

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

*Board Members in Attendance:* Phil Grizzle, Chair & Zoe's Café & Events; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Mike Ketterling, Northern Engineering; Linda Winter, Accessories With A Flair!...and Hair; Justin Ghofrani, Kress Cinema & Lounge, Tommy Butler, Greeley City Council

*Additional Attendees:* Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioner; Officer Andy Wronkoski, Greeley Police Department, Officer Arped Bality, Greeley Police Department; Caleb Jackson, 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

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**Meeting Called to Order:**

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

**Minutes:**

Phil Grizzle referenced the November DDA Minutes. Drew Notestine moved to approve, Linda Winter seconded, motion carried.

**Treasurer's report from Ken Schultz:**

Bianca Fisher reported that there has not been any outstanding change in funding since our last meeting. Looking at the P&L from Oktobrewfest, we were waiting for a few outstanding checks that have now been received, and with the extra sponsorships we are only down around \$500-\$600 compared to last year. When we amended the budget, we were projecting a deficit, but there is a current surplus of over \$21,000 and we expect to end the year with a surplus of around \$15,000. This means that we will not have to move TIF funds into the operational account—except to pay back the TIF treasurers fee and the Public Realm maintenance fee. There was just under \$900,000 in TIF revenue this year which was great considering the several large property abatements. The TIF summary deposits show everything that the Public Realm and Economic Development committees expend.

**Safety Report from the Greeley Police Department:**

Officer Andy Wronkoski reported that there have been no issues or concerns over the last month downtown, even with the increase in traffic during the holiday season. Transients have moved more toward the south where the Cold Weather Shelter is located. Officer Wronkoski handed out a packet with a comparison of violent crimes for Downtown Greeley compared to previous years as well as compared to other cities such as Boulder, Colorado, Fort Collins, Colorado, Lawrence, Kansas, and Norman, Oklahoma. The report shows that Downtown Greeley has relatively few violent crimes compared to the rest of the city.

**Weld County Updates from Steve Moreno:**

Steve Moreno reported that the county has approved their budget for 2020. He discussed the parking spaces available to county employees and said the availability will become less when the additional employees are hired. He also notified us that we will see three elections next year for the county so the election office will be busy.

**City Updates from Ben Snow:**

Ben Snow reported that the 55+ group will be spending around \$14 million for the facility they will be building. He had the opportunity to tour the 609 Studios. 60 of the studios have made the full conversion, and the pricing for each unit will vary based on the type of apartment chosen (bare bones or fully furnished, etc.). The building also has restaurant and retail space available. He has been in touch with a company called Indie DWELL out of Iowa who is trying to address affordable housing across the country. They buy shipping containers for \$4,200 and make homes out of them which come out of the factory for around \$120,000 as a full home. They have opened a manufacturing facility in Pueblo, Colorado. Ben stated that there are still two or three parties interested in purchasing the old Ice Haus building to use for the hemp industry.

### **Short Term Rental Regulation Presentation from Caleb Jackson:**

Caleb Jackson reported that the City the housing task force developed a strategic housing plan, and they are looking to amend the Development Code to promote housing choice. There are currently no existing short-term rental regulations set in place. Reasons to regulate these rentals would be neighborhood character, nuisances (trash, parking, noise), conversion of dwelling units, effects on formal visitor lodging, unrealized tax revenue, tension with neighbors, and disillusionment. The housing task force has met three times, held an open house forum in September, created an online survey, and have posted information on multiple websites. They have a list of ten objectives that people have reviewed, and most are in favor of them. There will be a three-tier approach with tier one being a spare bedroom, tier two would be out of town, and tier three being full conversion. Work sessions will begin in January/February, and people are still able to take the survey at [www.greeleygov.com/str](http://www.greeleygov.com/str) to provide feedback.

### **Public Realm Update from Mike Ketterling:**

Mike Ketterling reported that the City asked if the DDA would help fund a new trash can on the east side of 8<sup>th</sup> Avenue between 9<sup>th</sup> and 10<sup>th</sup> Street for around \$1,400, and the committee agreed to provide the financial assistance. We are discussing a possible trash enclosure for the Area 2 parking lot and are collecting information about trash and recycling needs with current businesses who use these services in that area of downtown. An enclosure could cost around \$40,000. Public Realm is working with the Art Commission to remove the dog sculpture by spring for safety reasons. They are also working with City Public Works to do concrete repairs on 8<sup>th</sup> and 9<sup>th</sup> Streets.

