

**Greeley Downtown Development Authority
Minutes – Board of Directors November 21, 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; Brian Seifried, Luna's Tacos & Tequila; Tom Grant, Grant & Hoffman; Justin Ghofrani, Kress Cinema & Lounge, Tommy Butler, Greeley City Council; Logan Richardson, Richmark Companies

Additional Attendees: Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioner; Officer Andy Wronkoski, Greeley Police Department, Stephanie Orozco, Greeley Police Department Intern; Officer Arped Bality, Greeley Police Department; Suzanne Sereff, Warm Hugs, Alex Alvarez, C3 Realty; Will Jones, City of Greeley

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 7:34 am.

Minutes:

Phil Grizzle referenced the October DDA Minutes. Tom Grant moved to approve, Ken Schultz seconded, motion carried.

Treasurer's report from Ken Schultz:

Ken Schultz reported that there has not been much change in funding since our last meeting, so he thought the meeting time would be better spent on discussing the budget for this year and next year.

2019 Amended Budget & 2020 Budget:

Bianca Fisher reminded everyone that we go through the process of amending our budget every November to comply with the audit that is done by the City. On the Operational Budget, we are not projecting much out of the norm from when we budgeted this time last year. The only expense category that was over budget was office supplies because of the need to purchase a new computer, projector, office chairs and a desk. With the amended budget, we are projecting a \$3,386 deficit which will be covered with TIF funds, but Bianca believes there will be actually be a surplus carried over to the reserve account and TIF funds will not be needed. Ken Schultz moved to approve the 2019 Amended DDA Operational Budget, Tom Grant seconded, motion carried. *See attached budget for reference

As for the 2020 Operational Budget, Bianca shared that we have received preliminary figures from the County regarding how much mill levy we should be receiving and based off these figures should see an increase of approximately \$45,000 in mill levy revenue over this year. We continue to budget conservatively for Oktobrewfest since we are always at the mercy of the weather. On the expense side, the budget did not change much from last year. One change is that we will keep Bill's salary in the Operating Budget as opposed to moving this expense to TIF as it has been done in the past; this is to ease the process for our accountants. Ken Shultz moved to approve the 2020 Proposed DDA Operational Budget, Tom Grant seconded, motion carried. *See attached budget for reference

This year we will also be approving a 2020 TIF budget to show where we pull funds to cover our projected, budgeted operational deficit. The Public Realm Committee reviewed all expenses related to the Public Realm and approved based on past expenses and projected 2020 projects. There is a new expense budgeted for updating the downtown strategic plan similar to what PUMA completed for us in 2011. The TIF revenue we are projecting to receive is about \$100,000 less next year than this year but still far greater than any year prior to this year. The reason TIF will decrease is because the gross assessed district value is always split between the base and the increment and these percentages change from year to year

depending on the non-reassessment changes occurring (ie, demolitions, change of taxable status, etc.). Ken Schultz moved to approve the 2020 DDA TIF budget, Tom Grant seconded, motion carried. *See attached budget for reference

Safety Report from the Greeley Police Department:

Officer Andy Wronkoski reported that not a lot has changed, and there is no one of interest pertaining to the downtown area. There were vandalisms at Mad Cow and Brix Brewery & Tap house, and both have no suspects. He gave the reminder to keep cars locked and valuables out of sight as well as not to keep your car running because there are more car vandalisms happening in the wintertime. There have been people stealing packages from porches and shoplifting in stores, so keep your eyes open during the holiday season. The police department has been receiving multiple calls about the Millennium Event Center with concerns about over-serving and serving under-age people during private events.

Weld County Updates from Steve Moreno:

Steve Moreno reported that the county has been doing a lot of redevelopment of their offices with two new judges starting soon. They will relocate the Coroner's office to O Street in Fall 2020. Motor Vehicle Recording and Elections Recording offices will move into the Startek building in late 2020. The county is still considering adding another 77 employees. The Board of County Commissioners hearings are now being streamed live. There is concern over Bill 181 as to how it will affect the economy here, what the proposals are, and what they want to do with the Oil and Gas Department.

City Updates from Ben Snow:

Ben Snow reported that he and Drew Notestine did a tour of the 55+ Resort in Windsor and they were pleased with what they saw. He also did a hard hat tour of the Maddie Apartments and is excited for the new addition to downtown. Ben stated that the Lincoln Plaza building located at 1020 9th Street as well as a few parcels adjacent from the building are under contract with a group called Unlocking Equity. They would like to take the building which is currently split into office and residential spaces and renovate it to be all residential. There is a small footprint grocery store interested in downtown Greeley, and they will be visiting in December to discuss possibilities.

