld marketing program—including a rally at First Bank.

The Creative District was approached by Bryce Merrill of the Bohemian Foundation/Music District about the Take Note program that they are expanding to Greeley which will focus on providing instruments and music lessons to K-12 kids who might not have the resources to participate.

Becky and I attended a meeting with Loveland DDA director and a group from their art community about starting a Creative District.

University District

Meeting today to review some initial drawings and plans for potential public realm changes along 16th Street.

Entertainment and Fun

The Greeley Multicultural Festival may be moving to the new UNC Commons building next October and the UNC Music department is very interested in hosting (at minimal cost) and potentially creating a new nonprofit for this event.

The Holiday Open House and Parade were a big success and special thanks to Karen for her work with the Chamber on the parade!

The lighting of the Menorah on 9th Street saw increased attendance!

Homeless Coalition

The Cold Weather Shelter is busy and looking for men's coats, warm gloves and shoes - donations can be taken to the Guadalupe Shelter.

Residential Development

Great to see elevator tower rising out of the ground at 16th Street!

Plans are for Foundation Hall to be torn down soon.

Economic Development

Bianca and Pam met with a couple from Phoenix who were potentially buying the Dollar General building on 8th Avenue. We know now that it is off the market but haven't confirmed the purchaser-- yet another developer who had been reading about Greeley and future growth.

Bianca and Pam have met a couple of times with Ben Fetherston regarding the University Towers. He has big plans but has yet to lay out the costs to a point that we can take this project to the Economic Development committee for incentives.

Bianca and Pam had the pleasure of meeting Ben Snow, the new Economic Health and Housing Director for the City of Greeley, yesterday. He has an interesting background and was very positive about development in the heart of the City.

Bianca had been told that there is a lease being offered on the Woody's building and that they had received 3 letters of intent. Good news for downtown!

Other

The DDA team spent an afternoon wrapping and bagging for the Greeley Police Toys for Tots program and, later that day, we all did the judging of the Lighting in downtown businesses.

Pam attended the 5th anniversary celebration for Cranford's Tea Tavern.

Employee reviews were conducted for 2018.

Pam attended the quarterly meeting regarding Refugees in Greeley - the numbers are way down in the number of refugees locally and nationally being brought into the country.

The Northern ULI group will be meeting in Greeley in January and Bianca is planning a panel discussion at the Doubletree and a tour of downtown.

In February, Downtown Colorado Inc. will be bringing other downtown directors to Greeley for lunch and tour.

Final Comments

Pam said thank you for a most spectacular evening last night and Phil gave Pam one last thank you for all that she has done during her tenure as Executive Director.

Meeting adjourned at 8:19am