

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – May 16, 2019**

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

Additional Attendees: Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioners; Suzanne Sereff, Warm Hugs Mixes & Gifts Boutique; Officer Andrew Wronkoski, Greeley Police Department; Officer Arpad Bality, Greeley Police Department; Alex Alvarez, C3 Real Estate Solutions

DDA Staff in Attendance: Bianca Fisher, Executive 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.

Minutes:

Phil Grizzle referenced the April DDA Minutes. Robb Casseday moved to approve, Tom Grant seconded, motion carried.

Treasurer's report from Ken Schultz:

Ken Schultz reported that there has been a pretty healthy increase in our TIF account, and the mill levy is flowing in nicely. He also reported that expenses to date are a little high but some upgrades were needed to office computers/equipment, especially with Abby starting this month. Bianca Fisher was asked to discuss the hotel which has caused the biggest increase in TIF and the AltEthos Project. She reminded everyone that we have committed 100% of the TIF created by the hotel back to the hotel but we will have to wait to see what the impact of the hotel property tax abatement petition will be. The abatement will also impact our mill levy but the County is looking into whether we would be able to collect a mill from the abatement. She also reported that the AltEthos project is a musical hopscotch project in the alley walkthrough that was approved by the Public Realm Committee to create an interactive experience with art.

Donor/Sponsor Report:

Bianca reported that we are in line with what we received last year, but we are missing a couple of the larger donations that we usually receive

- NCMC, Inc has gone to an on-line application for requesting donations/sponsorships and Alison has reached out to them and completed the application process.
- Travis Gillmore will reach out to Hensel Phelps

If you have thoughts on anyone else that we need to be contacting, reach out to us so that we can send them an annual report and letter

Safety Report from the Greeley Police Department:

Officer Andy Wronkoski reported that since the cold weather shelter has closed, they are seeing more transients downtown. Some of them are transients that they know but they are also seeing some new ones that they are sending them out to the Navigation Center for help. The GPD also just did a bridge cleanup so you may see an increase due to that. He also reported that we will be getting more officers downtown (1 Tuesday-Friday and 1 Wednesday-Saturday) plus the bicycle officers once school is out which should help. He finished by reporting that actual criminal incidents are pretty low but make sure to lock your cars to help cut down on crimes of opportunity, encouraged people to register their cameras with the GPD, and mentioned that they will be meeting with the new owner of the Greeley Inn this afternoon to do a site walkthrough and in hopes of getting them involved with Operation Safe Stay.

County Updates from Steve Moreno:

Steve Moreno reported:

- Cooling system repairs at the Chase Building had a little delay but should be done tomorrow
- The County has purchased several buildings including the Robideaux building out north and the StarTek building – working with departments to move stuff around and take over buildings that are county owned which will require renovations

- The Coroner, Justice Service and a section of Public Works are departments that will be moving
- The Centennial Complex will be receiving renovations to accommodate additional judges – 2 district judges in 2020 and 1 county judge this year
- Public Trustee – will take over after Susie Velaquez is done in 2020 per a new law signed by Governor Polis
- Hearing positive things about the parking changes
- Solidified an MOU for economic development with Greeley, Loveland, Fort Collins; have been working collaboratively for a while but it is now documented in writing

City Updates from Ben Snow:

Ben Snow reported:

- 55+ group – Will be sitting down with Bianca and Becky on Monday – have a similar development in Windsor if anyone wants to see what it looks like
- Economic Development Manager – Philip McCreedy will be starting today
- Old Ice House – Went on a tour of the property and they are starting to get interest in other uses
- Industrial Hemp continues to generate questions
- Retail Assessment being done – Would like to huddle with Bianca and get a better understanding on the population Downtown during the day and will probably share findings with City Council next month
- Industrial activity east of the tracks – Determining what the impact of those businesses has on Downtown and would appreciate any insight that we have

Economic Development Update from Drew Notestine:

