

**Greeley Downtown Development Authority
Minutes – Board of Directors July 18th, 2019**

Board Members in Attendance: Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer; 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, Logan Richardson, Mineral Resources, Inc.; Robb Casseday, City Council

Additional Attendees: Steve Moreno, Weld County Commissioners; Officer Andy Wronkoski, Greeley Police Department; Officer Ariel Maes, Greeley Police Department, Suzanne Sereff, Warm Hugs Mixes & Gifts; Will Jones, City of Greeley Public Works; Blythe Driver, City Council Candidate

DDA Staff in Attendance: Bianca Fisher, Executive Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Abby Froom, Administrative Coordinator

Meeting Called to Order:

Drew Notestine called the meeting to order at 7:35 am.

Minutes:

Drew Notestine referenced the June DDA Minutes. Ken Shultz moved to approve, Linda Winter seconded, motion carried.

Treasurer's report from Ken Schultz:

Ken Schultz reported that the balance sheet assets are liquid and most are in cash accounts, but a good chunk of the money will go toward paying liabilities that we have under negotiated agreements for the hotel. July will be the last month of receiving significant payments from TIF collections and the hotel will be paying less than we initially budgeted since they protested their property taxes. There were also several other abatements that occurred which will impact our projected Mill Levy and TIF Revenue. Another impact to our proposed budget includes increased expenses for OktoBREWfest for fencing, tables, chairs, etc., but the staff is working to obtain sponsorships to offset those costs. Staff is also being mindful to watch projects, such as the Maddie Project, to make sure that we are close to what we committed. Bianca has created a 2019 TIF Cash Flow chart showing our starting balance, our projected revenue and our committed expenditures.

Safety Report from the Greeley Police Department:

Officer Andy Wronkowski reported that you will be seeing an increased GPD presence downtown once again, including the bicycle unit, now that the Greeley Stampede is over. Overall, it was a quiet month downtown and right now, the issue seems to be an increase in unwanted parties, mental health issues, and an increase in meth use. Officer Wronkoski handed out an Informational Bulletin and asked people to be aware of Ahmed Ali and Andre Rivera and to call if you have any issues with them. He also reminded everyone that they can still register their personal cameras with the GPD.

Weld County Updates from Steve Moreno:

Steve Moreno reported that the Chase Building's new cooling system is now functioning, and they are currently doing roof replacements on the 5th, 7th, and 8th floors. The County is also helping the contractor who is remodeling the old Woody's location by letting them use 4-6 parking spaces in the juror parking lot. The County will be moving around some more of their employees/offices in the coming months: the Public Trustee, who will fall under the County's umbrella, will move into the Chase Building in October, the Clerk & Recorder will be moved into the newly purchased former Startek building, the Coroner's office will move from Downtown in November 2020, and some employees of Justice Services will move out of the Chase Building and into the west annex building

by May 2020. Steve also reported that with the court getting additional judges, they will have two new court rooms completed by 2021 to house those additional judges and a new director for the oil and gas department has been found. There are still many things that need to come together but they are hopeful for an August 5th opening of that Department which other Counties throughout the state have been watching and contacting the County about.

Parking Update from Will Jones:

Will Jones reported that parking citations are down about 25% compared to last year, they have set up payment plans for those with outstanding parking tickets, and the Pay-To-Stay option continues to be strong with almost 1,200 users in June. The busiest blocks are 9th Street between 10th and 11th Avenues and 9th Avenue. The biggest feedback has been on the permit side and they need to create a policy of overselling permits; as well as, developing a policy regarding who gets how many permits. In the next couple of months, they will start working on additional parking on 7th Avenue with the goal of getting it done by the end of the year; work will include lighting, street overlays, sidewalk and curb improvements, and diagonal parking. They are also starting public neighborhood meetings related to how many cars you can have, feedback from neighborhoods that don't want permits, etc.

City Updates from Ben Snow:

No city update at this meeting

Economic Development Update from Drew Notestine:

Drew Notestine reported that at the last meeting of the Economic Development Committee, they talked about the renovations at 609 Studios, which they toured previously, and talked about what type of incentives they could offer to the owner of the property. The Economic Development Committee is recommending a two-fold incentive package for The 609 Studios at 609 8th Avenue. The first would be to award a Building Improvement Grant in the amount of \$100,000 payable upon satisfying the conditions of the grant guidelines. The second would be to offer 50% of the TIF generated by the project, not to exceed \$50,000 annually, for a period of 5 years upon project completion and beginning the year TIF is realized. The primary performance criteria for receipt of these funds are to maintain at least an 80% occupancy rate and to complete renovation of all 100 residential units and all façade work. Ken Schultz moved to approve the motion as presented by the Economic Development Committee, Tom Grant seconded, motion carried. Bianca also reported that 55+ group has gone back to drawing board and is shooting for September to get drawings to the City.

Public Realm Update from Mike Ketterling:

Public Realm did not meet in July so no report.

GDA Update from Suzanne Sereff:

Suzanne Sereff reported that the GDA will meet at Syntax Spirits Distillery tomorrow at 8 am.