### **GDA Update from Linda Winter:**

Linda Winter reported that Small Business Saturday was a success and there were a lot of shoppers despite the bad weather. She gave praise to the committee for making the tough call on canceling the parade. The “Big Boy” steam engine that visited Greeley brought around 1,000 viewers, and there were over 300 paying customers at the Colorado Model Railroad Museum. Linda stated that she personally likes the parking policy and challenged business owners to make sure they are helping customers know that the parking is okay and not to be afraid of it.

### **Experience Update from Alison Hamling:**

Alison Hamling reported that the annual report for the GDPA was finished and the total attendance for Friday Fests were about 37,000 people with Hazel Miller in August being the biggest turn out of almost 5,000 people. Between sponsorships and dues, they received a total of \$62,725 and expenses were \$58,250, so there will be a small cushion for next year. She met with the City to discuss Greeley’s 150<sup>th</sup> birthday celebration that will happen this upcoming year and some fun events that may take place around that time could include bringing back the steam engine, having a birthday cake at the Meeker home, and opening up two time capsules. The City will alter their logo a little bit to reflect the birthday.

### **Executive Director Report from Bianca Fisher:**

Bianca Fisher reported:

#### **Property Updates**

Under Contract:

- 608 9th Street (Buckboard Bean) – \$850,000; 0.78 Acres, 9,500 SF

For Sale:

- 1120 6th Avenue (old Ice House Building) – \$1.5M; 29,000 SF
- 615 8th Avenue (Academy of Natural Therapy) – \$5.3M; 31,260 SF

For Sale or Lease:

- Various 8th Avenue properties (1024, 1130, 1215, 1228, 1235, 1309, 1320, 1516 8th Ave) — price negotiable, range of SF, seeking best and highest use

Retail/Commercial for Lease:

- 815 9th Street (former Ancient Wisdom) — 2,675 SF, \$9/SF
- 1619 8th Avenue (former Cisneros) — 720 SF, \$25/SF
- 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

### **Business Updates**

New Addition:

- Virtual Bank of Colorado ATM at 810 9th Street

Coming Soon:

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

Closed/Closing Soon:

- Ancient Wisdom Healing Arts- 815 9th Street
- Florio's Shoes- 820 9th Street

### **Finance**

- Review TIF Cash Flow

### **Economic Development**

- At the Broadband Task Force, heard a presentation from Allo, based primarily in Nebraska, about partnership opportunities to build out a broadband network; they offer public private partnerships, traditional overbuilds, revenue bonds, or operate for others
- Met with the soon-to-be new owners (out of Denver) of the Lincoln Plaza who plan on converting existing residential and commercial units into 42 new residential units
- Met with Stantec to discuss possibility of utilizing their firm to create an updated vision and plan for downtown; I will present their proposal in January and we will discuss next steps

### **Public Realm**

- Met with the Public Realm Committee and discussed parking feedback, trash enclosures, downtown maintenance, and replacing the "Sit" dog sculpture on 9th Street (due to safety concerns)
- Attended two public open house meetings regarding parking updates and proposed changes; Will Jones will join us after the new year to discuss any new changes

### **Promotion & Community Partnerships**

- Housing Task Force I served on last year reconvened to discuss short-term rentals; at the most recent meeting, we heard results from surveys about the proposed three tier structure—mostly supportive feedback
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board meeting
- Had video meeting with web developer who is making great progress on the new website; completion likely mid-January; far more user friendly on various platforms; new sections—residential, discover art, and more!
- Promoted the festive season in supporting businesses who needed small grants for decorating their windows; our team went and determined this year's Dazzle Downtown winners

### **Administrative**

- Our team I had the pleasure of volunteering with Santa Cops, loading up toys to be delivered around the County; a huge thank you to GPD for this great service to our community
- I completed year-end reviews for each of the staff and am incredibly proud of our team! What a great year it has been!

### **Downtown "In the News" Highlights**

- Greeley Tribune Opinion: City looks to smooth some bumps in new parking plan
- Greeley's Sculpture on Loan program nears end after decades growing city's permanent art collection
- Greeley's Lights the Night Parade cancelled due to weather
- Maddie apartments set to change complexion of Greeley downtown area, tight rental market
- Patricia Califana: Welcome, Red Sea Restaurant
- Three men, about 120 hours and 35,000 lights — Greeley's commitment to Christmas in Lincoln Park

Bianca Fisher ended the meeting by thanking the board for all they do throughout the year for the DDA as well as reminded everyone that the board retreat will be on January 16th, 2020 from 7:30 am until noon at the Millennium Event Center. So please save the date!

**The meeting adjourned at 8:47am**