

Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – February 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; Linda Winter, Accessories With A Flair!...and Hair; Jon Smail, City Council; Brian Seifried, Luna's Tacos & Tequila; Mike Ketterling, Northern Engineering Services; 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; James Redmond, City of Greeley; 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

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 7:34am. Ben Snow and James Redmond introduced themselves.

Minutes:

Phil Grizzle referenced the January DDA Minutes. Drew Notestine moved to approve, Tom Grant seconded, motion carried.

Treasurer's report from Bianca Fisher:

Bianca Fisher reported that there was nothing of significance to note and the P & L is pretty much in line with last year at this time. She did point out that the \$645,278.47 in TIF Account does reflect the 2018 TIF payout for the hotel project, the miscellaneous expense was a petty cash adjustment, we purchased a new projector for the office, and the TIF spreadsheet now includes a column for the Specific Ownership Tax which is levied on Motor Vehicles. She also pointed out that the TIF and mill levy increase can be attributed to the hotel.

Safety Report from the Greeley Police Department:

Officer Wronkoski handed out an Information Bulletin listing the calls from 1/13-2/13/19. He pointed out that while the calls for service went up, most were officer-initiated calls while disturbance/vandalism calls went down which likely has to do with the fact that it's been so cold out and more people are taking advantage of the Cold Weather Shelter. He also reminded everyone to check their buildings to make sure no one is hanging out inside when locking up for the day and made everyone aware of Daniel Valencia who has been causing problems Downtown.

County Updates from Steve Moreno:

Steve Moreno reported that the 2nd elevator in the Chase Building should finally be working late this afternoon or tomorrow and the roof should be done soon on the Centennial Center. He also reported that the Bright Futures program has a new Executive Director, Sarah Rice, heading the program and that he attended the DCI Meeting which was held Downtown on Tuesday.

City Updates from Ben Snow:

Ben Snow, a firm believer in the importance of Downtowns, reported that he will be representing the City at our board meetings, but Becky Safarik will still be joining us from time to time. He also reported that Brad Mueller presented a housing study aimed at creating more housing units which was very well received by City Council. Becky, Brad and Ben are now tasked with coming up with concrete steps to move forward. He is also a big supporter of workforce development and was glad to have attended a signing event last night for 15 kids who will be working for and training with Vestas. The group is being called the Vestas 15 and the hope is that more businesses will look at developing training programs such as this.

Parking Update from Will Jones:

Will Jones passed around parking brochures, which are still being tweaked, that they have been working on to accompany the roll out of the new parking rules on April 1st. He reported that the feedback that they received at the end of last year was generally positive. After the marketing materials have been pulled together, there will be training days on March 11th and 18th for businesses. The training will include information on the app and on the new system for parking permits. Will and his team will also be walking around to talk to and educate as many people as possible. Highlights from the discussion were:

- Cost to extend your stay is \$2 per hour with max of \$10 and that will be based on supply and demand so price could adjust
- Warning tickets will be given for first offenses, after which the fees will be \$15, \$30, \$45 and beyond by type of ticket
- No fees for the app or equipment are passed on to the public
- Each permit can have up to 4 license plates attached to the permit
- 16th Street will all stay 2-hour parking but there will be some changes on 8th Avenue
- The app also has a wallet feature and if you load \$20, you will get \$22 in parking
- It was brought up during the DCI meeting, that we need to work with employees on the way they address conversations about parking because if it's addressed in the wrong way, you are basically telling your customers not to come Downtown

Will also wanted to let everyone know that you can also reach out to him with other Public Works issues, such as concrete not fixed, etc. after projects are completed

Public Realm Update from Mike Ketterling:

No February meeting. No update.

Experience Update from Alison Hamling:

Alison reported

- Year at a Glance – now completed and up on the website
- Monster Day - Have had 2 meetings to date
- Blarney on the Block is March 16th – sponsors include 1st National Bank, The Women's Clinic of Northern Colorado, Smile Doctors, West Ridge Animal Hospital – Event ads in Greality and BandWagon Magazine and Alison will be taping Inside Greeley this week
- Alison attended an event aimed at students and families at UNC and Intern Jackie covered a Destination Greeley table at UNC while Alison was out of town
- Had a great tour with Frontier students – They were engaged, interested and appreciative – Alison reminded them volunteers are needed for our events
- Visit Greeley meeting yesterday and Alison was part of the group that worked on developing a cohesive message for Weld County (water sports/flat biking/etc)
- The Scavenger Hunt link is up and public – Go to scavengerhunt.com and enter Greeley for a great team building/family/birthday/etc. fun thing to do
- District 6 and Friends Arts Walk if Friday, March 1st from 5-8pm in Downtown Greeley