Parking Update from Will Jones:

Will Jones reported that until a few weeks ago, the feedback on the parking policy has been overwhelmingly positive. Evaluating and making tweaks to the policy was always a part of the plan and will continue to be, so they will be holding an open house discussion on December 4th from 4-6:30pm at the Greeley Ice Haus as well as on December 6th from 11:30-1:30pm. The main purpose of the parking changes was to create availability and turnover. 9th Avenue went from a 3% availability in 2018 to 66% in 2019. 8th Street was at 0% and has gone up to 10%. The parking policy serves as an educational opportunity with over 6,700 warnings given out from April 1st - Oct 31st which means zero fines associated with these tickets. Fine citations are down 44%, and from a revenue standpoint, the City is down 12%. There have been 8,200 pay-to-stay sessions with 2,100 active users and 250 new app users a month. Also, as a reminder there is a phone number to call if the user is not able to download the app. Areas 2 and 3 have permit wait-lists, but they are starting to oversell the lots so that the spaces stay filled (people are gone on vacation, sick, spots aren't always filled etc.)

The City is trying to add more free parking areas and has been working with Public Works and Great Western Railway to add free parking spaces along 7th Avenue and also add lighting. They are looking at adjusting the orange zone based off of capacity data. They are also discussing the hourly pay rates and entire day pay amounts with a possible difference between orange zone and green zone prices. Proposed ideas from downtown business owners include having merchant validation, options for bus passes for employees, a need/option for a more on-demand service in the evening for buses to come, specialized maps for residents to know where parking is available, and improving signage size and verbiage. They are working with the Passport App to fix the adding time problem. A parking garage is on their radar and they are evaluating different cities to see what they do; however, a parking garage would cost \$22 million (roughly \$20,000-\$30,000 per space) with an annual upkeep cost of over \$250,000. There will be a work session with the City Council to discuss parking on December 11th.

Public Realm Update from Mike Ketterling:

Mike Ketterling reported that they went through the TIF budget during their meeting. The City Art Commission wants to install a few more art trees further south on 8th Avenue around the Maddie Apartments and the committee will cover the cost of the planter bases. They are still working on the trash issue between 8th and 9th and are researching if there is a way to clean up the alley. We will continue to use TopGun to clean the sidewalks, with a comprehensive clean occurring once a year. Additionally, TopGun will be cleaning 9th street once a month from May-September during Friday Fest season.

GDA Update from Suzanne Sereff:

Suzanne Sereff reported that Cranford Cove is currently shut down until January for renovation. If you haven't visited the new Aunt Helen's Express, it is nice. She reiterated making sure your employees are watching out for shoplifters.

Experience Update from Alison Hamling:

Alison Hamling reported that Holiday Open House is coming up on November 30th from 10am-5pm with the parade and lighting of the trees in Lincoln Park following. There is an event on the DDA Facebook page that can be shared. The DDA is running the Dazzle Downtown competition, and you can receive a mini grant of \$100 from DDA to decorate your windows/doors. There will be a Menorah lighting on December 23rd with Rabbi Gorelik on the plaza. The Friday Fest annual budget is being reviewed, and they are not anticipating any big changes. The Creative District is hosting a fundraiser tonight called "Do Tell" featuring six Greeley residents, and it is similar to the concept "Ted Talks." The Union Colony Civic Center is currently working on art installation in the bathrooms. Alison is thinking about doing a Fat Tuesday celebration downtown with the DDA since we have no events that happen in February.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported:

Property Updates

On the Market:

- 1130 8th Avenue (former Firestone) – price negotiable, 10,200 SF
- 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) – \$5.3M; 31,260 SF

Under Contract:

- 1515 7th Ave – Ivanhoe Apartments (4 multifamily + 4 single family homes)- set to close in December or January to 2 Denver investors; only 1508 9th Ave in DDA district but have asked about possible annexation of other properties

Recently Sold:

- 814 16th Street (Blackjack Pizza bldg)- \$335,000 on 10/9 to 2121 LLC (Vincent E. Schmuhl Living Trust)
- 1113 8th Avenue (former Creative Center for Spiritual Living)- \$337,500 on 10/9 to Al Rahmah Islamic Center of Greeley
- 501 8th Avenue (current Greeley Tribune)- \$4M to High Plains Library District

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 C (current Textbook Brokers) — 2,845 SF; \$13.50/SF
- 807 17th Street, Unit H (former EKHO Lounge) — 4,000 SF; \$6.50/SF
- 1540 & 1640 8th Avenue (new Maddie Apts) – commercial endcaps; \$30/NNN
- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space

Business Updates

Now Open:

