

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – March 21, 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; Jon Smail, City Council; Brian Seifried, Luna's Tacos & Tequila; Mike Ketterling, Northern Engineering Services

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

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 7:35 am.

Minutes:

Phil Grizzle referenced the February DDA Minutes. Brian Seifried moved to approve, Mike Ketterling seconded, motion carried.

Treasurer's report from Bianca Fisher:

Bianca Fisher reported that there was nothing of note on the balance sheet, the Mil Levy revenue has been slower to trickle in, and we will start seeing donor/sponsorship dollars coming in. She also reported that there is nothing outstanding or abnormal on the expense side either. She did want to point out that the percentage used to project DDA TIF is the total mill levies in our district multiplied by the increment that is calculated by the Assessor. We may see some fluctuations in our numbers depending on what happens with properties that plan to protest their property values.

Safety Report from the Greeley Police Department:

Officer Wronkoski handed out an Information Bulletin listing the calls from 2/13-3/13/19 and reported that it has been pretty quiet in the last month. The bulletin also included a picture of Rogelio Casas because, even though he is still in jail, he is someone that the GPD wants everyone to be aware of. He also reported that the NAT officers said that Blarney on the Block went well but there was an issue at the end of the parade regarding where people were supposed to turn.

County Updates from Steve Moreno:

Steve Moreno reported that the second elevator in the Chase Building is still an issue. Verizon still needs to remove some conduit before the final inspection is approved and they are now saying that it should be out tomorrow. He also reported that the roof on the Centennial Building is completed and the County Commissioners are considering some additional renovations on their Downtown buildings. He will update on future renovations as needed.

City Updates from Ben Snow:

Ben Snow reported that it looks like Senate Bill 181 will pass and the City is looking at the direct and ripple effects this will have. He also reported that as a result of the Farm Bill that was passed at the end of last year, he has received several calls from companies who are looking for a place to process hemp and there is the need for a high awareness of the difference between hemp and marijuana. Ben, Becky Safarik and Brad Mueller are working on identifying areas of the Housing Plan that the Council adopted last month that can move forward right away, and Ben encouraged everyone to check out the nice piece that Biz West ran regarding housing. Ben's new office is on the 4th Floor of City Center North (old Annex Building).

Public Realm Update from Mike Ketterling:

Mike Ketterling reported that the Public Realm committee met on March 6th. There were no new Façade Grant Applications to review but the committee did talk about tree lighting maintenance, maintenance that is completed by Bill, cleaning of the alley, planters and the AltEthos interactive art project that will be taking place in the upcoming year. Brian Seifried did ask if there was any conversation regarding dumpsters and Jon Smail suggested that we look at examples such as the Dairy Block in Denver to get additional ideas on how to proceed.

Experience Update from Alison Hamling:

Alison reported:

- Blarney on the Block was last Saturday and she estimates that the event drew a crowd of 3,000-4,000 people. We do have to look at taking the parade in a new direction because it is getting bigger and possibly more costly than we really have wanted it to be. We also had great sponsors for the event with 1st National Bank, Women's Clinic of Northern Colorado, Westridge Animal Hospital and Smile Doctors
- She will continue to be on the boards of the Greeley Creative District, UCCC and Visit Greeley, and is planning to start attending Northern Colorado Women in Business meetings
- Senate Bill 181 could also affect some of our sponsorships, especially with OktoBREWfest, and we need to make sure we are diverse when looking for sponsors
- The Partnership with UNC continues to go well and we will have a table at an event tomorrow for prospective students
- Have sent out approximately 40 band inquiries for Friday Fest
- Monster Day planning is in the works, and it looks like we will have a Monster themed band for the Friday Fest the night before the event

GDA Update from Suzanne Sereff:

Suzanne Sereff reported that the GDA meeting was last week at Tower 56 Distilling and there was a marketing panel discussion on what businesses could do to get better at marketing themselves and Downtown. The next meeting is on April 19th at 8am at the Lincoln Park Library.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported on:

Property Updates

On the Market:

- 1120 6th Avenue (old Ice House Building) – \$1.5M; 29,000 SF
- 631 8th Avenue (Academy of Natural Therapy) – \$5.2M; 31,260 SF

Sold:

- 905 16th Street (former Kitchen) – Strongly encouraged new owner to pursue a restaurant lease

