

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – January 17, 2019**

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Justin Ghofrani, The Kress Cinema & Lounge; Linda Winter, Accessories With A Flair!...and Hair; Jon Smail, City Council; Brian Seifried, Luna's Tacos & Tequila

Additional Attendees: Becky Safarik, City of Greeley; Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioners; Officer Andrew Wronkoski, Greeley Police Department; Officer Ariel Maes, Greeley Police Department; Suzanne Sereff, Warm Hugs Mixes & Gifts Boutique; Alex Alvarez, C3 Real Estate Solutions; Brenda Dones, Weld County Assessor's Office; Dee Kayl, Weld County Assessor's Office

DDA Staff in Attendance: Bianca Fisher, Executive Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Dee Davis, Promotions Coordinator

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:38 am. Suzanne Sereff, the new GDA Chair, introduced herself. Alison Hamling thanked Suzanne for taking over as the GDA Chair and let everyone know that we are very excited to have her on board.

Minutes:

Phil Grizzle referenced the December DDA Minutes. Linda Winter moved to approve, Justin Ghofrani seconded, motion carried.

Safety Report from the Greeley Police Department:

Officer Wronkoski handed out a list of calls from 12/16/18-1/16/19 and informed the board that everything was pretty quiet in the Downtown area. He encouraged those in attendance to reach out to DDA with any concerns and the DDA will reach out to GPD like Alison Hamling did regarding some Downtown employees that were feeling unsafe when they had to walk to their cars after work. Officer Reid went and talked to the employees and gave them some tips to follow to help them feel safer.

City Updates from Becky Safarik:

Becky Safarik reported that she will be transitioning out of the DDA board meetings and Ben Snow will be taking her place. She also reported on:

16th Street Improvements – Are putting public suggestions about intersections, bump out, the UNC Lawn, etc. into graphics so we can see how the ideas look. They are going over technical and safety issues now and hope to have another public meeting mid-February to present the graphics

20 & 2P Ballot Initiatives – The City Council has been in discussions on how will be using money. Some of the major intersections in town are a priority for safety reasons. As for the City Center Phase 2, you won't see a lot happening on the outside, but the City will be doing improvements on the inside

University Flats Apartments Improvements – The City Council approved incentives in the way of reduced fees to help the project move forward.

The Greeley Creative District—will be holding an all-day workshop in April that covers topics aimed at helping Creatives protect their intellectual copy rights.

Cold Weather Shelter – The Cold Weather Shelter is averaging about 60 people per night and there has been a heavy use of bus system to get to it. The hope is to get the navigation center off the ground soon and it will be designed to help out with a variety of needed services. The City and GPD continue to re-enforce to churches, community groups, etc. that they should not hand out free food in parks or public places because United Way already has a set schedule of when and where free food is available for those who need a meal.

County Updates from Steve Moreno:

Steve Moreno reported that the roof is still being fixed on Centennial Center and the elevator upgrade in the Chase Building is moving along faster now. The hope is to have the elevator working again by the 2nd week of February. The next project at the Chase building will be installing a cooling tower on the 8th floor and there will be no air conditioning in the building for five days during the install.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported on:

Property Updates

On the Market:

- 1120 6th Avenue (old Ice House Building) – \$1,500,000; 28,240 SF

Coming to the Market Soon:

- 905 16th Street (former Kitchen) – price TBD; 3,610 SF

Sold:

- 1412 8th Avenue (Dollar General) – \$1,135,000 to Arizona Bus Lines Inc (Paul & Wendy Gabriel)

Pending Sales:

- 1130 8th Avenue (Firestone Auto) – \$1.2 million
- 721 13th Street (Greeley Inn) – \$1.5 million; set to close at the end of February

Highlighted for Lease:

- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 911 8th Avenue (former Salzman's Shoes) – 1,364 SF retail space; \$15/SF NNN
- 805 16th Street – 1,958 SF retail or office space; \$1,750/mo
- 800 8th Avenue – 3,500 SF on main level, ideal for restaurant; \$15-17 SF NNN
- 710 11th Avenue (Greeley Building) – office spaces available
- 706 12th Street – 3,000 SF commercial warehouse; \$12/SF
- 601 10th Street (Trinidad Bean Building)
- 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
- 808 9th Street (Former Greeley Office Equipment) – co-working space
- 812 8th Street – 4 offices in Collins, Liu & Associates; \$400-\$500/mo

Business Updates

Now Open:

- Mason's Event Center – 829 10th Avenue

Opening Soon:

- TBD – 940 9th Avenue (former Woody's Newsstand)
- Dance studio – 813 8th Avenue (above the Kress Cinema)

Moving within Downtown:

- Free Leaf – from 918 ½ 9th Avenue to 931 16th Street (Margie's space)

University District

- Reviewed BHA plans for 16th Street improvements, including: new curb & gutter, artwork, improved crosswalks, tree & shrub additions, pedestrian lighting parking improvements
- Next step will be to discuss plans with property/business owners, then determine & evaluate project costs

