

**Greeley Downtown Development Authority
Minutes – Board of Directors September 19th, 2019**

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café & Events; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer; Mike Ketterling, Northern Engineering; Linda Winter, Accessories With A Flair!...and Hair; Robb Casseday, City Council; Jon Smail, City Council; Matt Anderson, Ancon Construction; Logan Richardson, Richmark, Brian Seifried, Luna's Tacos & Tequila; Tom Grant, Grant & Hoffman

Additional Attendees: Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioner; Officer Ariel Maes, Greeley Police Department; Officer Andy Wronkoski, Greeley Police Department; Alex Alvarez, C3 Real Estate; Suzanne Sereff, Warm Hugs; Blythe Driver, City Council Candidate

DDA Staff in Attendance: Bianca Fisher, Executive Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Abby Froom, Administrative Coordinator; Kiersten Johnson, Intern

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:35 am.

Minutes:

Phil Grizzle referenced the August DDA Minutes. Linda Winter moved to approve, Ken Shultz seconded, motion carried.

Treasurer's report from Ken Schultz:

Ken Schultz reported that the balance sheet says total assets is \$1 million, and we have liabilities of about \$1 million. Our total equity is around \$100,000. Through August, we have received approximately \$162,000 from our mill levy and will receive about the same amount of contributions as we did last year. Total expenses are around \$237,000 which is on track for the year. At the end of the year we will have a negative net income, as budgeted, since our Plan of Development allows us to utilize TIF funds to make up the difference for certain expenses that show on the P&L.

Safety Report from the Greeley Police Department:

Officer Andy Wronkowski reported that there isn't much activity happening downtown other than a few broken windows on the Chase building. There has been an influx of transients in town, and GPD can only ask them to leave if they are loitering on private property, not public. Andy gave a reminder to keep cars locked and valuables out of sight. Also, the cold weather shelter will open November 1st-April 15th and have the same hours as last year.

Weld County Updates from Steve Moreno:

Steve Moreno reported that the roofs are completed this week. They will be working on the Startek building sometime in 2020. They are working with their Public Works Department to build another building as a wash station for their large county vehicles. The design process is starting for new courtrooms at the Weld County Courthouse with addition of two new judges, and they will have to hire new staff. The County will be adding another 77 staff to their current 1700 employees.

City Updates from Ben Snow:

Ben Snow reported that owners of the storage facility at 505 18th Street have been making improvements costing around \$800,000. The historic Ice Haus is in the process of being rezoned from residential back to industrial since a residential development planner there a few years ago never came to fruition. The Sears building at the mall is an 86,000 sq. foot building that has been filed to demolish by an investment group out of Chicago and at the end of year there will be 2.5 acre pad left where Sears building was. 9 acres to the east of that will reposition an area for multi-family residential which will cost around \$3.5 million. The City Economic Health and Housing Department will be redoing their website and are looking for imagery.

Public Realm Update from Mike Ketterling:

Mike Ketterling reported on the art projects downtown – Armando Silva is requesting \$3,500 to redo the Einstein mural that is in disrepair and would like to do the work in Oct/Nov. There has been a request from the City Art Commission to buy the bronze sculpture in front of Doug's Diner; the City will spend about \$60,000 and have asked the DDA to contribute \$5,000 which was approved by the Public Realm Committee. The Art on Loan project is really hard to get good art and we struggle over the years of finding people who can give us good art, therefore that program might phase out. The committee discussed the Poudre River Trail trailhead at 11th Avenue at Island Grove and they are working with City to figure out way to get better wayfinding from 11th Avenue to downtown. There are gum and stains around downtown on sidewalks and seats, and Top Gun gave a proposal to pressure wash 8th, 9th, and 10th Streets and in between in the walkthrough for \$5,000. It is costly endeavor but when places are clean people tend to keep that up and it hasn't been able to be maintained over the years. Mike Ketterling moved that we use Top Gun to clean the dirt, gum, and spills from the plaza for \$5,000, Robb seconded, motion passed. On 8th Street, several of the in-ground planters have crumbling concrete so we are working with the City's Public Works Department to come up with a plan to address it. The Greeley Unexpected campaign sign that is painted on the 9th Street Plaza sidewalk will either be updated with a new city campaign or be taken away. Staff is working with Blazen Illuminations on holiday lighting projects that might happen downtown, and we will know further down the road. We have tasked Bill to take care of musical hopscotch area, trying to figure out solution for access to water and equipment to help clean.

GDA Update from Suzanne Sereff:

Suzanne Sereff reported that the GDA will meet at Zova Marketing tomorrow at 8am and that the Points West Bank at Woody's/Aunt Helen's Express is looking at an October opening.

Experience Update from Alison Hamling:

Alison Hamling reported that Monster Day was a huge success with about 10,000 people in attendance this year and Visit Greeley said the economic impact was about \$500,000 for the community as a whole. Alison and intern Kiersten attended the Aims Fall-In booth for the DDA, talked to many students who are local and filled up 2.5 pages for people to sign up to get the newsletter. Alison was a guest speaker at UNC for their event planning class and had students reach out for future internships and volunteers. The Creative District had AgFeast which was a great event and they did especially well with the auction items. The Creative District board is looking for new board members. The Visit Greeley board is discussing hotel occupancy – many dog shows come here because we have hotels that are dog friendly. Oktobrewfest is rolling on in the planning stages – DDA staff is working hard to get things together; we have great entertainment lined up, many different food vendors that will be coming, and many different beer vendors coming. We still need volunteers for Oktobrewfest and we are starting to get Oktobrewfest posters out. Share the newsletters and remind your friends that you sit on the board and it's important to give back!