Drew Notestine reported that the Economic Development Committee has met several times recently. The Committee had received an initial application for the old University Tower at their first meeting but two weeks ago they took a tour to get a better understanding of what is happening there. The owner is doing a lot of work in and out of the building with plans to go back to the old hotel footprint with 100 micro units (from the current 59 units). Price for the micro units is \$1,500 but will most likely be at \$1,200 and he believes that oil and gas workers are a market that he will appeal too. All work is happening with tenants living inside. The committee left with appreciation of his commitment to the project but have not made any commitments to him yet on what we will be able to offer in the way of support. It was suggested that the committee add on-site visits as a regular part of the process and should try to substantiate a person's capitalization as we start to see the bigger and more expensive projects coming in. All of this will be done with the goal of the projects being for public improvement.

The Committee also made some adjustments to the Building Improvement Grant program and those changes are in the packet for all to look over. Drew Notestine moved to approve the following changes to the Building Improvement Grant Program with the addition of determining sources of funding:

- The inclusion of a \$5,000 grant (not included in the grant cap amount) for professional technical assistance to help applicants maximize investment in building improvements
- Requirement of applicants to submit financial pro-formas or other financial documents to show impact of building improvements
- Capping the grant at \$100,000 and limiting it to one per property per 5 years. If the grant cap was not initially met, applicants may apply for up to the difference between their initial grant award and the project cap of \$100,000 within the 5-year timeframe if the new project improvements would have significant impact.
- Extending the project completion time from 9 months to 12 months.

Mike Ketterling seconded, motion carried. Jon Smail also questioned whether the owner would be willing to share some of his parking spots. Bianca Fisher will discuss and will confirm his thoughts on parking.

Public Realm Update from Mike Ketterling:

- Approved a Façade Grant up to \$7,500 for the Academy of Natural Therapy
- Approved a Façade Grant up to \$2,360 for ArtWerx Studio Gallery (for awnings)
- The agreement with Blazen to maintain the tree lights was \$900 for last year and we have re-negotiated to \$750 for this year
- Planters Have been planted by Happy Life Garden
- AltEthose Musical Hopscotch project will be done by end of May
- Bravo from the committee on the parking changes. Will Jones' efforts are much appreciated, and everyone thinks he deserves an award for all of the time and attention he has given to the parking updates

Experience Update from Alison Hamling:

- Visit Greeley Board - For Tourism week, the Board delivered 350 bags to hospitality workers in town with message of what there is to do in town and it was good to get people who talk to public directly
- Creative District – The Conference in Salida is coming up and Greeley will be well represented
- UCCC – Working on schedule for Fall 2019-Spring 2020 and have to work on some adjustments to account for new UNC building
- Marketing - Gearing up and you will start to see/hear ads for the festival season
- Cinco de Mayo – The event was well attended (Approximately 4,000) but did report back that traffic barricades did not work and they need more help for cleanup – we will continue to work with them if those issues are addressed
- Friday Fest Sponsorships – Have approximately \$25,000 in sponsorships and most are repeat sponsors
- Monster Day – Have approximately \$8000 in sponsorships and have expanded hours to 11am-9pm
- Bike to Work Day - June 26th – Department of Health is co-hosting and we will be on the corner by The Rio
- Broncos Carne Asada – Are looking for a new date for this year
- Greeley Stampede – Have presented some applications to the city for two parades – June 26th will be a new downtown parade and we have some questions into Cheryl specially about what streets/parking spots they will be blocking off during the lunch hour
- Starting sponsor outreach for OktoBREWfest – We would appreciate any warm leads that we can follow up with regarding potential sponsors
- Transwestern Properties – Wanted some live, work, play photographs from Downtown to promote properties
- Thank you to Bianca for being our IT guru!!!

