

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – November 15, 2018**

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer; Justin Ghofrani, The Kress Cinema & Lounge; Brian Seifried, Luna's Tacos And Tequila; Mike Ketterling, Northern Engineering Services; Linda Winter, Accessories With A Flair!...and Hair; Robb Casseday, City Council;

Additional Attendees: Becky Safarik, City of Greeley; Steve Moreno, Weld County Commissioners; Officer Andrew Wronkoski, Greeley Police Department; Officer Arpad Bality, Greeley Police Department; Susan Herold, The Bean Plant Studio

DDA Staff in Attendance: Pam Bricker, Executive Director; Bianca Fisher, Associate Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Dee Davis, Administrative Assistant; Anabelle Buhring, Intern

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:34am.

Minutes:

Phil Grizzle referenced the October DDA Minutes. Robb Casseday moved to approve, Mike Ketterling seconded, motion carried.

Treasurer's Report from Ken Schultz:

We had a net income for the month of \$14,522.57 which put us in the black for the year due to the fact that we have taken in more TIF and Mill Levy than was projected and OktoBREWfest netted just over \$46,000 this year which is a slight increase from the last couple of years.

2018 Revised Budget from Pam Bricker

The 2018 Budget has been revised and will be sent to City Council for approval once approved by the board. On the income side, we still have a couple of checks coming in and we received more from the Mill Levy and OktoBREWfest than budgeted so we should be right on target with the adjusted income. On the expense side, there is nothing dramatically different and salaries have been projected out until the end of the year. The professional fees were a little less, the miscellaneous fee is for the ornaments which were donated and had to be written off, and our rent and office supplies were higher due to the renovation and additional equipment that we had to buy. Everything else was pretty much right on target. We had projected a loss of \$50,319 but it will be approximately \$21,890 which will be covered out of TIF dollars to cover event expenses. Ken Schultz moved that we adopt the revised 2018 budget. Drew Notestine seconded, motion carried. Phil Grizzle also pointed out that there is a line item in the revised budget regarding Pam Bricker's going away party so be sure to save the date for December 19th from 4-7pm at The Moxi for "Pam"palooza.

2019 Proposed Budget from Bianca Fisher

The budgeted income is \$350,158 which is not a big shift from 2018. Mill Levy receipts are expected to increase, contributions are budgeted to be slightly down, OktoBREWfest was left at a lower net income but we did build in a cushion for expenses. Salaries were not adjusted too much from last year and we will be exploring an FSA instead of Zane benefits but everything else is pretty similar to this year's budget. We did go over on advertising this year but would like to explore different marketing opportunities instead of raising the amount budgeted for advertising. Ken Schultz moved to approve the 2019 proposed budget. Brian Seifried seconded, motion carried.

Safety Report from the Greeley Police Department:

Officer Wronkoski reported that the cold weather shelter is open and averaging about 50 people per night. He also reported that the Greeley Police Department is working to move the homeless to the Cold Weather Shelter to keep them safe, and they are still being very proactive about officer-initiated contacts in order to keep other calls down. An informational bulletin was passed around detailing the calls from the last month and mentioning Joseph Martinez and Rocky Tawyea who they want everyone to be aware of.

Weld County Update from Steve Moreno:

Steve Moreno reported that the Centennial Center roof is getting done and everything is on target. They are also on target to finish the elevator in the Chase Building and there is a lot of construction at the Human Services Department due to a remodel on Building A. He also reported that the County had met with Will Jones regarding parking and some of the employees expressed concerns about clients being around longer than 2 hours which will be addressed if it is an issue. The County will also get the word out to employees who have decided not to use their parking lot permits and are parking on the street instead. Pam Bricker mentioned that come January the DDA must be very active in educating our businesses and patrons about parking changes and Becky Safarik added that communication is definitely going to be the key, but we need to keep working together on this and may have to tweak as we go along.

City Updates from Becky Safarik:

Becky Safarik reported that

- The 2020 census count is right around the corner (about 18 months) and the City has formed a committee which includes Bianca as the Downtown representative. Not only does the census help politically, but it also helps to garner important demographic numbers and there is a lot at stake financially. You will be seeing lots of information coming out soon about the census
- Three more developers have approached the City about the Redevelopment Incentive Program (University Flats Phase 2, 55+ Housing, University Tower Apartments) and there is lots of housing activity taking place
- Look for the Thanksgiving Day Reveal at the Colorado Model Railroad Museum
- The Greeley Unexpected campaign has started to plateau and there have been other communities picking up the Unexpected aspect for their marketing campaigns, so the City is looking at a remodel of that campaign and will be taking input
- The City is hiring a new Communications Director to be central point of contact
- Greeley has received four visits from outside communities who want to know how Greeley does it, and they are pretty impressed with Downtown and Greeley in general

Public Realm Report from Mike Ketterling:

No Report

Experience Report from Alison Hamling:

Alison Hamling reported

Trick-or-Treat Street

- Was the perfect storm and had an amazing turnout with more sponsors and double the number of kids
- The trend seems to be moving toward taking your kids to downtown/city sponsored events

Holiday Open House

- Women's Clinic is sponsoring this event and will be supplying shopping totes for the first 250 shoppers on November 24th.

