

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – April 18, 2019**

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Robb Casseday, City Council; Jon Smail, City Council; 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.; Matt Anderson, Ancon Construction; Logan Richardson, Mineral Resources, Inc

Additional Attendees: Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioners; Will Jones, City of Greeley; Officer Ariel Maes, Greeley Police Department; Jeff Dyke, Downtown Resident

DDA Staff in Attendance: Bianca Fisher, Executive Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Jackie Ramsey, Intern

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:34am. Jeff Dyke, downtown resident, and Jackie Ramsey, DDA intern, introduced themselves.

Minutes:

Phil Grizzle referenced the March DDA Minutes. Robb Casseday moved to approve, Mike Ketterling seconded, motion carried.

Treasurer's report from Bianca Fisher:

Bianca Fisher reported that there was nothing of significance to discuss on the balance sheet and nothing out of line on the expense side. We will be adding sound panels to the DDA office which will be an approximate \$2,000 upcoming expense but it will have a significant impact on the office. Bianca also reported that you will see Mil Levy income that is just over \$48,000 on the P&L and a significant bump in the TIF amount to date. There will be a tax role abatement because the hotel is protesting their property taxes but not sure if we will see that adjustment this year or next.

Safety Report from the Greeley Police Department:

Officer Maes reported that it has been pretty quiet downtown but reminded everyone to make sure they lock their car because there have been more thefts starting to occur. She also reported that there are a couple of hot spots that the GPD is watching, and you will see an increase in the transient population since the Cold Weather Shelter has closed. There will be two more officers joining Officer Shannon downtown soon. If you see anything, please make sure to call and if you would like an officer to stop by and discuss safety or any issues that you are having, the GPD would be happy to meet with you.

County Updates from Steve Moreno:

Steve Moreno reported that the second elevator in the Chase Building is now working, and the work on the air conditioning system will begin next week. The County has purchased several buildings, including the former StarTek building, and they will be moving some departments around and expanding some operations. He also reported that he will keep everyone up to date on potential court renovations, there will be a get together tonight from 4:30-6:30pm to celebrate Gary Cyr's retirement, and the Commissioners will be showing their support for the Oil & Gas Industry at tomorrow's Commissioners meeting.

City Updates from Ben Snow:

Ben Snow reported:

- Industrial Hemp – There is a large projected that might be developed out west in the High Point Industrial Park
- Urban Renewal Authority – Will re-focus more on brick and mortar housing projects over the next 5-year period
- Housing – Will be briefing City Council next Tuesday on the low hanging fruits of the housing strategy
- Retail Assessment - Has been asked to do a retail assessment for Greeley and Downtown will figure into the strategy of determining where is there a need and where is there an over abundance
- Opportunity Zone – Have had a couple of inquiries but nothing serious so the focus at this point needs to be towards developing the Opportunity Fund

Economic Development:

Bianca reported that the Economic Development Committee met last week and discussed some updates to the guidelines for the smaller \$7,500 grant and the larger 10% grant. Updates will be reviewed by the Committee at next month's meeting. She also reported that TIF Reimbursement Projects such as the Hotel and the Maddie Corridor were discussed since we are now receiving more large grant requests and less small grant requests.

Projects/Requests discussed at the Committee meeting:

- WeldWerks Brewing Co. Expansion
Bianca excused herself from the room as a grant request was presented and discussed regarding the north side expansion of WeldWerks. Discussion included the fact this project was a beautiful addition to the area that would be good for the recognition of Greeley, a great corner to clean up, and a nice introduction to Downtown from the North. Drew Notestine moved recommend approval of a grant up to 10% of the total redevelopment cost, at no more than \$49,525. The total cost of the project cost is \$495,252.66 with façade improvements including painting, windows, signage, garage doors, patio expansion, and landscaping, Matt Anderson seconded, motion carried
- 55 Plus Resort Apartment Group wants to re-develop the old Garnsey Wheeler site with a proposed 130 units for those 55-plus and older, and they are asking for it to be a TIF Reimbursement incentive. The next step before presenting to the board will be a meeting with a legal team to develop a redevelopment agreement between the DDA and the developer. They are also potentially planning on utilizing the Opportunity Fund/Opportunity Zone.
- University Towers also presented initial concept/paperwork for a 609 Studio re-development, but there were more questions than the committee had answers for. As a result, the Economic Development will meet on-site at University Towers in a couple of weeks to discuss more in depth plans.

Parking Update from Will Jones:

Will Jones reported that response, for the most part, has been positive and they are seeing 30-40 users of the parking app per day. At this point, they are also issuing less tickets than before because they are still taking a more educational approach and are giving those with outstanding tickets until July 1st to pay fines before they start using the Barnacle. They will continue to watch and monitor the situation and make changes accordingly like the minor adjustments already made to 7th Avenue. Once they get a month into the changes, they will be able to pull data regarding permits and will assess permitted lots such as Area 3 which is sold out. They will also be able to pull data that will help us downtown in determining traffic patterns, high traffic dates, etc. Will also reported that they would be overlaying 7th Avenue between 6th & 7th Street. Steve Moreno let everyone know that they would be bringing in a crane when working on the heating and air conditioning system at the Chase Building, and Karen Baumgartner let everyone know that they would be doing brick/concrete work on 8th and 9th Street Monday-Tuesday.