Other

- Thank you to everyone who came to celebrate Pam at her PAMPALOOZA in December—she was incredibly appreciative and overwhelmed by the showing of support
- Joined the BizWest Editorial monthly meeting to report on downtown happenings
- Serving on the 2020 Census Complete Count Committee
- Met with Comcast Sr. Business Developers Comcast to discuss improving service availability at existing properties and potential new developments
- Asked to join the City/Xcel Partners in Energy Committee which will seek to leverage Xcel Energy's resources to identify cost savings, support economic development, and save energy
- Organizing the "What's Brewing in Greeley?" ULI panel on Wednesday, January 30th to highlight development projects in downtown
- Met with La Jota Radio to discuss how we can better reach a wider audience for our events and make sure the entire community feels welcome downtown
- Updated Employee Handbook—two additional paid holidays (President's Day & Veteran's Day) were added to reflect similar public entities; FSA to replace Zane Benefits
- In the process of updating DDA logo—last update was in 2007
- Had the honor of celebrating Bob Tointon on Monday in Denver as the 2019 Citizen of the West!
- Hosting ULI institute on the 26th – great opportunity to meet with regional folks

Downtown “In the News”

- 6 Best Restaurant Additions to Weld County in 2018 – 4 of them were Downtown
- Parking Changes Coming to Downtown in 2019
- Mandy Harvey, from America’s Got Talent, Performing at Cranford’s Tea Tavern
- 6 Things to Do in Greeley/Northern Colorado on New Year’s Eve – 3 of them were Downtown
- Greeley History Museum Exhibit Showcasing Refugees and Immigrants of Greeley and Northern Colorado

Treasurer’s report from Bianca Fisher:

Bianca Fisher reported that on the P&L you will see that we moved approximately \$24,000 out of TIF and zeroed out the columns that were eligible to have TIF dollars applied and on the Balance Sheet you will see an entry for Miscellaneous Receivable which includes the money coming from the TIF account plus \$2,000 in outstanding sponsor dollars. Overall, our net income for 2018 was \$21,535.10.

The Meeting adjourned at 8:10am and transitioned to the 2019 Planning Session following a 10-minute break

Planning Session – 8:20 am

Bianca Fisher introduced Brenda Dones (Assessor) and Dee Kayl (Assessment Coordinator) from the Weld County Assessor's Office who gave a Property Tax Overview and an Overview of our TIF numbers and how they are calculated.

After the presentation, Bianca Fisher referenced the DDA TIF Facts Sheet in the board packet and stated that the key take-away was that new construction goes directly to increment but the way the Assessor assesses property changes from a construction-based approach to a market approach so the increment (and thus TIF revenue) can actually decrease from year-to-year. The reason for the presentation and the fact sheet is to help guide decision-making on new projects and be mindful of our current TIF obligations on the hotel and the upcoming Maddie project. We will discuss this further at the February Board meeting.

For the Dreaming Big: What Do People Want Downtown? Portion of the Planning Session, Alison Hamling talked about the New Year's Post she put on Facebook on January 2nd that asked "What would you like to see happen in Downtown Greeley for 2019".

The post reached over 4,000 people, engaged 1,612 people and garnered some great discussions regarding:

- Downtown Music/Vinyl Record Store
- Bookstore
- 24 Hour Diner
- Outdoor Fitness
- Arcade/Pool Hall
- Horse drawn Carriage Rides
- Children's Museum
- More dance spaces offering dance lessons such as Salsa
- More women's clothing stores
- Grocery store
- Businesses hours – open during Friday Fest and later hours
- High density in-fill housing
- More locally owned restaurants
- A parking garage
- Parking
- Ice Cream shop
- Places open evening or a little later for those under 21
- Food vendors, food carts and food trucks
- Indoor trampoline park
- More roof tops patios
- A second sheet of ice at the Ice Haus
- More street art

Alison added that she responded to each comment that was posted and was able to point out that Greeley Downtown already had some the things that were being suggested so the post actually had an educational element to it also.

The Board was asked to brainstorm about things they felt were missing or confusing in Downtown:

Missing:

- Youth and Family Activities that are permanent features Downtown
- Regional Draws such as a Planetarium, Aquarium or Museum
- Signage to navigate Downtown
- A transportation connection between UNC and Downtown (i.e. bus, Trolley, Shuttle)
- Maker (Tinker Mill Concept) and Co-op Spaces
- Business coaching for Creatives
- Business support such as a Connector/Navigator with City, SBDC, etc.
- "You've Got to See..." advertising and marketing
- More bragging about Downtown and giving Downtown employees information on what they should brag about
- Events for Downtown employees
- Allocation of spots for UBER/LYFT drivers
- Better job of advertising FREE things such as the Run/Walk Club, etc.

More FREE things such as Yoga in the Park, etc.

Electric car charging stations

An understanding and discussion of what new residents in Downtown will want

Innovative transportation modes such as Bike Share

Confusing:

Parking

How Friday Fests Work

The fact that Downtown is more than one street

Board Planning Session was adjourned at approximately 9:30 am.