Friday Fest

- Had a wrap up meeting and it was decided that the last Friday Fest should be on Labor Day weekend next year but that we would also still do the Block Party and a Service Industry Olympics on a Saturday in September
- Met with Big Al's Security because he is back in business and they will be presenting a proposal to the Association

Millennium Event Center

- Alison met with them and toured the facility

Dazzle Downtown Lighting Contest

- Judging will take place on Wednesday, November 28th

Greeley Lights the Night Parade

- Karen Baumgartner is the co-chair of the parade and she reported that there are 69 entries this year and the parade line up would be done this afternoon. The parade starts at 5:30pm on the 24th and will be followed by the Park Lighting Ceremony and safety has been a major focus of the committee this year.

GDA Report from Susan Herold:

Susan Herold reported that the GDA meeting tomorrow morning at 8am at Lincoln Park Emporium. She also added that the Holiday Open House the Saturday after Thanksgiving and First Friday in December would be excellent opportunities to do your Christmas shopping.

Board Planning Session from Bianca Fisher:

Bianca Fisher asked every to save the date on January 17th for an extended Board Meeting (7:30-10:30am) for the Board Planning Session. The location is TBD and TIF obligations, priorities, etc. will be a great starting point to move forward from.

Executive Director Report from Pam Bricker:

Pam reported

Commercial & Retail

For Sale:

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

601 10th Street (Trinidad Bean Building) – \$879,000 – Have heard that it might have been sold

Sold:

1106 7th Avenue (house) – \$275,000 to Josh Thomas on 10/9/18

619 8th Avenue (Cisneros) – \$110,000 to Rutherford Incorporated (50% int) on 10/16/18

609 8th Avenue (University Tower) – \$5.2 million to Ben Fetherston (Unified Investments LLC) on 10/31/18

508 8th Avenue – \$1.7 million to WeldWerks Properties & Holdings LLC on 11/7/18

Pending Sales:

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

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:

808 Hair & Nail Salon- 808 8th Street

Millennium Event Center- 815 10th Street

Mason's Event Center – 829 10th Avenue – Still looking for someone to lease 1st Floor – Have hired event planner

Businesses in the Works:

La Fiesta Express- 901 16th Street

In the News

Sampling of news stories attached

Creative District

Pam attended the Fall Creative District Convening. October 18th-19th in Boulder. Dana Crawford was one of the featured speakers---and an inspiration to all downtown directors! (instrumental in Larimer Square and Union Station projects)

Do Tell event is tonight at the Hensel Phelps theater and tickets are still available.

The district hosted several "Doc Talks" in October and a Cacophony presentation by Bri Harris on digital marketing. All of these programs have been videotaped by Andy Nagel and are available on the GCD website- greeleycreativedistrict.org.

Hosted Dia de los Muertos at Aims and the Tointon Gallery on Saturday, November 3rd

Have applied for Colorado Gives certification and awaiting approval.

Pam nominated Armando Silva for an award from the Colorado Business Council on the Arts

University District

Plans are moving forward on the 16th Street area redesign and we have asked the architects to come up with some ideas (based on area feedback).

The University District was also involved with the “Doc Talks” events.

Entertainment and Fun

Trick or Treat street a great inter-generational event!!

Multicultural Festival on October 20th at Zoe’s was a big success! Blown away by participation from UNC and can’t say enough about the cultural heritage in this area

Festival of Trees happening – lots of activity helping out

Homeless Coalition

Cold weather shelter now open next to Sunrise Health Center in Evans.

Residential Development

Bianca and Pam met with Ben Fetherston, the new owner of University Towers about potential façade grant. He was impressive in his conversations about major improvements in the building.

Other

Pam attended the dedication of the Women’s Build home recently that our entire staff worked on!

Pam attended a meeting to discuss the future of the Greeley Unexpected campaign.

Pam has been attending monthly advisory meetings with editorial staff of Biz West and Bianca will take her place next year as they have been very good at covering stories about things happening in Downtown Greeley.