Executive Director Report from Bianca Fisher:

Bianca Fisher reported:

Property Updates

On the Market:

- 608 9th Street (Buckboard Bean) – \$850,000; 0.78 Acres, 9,500 SF
- 1120 6th Avenue (old Ice House Building) – \$1.5M; 29,000 SF
- 615 8th Avenue (Academy of Natural Therapy) – \$5.23M; 31,260 SF

Recently Sold:

- 1503 9th Avenue (former NCCU) – \$390,000 on 8/28 to AAMR LLC (law firm)

Highlighted Retail/Commercial for Lease:

- 800 8th Avenue, Ste. 130 — restaurant/retail; 3,500 SF; \$15-\$17/SF NNN
- 800 8th Avenue, Ste. 140 — former DMV space; 1,200-5,493 SF; \$16-\$18/SF Gross
- 807 17th Street, Unit H (former EKHO Lounge) — 4,000 SF; \$6.50/SF
- 1540 8th Avenue (new Maddie Apts) – commercial endcap; \$30/NNN
- 1640 8th Avenue (new Maddie Apts) – commercial endcap; \$30/NNN
- 905 16th Street (former Kitchen) – 3,610 SF; \$15/SF
- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 601 10th Street (Trinidad Bean Building)

Business Updates

Expansion:

- The Kress Cinema has opened their second screen!

Opening Soon:

- Points West Bank & Aunt Helen's Express— 940 9th Avenue (former Woody's Newsstand)

Closed/Closing:

- Armando Silva Studio— 802 9th Street
- Florio's Shoes— 820 9th Street
- Fat Shack— 1635 8th Avenue – Planning to move by October 1st

Finance

- Thanks to a few last-minute sponsorships, we are anticipating about \$30,000 in Oktobrewfest sponsorships (\$2k more than last year); expenses will be higher this year
- Review TIF Cash Flow
- TIF payments to the City & Lincoln Park Hotel LLC were made on 8/23; in the future these payments will be made no later than July 30th

Economic Development

- Continue to work with a potential investor about an adaptive reuse of a property downtown that incorporates a marketplace and retail concept
- Heard from a Fort Morgan representative at the Broadband Task Force about their experience with creating a Public Private Partnership with Allo to provide gigabit broadband to their city; will continue hearing from other communities before making a committee recommendation to City Council
- Attended the Energy Action Plan Open House, which I was on the committee for, to share about the plan to encourage implementation of energy efficient measure and greater participation in energy efficient programs by focusing on community outreach at events, hosting business energy events, engaging students, and completing audits at key educational and municipal facilities
- Discussed various tiers to address regulation of short-term rentals in the City, focusing on size of offering, length of time, owner vs renter occupied, zoning, and number of occupants allowable
- Owner of 609 8th Ave, is waiting to "accept" the Board approved \$100,000 Building Improvement Grant + 50% of the TIF generated by the project (not to exceed \$50,000 annually, for a period of 5 years) until he has more concrete plans; may end up re-submitting an application to the E.D. Committee later this year
- Still waiting on the 55+ Apartment group to submit plans to the City; there have not been any current updates
- I will email the Board several times for a hard hat tour of the Maddie apartments for the beginning of November so keep an eye out for this email; max group is 8 people so we'll schedule a couple times

Public Realm

- Met with Top Gun (who cleans our alley) to see about a yearly plaza maintenance to address stains, gum, grease, etc. on the plazas
- Will Jones and I met with DDA counterparts in Fort Collins to learn about their alleyway improvements, particularly interested in how they manage trash collection; more challenging with in Downtown Greeley with our narrow alley but we are going to strategize about possible solutions
- Met with City Forestry to discuss tree needs; ash borer is still a concern and 5 trees will need to be removed in the spring
- Exploring different lighting options with Blazen Illuminations for the holiday lighting that will be different than our year-round tree lighting
- Met with City Parks and Poudre Trail to see how we can partner to create a better wayfinding system for bikers in and around downtown to connect to bike routes and the Poudre Trail

Promotion & Community Partnerships

- Discussed grant funding application at the Complete Count Committee meeting in order to build awareness and engage our community-- particularly the hard-to-count populations—for the upcoming decennial census on April 1, 2020

- Attended the Greeley Refugee Quarterly Community Consultation to learn about and strategize around needs of the refugee population in our community
- Signed a contract with Variant Studios for a new Downtown Greeley website with more focus on connecting residents and visitors to information they need, with more technologically savvy features (ie, directions, mobile access, click phone numbers, art tour, etc.)
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board meeting
- Reviewed the most recent designs and branding opportunities for the City's new image initiative that will be replacing Greeley Unexpected; should be revealed by the end of the year
- Shared about Downtown Greeley happenings at the monthly Greeley Downtown Alliance meeting
- Attended the monthly ULI meeting and heard updates on the master plan of The Ranch, Larimer County's event complex
- Alison and I attended the "From Parking to Placemaking!" event put on by ULI in Denver to showcase mixed use neighborhoods that have formed around transit and event venues

Downtown "In the News" Highlights

- 12 things to do this weekend in Greeley, Fort Collins and surrounding Weld County
- Greeley Tribune Opinion- Florio's will be missed
- Local restaurants offer meeting rooms to feed workday creativity
- Luna's Tacos & Tequila is a downtown Greeley fixture after 1 year open
- Monster Day 2019 creeps into downtown Greeley for a good cause
- Tiffany Helton and Jake Fitzsimmons introduce you to Lonesome Buck

The meeting adjourned at 8:58 am