Pending Sales:

- 911 8th Avenue (former Salzman's Shoes)
- 1130 8th Avenue (Firestone Auto) – \$1.2 million
- 721 13th Street (Greeley Inn) – \$1.4 million
- 1221 9th Avenue (Currier Inn)
- 1220 13th Street (office building)

Highlighted for Lease:

- 905 16th Street (former Kitchen)- 3,610 SF; \$18/SF
- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 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
- 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:

- TBD – 940 9th Avenue (former Woody's Newsstand)
- Dance studio – 813 8th Avenue (above the Kress Cinema)
- Restaurant—800 8th Avenue; coming June 2019

Marketing & Promotion

- New DDA Logo is finalized after staff and Board input; public feedback has been great!
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board meeting
- Participated in the City Image Campaign Partnership to expand upon the momentum of Greeley Unexpected and offer a new campaign geared toward the Greeley community
- 2018 DDA Annual Report is finalized so enjoy your copy and let us know if you would like more
 - Copies will be mailed today with letters to previous donors (see list in your packet)
 - Please, please let me know who we could send new donor requests to!!

Public Realm

- Discussed maintenance plan for the Art Alley with City Art Commission; will transfer ownership and maintenance of new pieces to the City, but will still partner with the Art Commission and help select art pieces.
- Finalized the 4 new Sculpture on Loan pieces that will be installed downtown in May
- Attended the University District meeting and reviewed design proposals for 16th Street improvements, including improved crosswalks, artwork, trees & shrubs, new curb & gutter, pedestrian lighting, additional parking; next step will be to determine funding streams. Will keep the board posted as things move forward.
- Renegotiated annual maintenance contract with Blazen Illuminations for tree lighting
- Finalized the contract with AltEthos for the interactive musical hopscotch in the alley walkthrough; installation should be complete by the end of May/beginning of June
- Attended and spoke at City Council meeting on Tuesday night in support of the new parking improvements; all aspects have been approved and changes will be official April 1. You can now download the app and look it over to familiarize yourself with it.

Economic Development

- Met with commercial real estate agent who is working with a LIHTC developer interested in a project in Downtown Greeley.
- Discussed University Towers building improvements with owner Ben Fetherson and toured one of the completed “micro” units; 59 current units will be converted to 100 studio apartments
- Met with the Fort Collins DDA regarding procedures and processes for TIF reimbursement projects and I will be working with the Economic Development Committee on establishing our own set of guidelines and processes for our projects
- Have had several conversations with the Weld County Assessor and have determined that there was just over \$20,000 in TIF under-collected in 2018; they typically cannot go back and rectify these issues but are trying to work on a resolution for 2018 but will not be able to do so for 2017 (which also had an under-collection)

Personnel Update

- Dee is leaving us for Los Angeles—we are both sad and excited for her!
- The part-time admin position will be posted next week

Downtown “In the News”

- Greeley’s Blarney on the Block St. Patrick’s Day Event set for Saturday
- Oscar Viewing Party Returns to Kress Cinema & Lounge Sunday
- Greeley Plans Meetings Ahead of Downtown Parking Changes
- A Toast to National Margarita Day (featured The Rio & Luna’s)
- Experience the African Flair of Safari Restaurant in Downtown Greeley
- Free Leaf Moves in with Margie’s Java Joint
- St. Patrick’s Day Business A Pot Of Gold For Greeley’s Irish Pub
- Going to the Eagles’ Hockey Game

Mission & Vision Statement Update from Bianca Fisher:

CURRENT DDA Statements:

Mission: Create an economic redevelopment program for the Greeley central business district to restore it as the center of cultural, business, governmental, entertainment, and community life for Greeley, Weld County and Northeastern Colorado.

Vision: To create a thriving, urban neighborhood that is a vibrant place to live, work and play.

PROPOSED DDA Statements:

Mission: To create, support and promote endeavors that enhance downtown experience, business growth and private development in Downtown Greeley.

Vision: To ensure that Downtown Greeley is an economically-sustainable, vibrant and welcoming community.

It was suggested during discussion to add some key words in - heart, core, center (focus on centralized core concept), place (place making), safety (safe environment). Bianca Fisher will re-work wording and bring to next month’s meeting.

The Meeting adjourned at 8:58am