Experience Update from Alison Hamling:

Alison reported:

- New Logo – showed off the new banner, table runner, and new presentation board
- UNC Events – have had a presence at three UNC events and will be at one more tomorrow. These events are good to be involved with and it gives us a chance to give and get positive feedback about Greeley
- Staycation – May 5th-11th is National Tourism week and the Visit Greeley Board that Alison is a part of has developed a calendar detailing what is available to do in Greeley and what everyone can share each day about Greeley. There will be a Staycation event at the Fun Plex during that week and 350 bags with information about Greeley will be handed out to hotel and hospitality employees.
- Interns - Jackie is almost done and will be graduating. Have interviewed a couple of potential interns for Spring and Fall.
- Street Signs – We are collaborating with Michelle at the Colorado Model Railroad Museum to get our info on directional street signs
- Friday Fest - Schedule is out for Friday Fest which will be every Friday night from June-August. May Play Music Festival will be on May 31st and Ely is looking at something huge for the Block Party on September 6th is Block Party. Sponsors are starting to come in and already have had contact with Sears, Re/Max, Renewal by Anderson, First National Bank and Cargill.
- Cinco de Mayo – Downtown celebration will be 8th Street on May 3rd
- Downtown Merchandise – Have approached 5 merchants about carrying downtown merchandise and we will be meeting to discuss
- Took trip to Wichita and found some good ideas – especially for the industrial side of the tracks (storage containers holding shops with courtyard featuring fire pit) – Concert venue (indoor/outdoor)

- Big Boy #4014 Train – Will be taking a test run that will be coming through Greeley but be sure to look for a post from us one we get notice that is coming. We are thinking it might be some time next week but we will only have about an hours' notice.

GDA Update from Linda Winter:

Linda Winter reported that the next GDA meeting is tomorrow at the Lincoln Park Library. She reiterated that it was the job of the GDA members to support all the events coming up and to help explain the parking changes. She added that comments regarding parking have been very positive and she is glad that local business will be getting some downtown merchandise to sell.

Executive Director Report from Bianca Fisher:

Bianca Fisher reported on:

Property Updates

On the Market:

- 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
- 631 8th Avenue (Academy of Natural Therapy) – \$5.23M; 31,260 SF

Sold:

- 721 13th Street (Greeley Inn) – \$1.4 million on 3/8
- 1023/1220 13th Street (office building)- \$300,000 on 3/8
- 905 16th Street (former The Kitchen)- \$375,000 on 3/15
- 1502 9th Avenue (office house)- \$305,000 on 3/18
- 911 8th Avenue (former Salzman's Shoes)- \$186,900 on 3/27

Pending Sales:

- 1130 8th Avenue (Firestone Auto)
- 1221 9th Avenue (Currier Inn) – On hold and the Currier Inn is once again booking rooms and events.

Highlighted for Lease:

- 905 16th Street (former Kitchen)- 3,610 SF; \$14/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:

- Lonesome Buck Brewing (replacing Stuff Burger)—819 9th Street
- 11:11 Boutique—918 1/2 9th Avenue
- Points West Bank – 940 9th Avenue (former Woody's Newsstand)
- Restaurant—800 8th Avenue; coming June 2019

Closed:

- Stuff Burger—819 9th Street
- Michele's Closet—916 9th Avenue

Promotion & Community Engagement

- Welcomed the 2018-2019 Leadership Northern Colorado class to Downtown Greeley and shared about our projects and events
- Got to talk with Matt from the Library District and we are hoping to hear something positive in next few months
- Met with City Council candidate-hopeful Tommy Butler to discuss downtown priorities and objectives
- Attend the Nonprofit Executive Directors quarterly meeting held by the Community Foundation to discuss challenges and share resources
- Attended the "What's Going on in Greeley?" event featuring a presentation by Mayor Gates held by the Women in Business group
- Participated in the City Image Campaign Partnership to expand upon the momentum of the Greeley Unexpected campaign
- Attended the UNC Presidential Investiture to welcome President Andy Feinstein

Public Realm

- Attended the University District meeting and reviewed updated design proposals for 16th Street improvements; public input session is planned for late April
- Participated as a judge for the City's Design Award Panel to honor the best designed projects of 2017 & 2018
- Finalized the contract with Happy Life Gardens for the downtown planters & the contract with Top Gun Pressure Washing for the alley cleaning

Economic Development

- Met with City Finance to discuss DoubleTree Hotel TIF reimbursement - hopefully will have schedule of payments in the next couple of months
- Met with Cathy Schulte from Upstate Colorado to discuss recertification for DDA as an Enterprise Zone Approved Project so donors can continue to receive tax credits
- Reviewed and presented applications for the TIF Façade Incentive to the Economic Development Committee
- Had a phone call with the Castle Rock DDA Director to discuss their incentive strategies; I will be working on updated guidelines and procedures to be reviewed by the Economic Development Committee next month

Personnel Update

- Received just over 25 resumes for the part-time admin position & conducted 7 in-person interviews
- Excited to announce that Abby Froom will start as our full-time Administrative Coordinator at the end of May

Downtown "In the News"

- Former home to Woody's Newsstand in downtown Greeley to get new tenant
- Greeley's Stuff Burger Bar closes as owners work on city's 8th brewery
- Greeley's WeldWerks Brewing Co. to expand with Colorado Springs taproom
- Terry Frei: Book it. Your options for finding the book you want or for just browsing (Owlz in Lincoln Park Emporium mentioned)
- Owner of Magnolia River Manufacturing in Greeley thankful to be where he is today
- 2,000 pounds of hash browns and an 8-page menu keep Greeley's Country Inn a customer favorite
- Meeker's chef brings world-class experience and award-winning menu items to northern Colorado
- Want to go for a bike ride? There are plenty of ways to pedal through spring days (George's Repair Shop mentioned)

Mission & Vision Statement Update from Bianca Fisher:

Bianca Fisher reported that, after the last meeting, she had updated the Mission and Vision Statements based on comments received from the board and wanted to present them for approval

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 and welcoming gathering place.

Robb Casseday moved to approve the updated Mission and Vision Statements, Tom Grant seconded, motion carried.

The Meeting adjourned at 8:58am