Bianca and Pam attended a DCI lunch event in Loveland on Wednesday – Greeley will be hosting in February

Final Comments

Alison Hamling let everyone know that Intern Annabelle is finishing up her practicum and want to give her a shout out for the great work she has done for us. She will graduate on December 8th and is planning to move to Washington after graduation.

Meeting adjourned at 8:56am

	Budget 2018	Actual (11/8)	Adjusted 2018	Proposed 2019
INCOME				
4110- Grant Income City of Greeley	\$48,750	\$40,625.00	\$48,750	\$48,750
4112- Mill Levy Income	\$148,568	\$154,771.03	\$154,000	\$182,958
4114- Interest Income	\$35	\$48.08	\$48	\$50
4115- Interest Income- TIF				
4120- Contributions	\$35,000	\$33,650.00	\$33,650	\$30,000
4140- Parking Lease	\$2,400	\$2,400.00	\$2,400	\$2,400
4150- Oktobrewfest Income	\$80,000	\$98,219.62	\$98,219	\$80,000
4160- Ornament Sales	\$0	\$0.00	\$0	N/A
4300- Event Sponsors	\$5,400	\$7,000.00	\$7,000	\$6,000
5000- Cost of Goods Sold- Ornaments				N/A
TOTAL INCOME	\$320,153	\$336,713.73	\$344,067	\$350,158
	Budget 2018	Actual (11/8)	Adjusted 2018	Proposed 2019
EXPENSES				
5100- Payroll Costs				
5101- Salaries	\$207,380	\$179,982.84	\$207,380	\$215,000
5102- Simple IRA Match	\$6,222	\$5,128.08	\$6,000	\$6,500
5103- Payroll Expense	\$110	\$7.17	\$20	\$20
5104- Zane Health	\$13,560	\$6,119.63	\$7,500	\$0
5105- Worker's Comp Insurance	\$1,600	\$1,048.00	\$1,048	\$1,500
5108- Payroll Taxes	\$20,000	\$14,439.06	\$18,000	\$20,000
Total Payroll Cost	\$248,872	\$206,724.78	\$239,948	\$243,020
Administrative Expenses				
5109- EZ Fund 1.5% Admin Fee	\$400	\$408.95	\$409	\$450
5110- Advertising Expense	\$10,000	\$10,730.75	\$13,000	\$10,000
5112- Bank Charges	\$150	\$259.81	\$350	\$350
5113- Interest Expense TIF		\$587.41	\$800	\$800
5117- Professional Fees	\$5,000	\$1,356.05	\$1,500	\$5,000
5121- Miscellaneous Expense	\$500	\$2,672.46	\$2,800	\$500
5132- Office Supplies & Equipment	\$4,000	\$4,308.07	\$4,500	\$4,500
5134- Meetings/Training/Conferences	\$3,500	\$1,612.93	\$1,800	\$3,500
5135- Memberships/Dues	\$1,500	\$2,270.00	\$2,300	\$1,500
5153- Office Expense- Cleaning & Trash	\$1,200	\$980.93	\$1,300	\$1,300
5154- Printing & Publication	\$1,500	\$1,447.43	\$1,600	\$1,600
5155- Parking Lot Expense & Tax	\$200	\$179.93	\$250	\$200
5185- Rent Expense/Utilities/Permits	\$29,000	\$23,491.73	\$30,000	\$32,000
5190- Board Expenses	\$2,300	\$2,442.82	\$2,700	\$2,700
5192- Sales Tax	\$50	\$0.00	\$0	\$50
5193- Telephone & Internet	\$1,800	\$0.00	\$0	\$0
5195- Repairs & Maintenance	\$300	\$0.00	\$200	\$300
Total Administrative Expenses	\$61,400	\$52,749.27	\$63,509	\$64,750
Special Event Expenses				
5200- Oktobrewfest	\$48,000	\$52,010.18	\$53,000	\$56,000
5500- Special Events- Other Events	\$10,000	\$4,624.09	\$7,000	\$7,000
Total Event Expense	\$58,000	\$56,634.27	\$60,000	\$63,000
Total Operating Expenses	\$368,272	\$316,108.32	\$363,457	\$370,770
5704 Treasurers Fee- Mill	\$2,200	\$2,195.51	\$2,500	\$2,800
TOTAL EXPENSES	\$370,472	\$318,303.83	\$365,957	\$373,570
TIF payment for Event Expense	-\$50,319		-\$21,890	-\$23,412
Net for general Expenses	\$320,153		\$344,067	\$350,158