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

Coming Soon:

- New restaurant at 905 16th Street (former Kitchen space)

Closed:

- 11:11 Boutique- 918 1/2 9th Avenue
- Tainted Hearts Creations- 1008 8th Avenue; will be new tattoo shop called Union Colony Underground

Finance

- Review TIF Cash Flow

Economic Development

- Most anticipated news finally announced—new Lincoln Park Library at the Tribune building!!
- Attended the NoCo Housing NOW conference in Loveland and heard from experts on land trusts, water costs and development, challenges of affordable housing, and current legislative policies
- Met with the 55+ Apartment group and City staff to discuss timing of putting together a redevelopment agreement; looking like after the new year before we begin this process
- Discussed proposed parking and streetscape improvements while continuing business outreach at our University District executive team meeting; heard presentation on the new Greeley Image Campaign pivot and discussed creative ways to market it
- Met with several current and new downtown business owners to discuss benefits of being in the DDA district and help provide business support
- At the Broadband Task Force, heard the findings from the citizen and business surveys; key takeaways were that internet service satisfaction is below average, the city is preferred provider for both residential and business, and a slight majority would support a bond issue to fund construction
- A big thanks to Richmark for the two hard hat tours they gave our Board the last couple of Fridays; the apartments are coming along beautifully and will be an excellent addition to downtown

Public Realm

- Discussed budget for 2020, which was approved by the committee
- Approved funding toward art tree planter bases that will be purchased by the City Art Commission for 2 new art trees on the east side of 8th Avenue between 16th and 17th Streets
- Approved 2020 plaza and alley maintenance plan that includes a monthly cleaning of the alley/walkthroughs and 9th Street (street, parking spots & sidewalks) for the months of May-September, and one comprehensive core cleaning that will be done in May
- Met with Levi Gallegos to strategize on alley dumpster consolidation and the possibility of a trash enclosure in the Area 2 parking lot

Promotion & Community Partnerships

- Attended the Complete Count Committee meeting where we discussed grant funding, the need to help recruit employees for the Census, and marketing strategies for the upcoming months
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board & Greeley Downtown Alliance (GDA) October meeting
- Presented to the Redeye Rotary and to the ProRealty staff meeting to share about downtown projects, program, events, and development
- Attended the monthly ULI meeting and heard a presentation on water source development approaches, particularly using non-potable sources

Professional Development

- Had the opportunity to attend the Women's Leadership Summit in Denver last Friday and hear inspiring stories from women in a variety of industries; topics focused on leadership characteristics, building your value, finding your voice, increasing productivity, and more

Downtown “In the News” Highlights

- Greeley’s Sculpture on Loan program nears end after decades growing city’s permanent art collection
- Adding to growing local industry, The Hemp Factory plans to be up and running in historic Greeley building next year
- Greeley’s Festival of Trees is a holiday tradition you don’t want to miss
- High Plains Library’s \$4 million purchase of Greeley Tribune building paves way for downtown flagship branch
- Downtown Greeley to host Trick-or-Treat Street

The meeting adjourned at 8:58am

2019 Approved Budget & 2019 Amended DDA Operational Budget

2019 INCOME			
	2019 Approved Budget	Actual (11/13)	2019 AMENDED BUDGET
4110- Grant Income City of Greeley	\$ 48,750	\$ 44,688	\$ 48,750
4112- Mill Levy & Specific Ownership	\$ 182,958	\$ 169,570	\$ 169,570
4114- Interest Income	\$ 50	\$ 98	\$ 98
4120- Contributions	\$ 30,000	\$ 33,350	\$ 33,350
4140- Parking Lease	\$ 2,400	\$ 2,400	\$ 2,400
4143- Misc Income		\$ 178	\$ 178
4150- Oktobrewfest Income	\$ 80,000	\$ 95,838	\$ 95,838
4300- Event Sponsors	\$ 6,000	\$ 7,900	\$ 7,900
TOTAL INCOME	\$ 350,158	\$ 354,022	\$ 358,084