GDA Update from Suzanne Sereff:

Suzanne reported that the GDA has had a good amount of attendance at the monthly meetings and the parking changes have definitely been positive. The next GDA meeting is tomorrow at Accessories With A Flair!...and Hair at 8am and everyone is welcome to attend.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported that her updates were listed in her Executive Director Report in the packet and asked all to look them over since we were getting close to 9 am:

Property Updates

On the Market:

- 1503 9th Avenue (former NCCU) – \$450,000, 3,327 SF
- 608 9th Street (Buckboard Bean) – \$849,000; 0.78 Acres, 9,500 SF
- 1120 6th Avenue (old Ice House Building) – \$1.5M; 29,000 SF
- 631 8th Avenue (Academy of Natural Therapy) – \$5.23M; 31,260 SF

Commercial Sold:

- 1130 8th Avenue (Firestone Auto) – \$600,000 on 4/9

Highlighted for Lease:

- 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; \$14/SF
- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 710 11th Avenue (Greeley Building) – office spaces available
- 601 10th Street (Trinidad Bean Building)
- 808 9th Street (Former Greeley Office Equipment) – co-working space
- 812 8th Street – 4 offices in Collins, Liu & Associates; \$400-\$500/mo

Business Updates

Opening Soon:

- Lonesome Buck Brewing (replacing Stuff Burger) – 819 9th Street
- 11:11 Boutique – 918 1/2 9th Avenue
- Points West Bank – 940 9th Avenue (former Woody's Newsstand)
- Restaurant – 800 8th Avenue; coming June 2019

Closed:

- Bota's Western Wear – 1100 8th Avenue

New Locations Downtown:

- Colorado Dance Collective and Miss Wendy LLC – from 1100 8th Avenue to 531 12th Street

Promotion & Community Partnerships

- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board meeting
- Attended the 2020 Census Complete Count Committee meeting- 1-Year-Out Launch event was held on the courthouse steps on April 30th; subcommittees are working to determine action plans
- Had 3rd (of 6) Xcel Partners in Energy Committee meetings to help the City develop an energy plan that will be implemented over 18 months upon plan completion

Public Realm

- Had several meetings with downtown business owners and trash companies to strategize about dumpster issues in Parking Area 2 and the alley between the plazas
- Reviewed and presented two new Façade Grant requests (Academy of Natural Therapy & ArtWerx Studio) to the committee
- AltEthos completed the first part of the musical hopscotch project (the painting); next step will be the technological components (ie, projector, music, etc)

Economic Development

- Opportunity Zones, Opportunity Zones, Opportunity Zones!
 - Drew Notestine & I attended a presentation in Denver about OZ basics & new legislation
 - Had follow up call with the OZ Manager for the Colorado Office of Economic Development & International Trade (OEDIT) about how we can best utilize this tool
 - Monthly ULI NoCo Committee featured a presentation on OZ by Coan, Payton & Payne
- Toured 609 8th Avenue with Economic Development Committee & discussed property tax impact with the property owner & the County Assessor
- Created amended guidelines for the Building Improvement Grant
- Invited to join the Broadband Citizen Committee for the city to discuss the potential pursuit of high-speed broadband; our first meeting is tomorrow

Kudos!

- Our very own Alison Hamling who was honored as the Outstanding Frontline Tourism Worker by the Colorado Tourism Office—only 1 of 8 in the state!

Downtown “In the News”

- Greeley’s 8th Avenue South Maddie Apartments set for initial opening later this year
- Women in business: Bianca Fisher aims to keep downtown Greeley thriving
- Downtown Greeley apartment building being rebranded as 609 Studios
- Behind the scenes at 3 of Greeley’s favorite new businesses (2 of the 3 are Downtown)
- Greeley’s co-working spaces reduce costs and increase collaboration for business owners
- Greeley’s Alison Hamling was named Outstanding Frontline Tourism Worker
- Tribune Opinion: Revitalization of 10-story tower in downtown is a good thing for Greeley
- Greeley names its annual Community Excellence in Design Award winners (3 Winners & Honorable Mention are Downtown)

Additional Announcements:

Steve Moreno reminded everyone that there was a ceremony tonight at the Fallen Officers Memorial at Bittersweet Park

The Meeting adjourned at 9:05am