Experience Update from Alison Hamling:

Alison Hamling reported:

- Bike to Work Day – It was a successful event but the DDA will probably not be doing a booth next year because there are now several other downtown businesses that are hosting stations
- Bianca and Alison met with Brindle Marketing regarding a cohesive message for the Maddie project
- Bianca and Alison did a presentation on Downtown to Rotary – having Abby on staff is allowing Alison time to do more community outreach
- Marketing is going great – post of Lonesome Buck had over 10k views which is free outreach

- Alison is working on getting Downtown Greeley merchandise – the logo has been updated for the merchandise and, at this time, there are 5 locations where merchandise will be sold
- Broncos Carne Asada – was a great event that included former Broncos players, cheerleaders, trophies, etc. and it caters toward the underserved community
- Alison participated in a blog interview for Arts Picnic kickoff, attended Visit Greeley and UCCC board meetings, AgFeast planning, Monster Day planning, and OktoBREWfest planning
- Oktobrewfest sponsors – have secured \$4k in new money sponsorships
- The Greeley Downtown Promotional Association is requesting \$6,000 from the DDA to be paid back in full over 3 years (or sooner if feasible) at the rate of \$2,000 per year for a replacement stage for Friday Fest since the stage pieces that are being used at breaking down and unsafe. Tom Grant moved to approve the request, Linda Winter seconded, motion passed.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported:

Property Updates

On the Market:

- 4 multifamily + 4 single family homes investment portfolio—only 1508 9th Avenue is in DDA district
- 1503 9th Avenue (former NCCU) – \$425,000, 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
- 615 8th Avenue (Academy of Natural Therapy) – \$5.23M; 31,260 SF

Highlighted Retail/Commercial for Lease:

- 800 8th Avenue, Ste. 111 (former DMV) – 5,500 SF demisable
- 1540 8th Avenue (new Maddie Apartments) – commercial endcap; \$30/NNN
- 1640 8th Avenue (new Maddie Apartments) – commercial endcap; \$30/NNN
- 905 16th Street (former Kitchen) – 3,610 SF; \$15/SF
- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 601 10th Street (Trinidad Bean Building)

Business Updates

Now Open:

- Lonesome Buck Brewing (replaced Stuff Burger) – 819 9th Street

Opening Soon:

- Points West Bank & Aunt Helen's Express– 940 9th Avenue (former Woody's Newsstand)
- Restaurant – 800 8th Avenue (south of Aunt Helen's)

Promotion & Community Partnerships

- Discussed priorities for grant funds at the Census Committee meeting to promote census participation and strategies to reach hard to count populations
- Presented to the Chamber Local Government Business Affairs and connected with other Chamber members at the 12 in 12 Chamber lunch
- Presented downtown happenings and projects to the monthly Greeley Downtown Alliance group
- Alison & I met with the UNC Athletics Director to strategize on creating more downtown pride for UNC athletics and finding ways to support Homecoming
- I was one of 6 presenters at the Tribune's 60 in 60 event where I shared leadership tips as they relate to downtown objectives and initiatives
- Heard a presentation from VantagePoint regarding the Public Private Partnership results and options for broadband at monthly Broadband Task Force; focus groups were also recently conducted with businesses & residents
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board meeting

- Reviewed most recent 16th Street design plans from BHA at University District meeting; next step is to present to partner organizations and then present to City Council on September 10th
- Alison & I presented to a group of realtors at Sears Real Estate and the Downtown Rotary
- Staff are working at analyzing and updating our website to understand what information people are looking for and how we can best provide the most relevant information, including new residential

Public Realm

- Reached out to the City Stormwater Division about the increase of grease and other material being dumped into the alley drains; they will be contacting businesses and providing information about best practice management
- Met with the City Art Commission to strategize on maintenance of the Art Alley since the project is now 5 years old and pieces are starting to weather
- Strategizing on replacement for the Einstein mural on west-facing wall of George's Bike Shop since the piece has been graffitied and is over 8 years old

Economic Development

- The E.D. Committee met to discuss incentive options for the renovations at the 609 Studios
- Bianca met with a gentleman with Key Education who has very preliminary plans to open a daycare, pre-school, and K-8 charter school in or near downtown
- Bianca met with High Plains Library District Executive Director Matt Hottt about their continued interest and plans for a downtown branch; more to come on that!
- Bianca went to Windsor to tour the 55+ residential development that opened in June; the same owners are proposing a concept for downtown and are planning on submitting plans to the City in September
- Bianca met with the City to discuss the TIF pledge agreement for the DoubleTree Hotel since the abatement has been finalized; process should be more straightforward moving forward
- Finalized the DDA re-certification process as an Enterprise Zone Project; we did receive peer approval and are waiting on final approval from the state Economic Development Commission (EDC)
- Bianca met with the City Economic Development Department and a potential developer about an adaptive reuse of a property downtown that incorporates a marketplace and retail concept
- Banks, banks, banks—Points West Bank opening downtown, Bank of Colorado adding atm to the Home, Light & Power building on 9th Street, met with Elevations Credit Union after they reached out about exploring opportunities in Greeley

Downtown "In the News" Highlights

- 10 years operating their old-fashioned store, Mary and Odie Roberts rely on an online market that was once the enemy
- 609 Studios begins to take on a new face with construction of facade in downtown Greeley
- German Hernandez hopes to provide unique experience downtown with 11.11 Boutique
- Historic walking tour gives a glimpse of Greeley's past
- Hosting community events the key to building up a customer base for many businesses in Greeley, Evans and Windsor
- Tiki torches, Jungle Birds, and sparkling rosé on tap at the Kress make summer fun in Greeley
- WeldWerks Invitational Festival brings beer lovers together

The Meeting adjourned at 8:59am