GDA Update from Suzanne Sereff:

GDA meeting was last week and the attendance is growing. There is a small starter group that is brainstorming for more permanent downtown ideas/singular events to keep interest and excitement going. The next monthly meeting is March 15th at Tower 56 Distilling at 8:00am

Executive Director Report from Bianca Fisher:

Bianca Fisher reported on:

Property Updates

On the Market:

- 1120 6th Avenue (old Ice House Building) – \$1.5M; 28,240 SF

Coming to the Market Soon:

- 631 8th Avenue (Academy of Natural Therapy) – \$5.2M; 31,260 SF – Building has a lot of challenges

Pending Sales:

- 905 16th Street (former Kitchen) – \$375,000; 3,610 SF; closing March 15
- 911 8th Avenue (former Salzman's Shoes)
- 1130 8th Avenue (Firestone Auto) – \$1.2 million
- 721 13th Street (Greeley Inn) – \$1.4 million; set to close at the end of February

Highlighted for Lease:

- 1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space
- 805 16th Street – 1,958 SF retail or office space; \$1,750/mo
- 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

Now (re)Open:

- Free Leaf – opened at new location at 931 16th Street (Margie's space)

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

- DDA Logo Update
 - We have decided that it is time to update the DDA logo to reflect that this is Downtown Greeley. Bianca presented our last two logos and two new concepts from Freeline Creative. The board was asked to look over the choices and share their favorite with us by next Friday.
- Consolidated our two e-newsletter into a once per week e-newsletter
- We have updated our online calendar to make it more mobile friendly and easier to access
- Met with the Community Foundation on a joint social media campaign
- We are finalizing the 2018 DDA Annual Report and will bring copies next month

Presentations

- Coordinated a Downtown Greeley Urban Land Institute (ULI) event at the DoubleTree and presented on the panel – was a huge success and great opportunity to showcase Downtown – Have received great reviews from those who attended
- Presented to the local Scroll & Fan group about downtown happenings
- Alison and Bianca hosted the quarterly Downtown Colorado Inc (DCI) DDA meeting here in downtown

Meetings of Note

- Met with Northern Colorado Latino Chamber Foundation members to see how we might be able to partner together, and how we can do a better job of making downtown more inclusive
- Met with developers about a new residential development geared toward a 55+ audience
- Had 1st (of 6) Xcel Partners in Energy Committee meetings to help the City develop an energy plan that will be implemented over 18 months upon plan completion
 - Mike – Xcel also has a great program to help you if you want to trade out the lighting in your buildings
- Met separately with both Richmark and the City to discuss TIF contracts for the hotel project and Maddie project and will report on our standing TIF obligations next month
- Karen and Bianca met with group of GDA members who wanted to propose several ideas for downtown; we are exploring the feasibility of several ideas
- Attended the monthly BizWest Editorial Board meeting
- Met with AltEthos and a tile company to determine pricing for the interactive musical hopscotch in the alley walkthrough; should have final figures next week
- Met with the listing agent and prospective buyer of the Greeley Inn to discuss plans for the future of the property
- Attended the Historic Preservation ordinance update meeting; no significant changes except changing the number of defining character requirements for designation from 2 to 1
- Met with the DoubleTree General Manager to discuss how we can be better partners by sharing information on what's happening downtown to create a great experience for their guests

Downtown "In the News"

- Alison's Editorial – Downtown Reflections on a Saturday Night
- 10 Unique & Affordable Date Night Ideas for Greeley – 7 of them were Downtown (Art, Kress, UCCC, Ice Haus, History Museum, Farmer's Market, Moxi)
- Downtown Greeley Bakery Opens a 2nd Location
- Coffee Shop Article – 3 of them were Downtown (Aunt Helen's, John Galt, Blue Mug)

Mission & Vision Statement Update:

We have enclosed our current mission & vision statements in the packet. These have not been updated in 9 years, and it is an opportunity to review them to make sure we are communicating where we are today and where we are going. The Board was asked to look through them and send in any suggestions in the next couple of weeks so that the staff can present an update at the next meeting.

Other:

It was brought to everyone's attention that there is Notice of Public Hearing sign at the Currier Inn regarding a Use By Special Review to allow for the Kokua at Currier Inn Group Home

The Meeting adjourned at 8:44am