2019 EXPENSES			
5101- Salaries	\$ 215,000	\$ 183,994	\$ 215,000
5102- Simple IRA Match	\$ 6,500	\$ 4,708	\$ 5,500
5103- Payroll Expense	\$ 20	\$ -	\$ -
5105- Worker's Comp Insurance	\$ 1,500	\$ 1,041	\$ 1,100
5106- Health & Wellness		\$ 190	\$ 400
5108- Payroll Taxes	\$ 20,000	\$ 14,040	\$ 16,000
5109- EZ Fund 1.5% Admin Fee	\$ 450	\$ 416	\$ 420
5110- Advertising Expense	\$ 10,000	\$ 4,808	\$ 7,000
5112- Bank Charges	\$ 350	\$ -	\$ -
5113- Interest Expense TIF	\$ 800	\$ 337	\$ 500
5117- Professional Fees	\$ 5,000	\$ 4,378	\$ 5,000
5121- Miscellaneous Expense	\$ 500	\$ 1,017	\$ 1,500
5132- Office Supplies & Equipment	\$ 4,500	\$ 5,245	\$ 5,500
5134- Professional Development	\$ 3,500	\$ 1,035	\$ 1,200
5135- Memberships/Dues	\$ 1,500	\$ 611	\$ 700
5153- Office Expense- Cleaning & Trash	\$ 1,300	\$ 152	\$ 400
5154- Printing & Publication	\$ 1,600	\$ 611	\$ 700
5155- Parking Lot Expense & Tax	\$ 200	\$ 194	\$ 250
5185- Rent Expense/Utilities/Permits	\$ 32,000	\$ 26,779	\$ 33,000
5190- Board Expenses	\$ 2,700	\$ 2,016	\$ 2,500
5192- Sales Tax	\$ 50	\$ -	
5195- Repairs & Maintenance	\$ 300	\$ -	\$ 300
5200- Oktobrewfest	\$ 56,000	\$ 50,291	\$ 55,000
5500- Special Events	\$ 7,000	\$ 6,375	\$ 7,000
5704- Treasurers Fee- Mill	\$ 2,800	\$ 2,376	\$ 2,500
TOTAL EXPENSES	\$ 373,570	\$ 310,615	\$ 361,470
NET (TIF payment if negative)	\$ (23,412)	\$ 43,407	\$ (3,386)

2020 Proposed DDA Operational Budget

INCOME	
4110- Grant Income City of Greeley	\$ 48,750
4111- Specific Ownership	\$ 10,000
4112- Mill Levy	\$ 200,000
4114- Interest Income	\$ 100
4120- Contributions	\$ 30,000
4140- Parking Lease	\$ 2,400
4143- Misc Income	\$ 150
4150- Oktobrewfest Income	\$ 80,000
4300- Event Sponsors	\$ 6,000
TOTAL INCOME	\$ 377,400

EXPENSES	
5101- Salaries	\$ 235,000
5102- Simple IRA Match	\$ 6,500
5105- Worker's Comp Insurance	\$ 1,500
5106- Health & Wellness	\$ 1,500
5108- Payroll Taxes	\$ 20,000
5109- EZ Fund 1.5% Admin Fee	\$ 500
5110- Advertising & Marketing Expense	\$ 8,000
5112- Bank Charges	\$ 200
5113- Interest Expense TIF	\$ 800
5117- Professional Fees	\$ 5,000
5121- Miscellaneous Expense	\$ 1,000
5132- Office Supplies & Equipment	\$ 4,500
5134- Professional Development	\$ 2,500
5135- Memberships/Dues	\$ 1,500
5153- Office Expense- Cleaning & Trash	\$ 1,300
5154- Printing & Publication	\$ 1,000
5155- Parking Lot Expense & Tax	\$ 250
5185- Rent Expense/Utilities/Permits	\$ 35,000
5190- Board Expenses	\$ 2,500
5195- Repairs & Maintenance	\$ 300
5200- Oktobrewfest	\$ 60,000
5500- Special Events	\$ 7,000
5704- Treasurers Fee Mill	\$ 2,500
TOTAL EXPENSES	\$ 398,350
NET (TIF funds cover if negative)	\$ (20,950)

2020 DDA TIF Budget

	Budget
Anticipated TIF Balance (1-1-20)	\$ 1,100,000
REVENUES	
Tax Increment Finances (TIF)	\$ 797,022
EXPENDITURES	
Annual TIF Reimbursements	
City of Greeley	\$ 208,080
Lincoln Park Hotel LLC	\$ 8,944
Building Improvement Grants	\$ 300,000
Legal Expenses	\$ 5,000
Strategic Planning Consulting	\$ 75,000
Planters	\$ 20,000
Public Art	\$ 15,000
Façade Grants	\$ 22,500
Tree Lighting Maintenance	\$ 15,000
Plaza & Alley Maintenance	\$ 17,000
Cameras	\$ 2,000
Streetscape	\$ 55,000
Holiday Mini Grants	\$ 1,000
Advertising & Events (paid to DDA Operating Acct.)	\$ 20,950
Treasurer's Fees- TIF	\$ 15,000
Interest Expense & Bank Fees	\$ 1,000
Total Expenditures	\$ 781,474
End-of-Year TIF Balance	\$ 1,115,548