

Greeley Downtown Alliance Meeting

February 16th, 2018 ~ The Rio Grande Mexican Restaurant ~ 8am

Attendees: Susan Herold, Peter Osterfelt, Jamie Rasmussen, Tina Martinez, Jenni Emmett, Paul Hlad, Cindy Osborne, GPD Officer Rebecca Ries, Jessi Howell, Linda McSwain, Colette Pitcher, Cynthia Kountz, Francis Denning, Pam Bricker, Bianca Fisher, Alison Hamling, Karen Baumgartner, Abenie Adams, Monice Armstrong, Amy, Nick Kinney, Mary Roberts, Donna Harr, Cayley Loeffler, Linda Winter, Jim Sereff, Suzanne Sereff, Debbie Casdorph

- Welcome from Susan Herold, GDA chair
- Welcome from Peter Osterfelt, host
- Everyone introduced themselves to the group
- Safety Report from the Greeley Police Department
 - Officer Ries explained to the group that she pulls the reports for Downtown each month and there has not been a whole lot in the last month that needs to be discussed
 - Coffee with A Cop will be March 3rd at John Galt
 - Citizens Police Academy starts on March 8th and is one night a week for 11 weeks. Sign up at greeleygov.com.
- DDA update from Pam Bricker:
 - Just an FYI that there was a computer stolen from Sew Downtown while they were open so just be aware
 - There is a volleyball tournament in town this weekend and 4,000 people are expected
 - CCI Summit is May 9th-11th, 2018
 - Thursday night will be a night on the town in Downtown
 - \$150 early bird registration is now open
 - Two new murals are coming
 - On the east side of Warm Hugs
 - In the walkthrough between 8th and 9th Streets
 - Susan Herold is the GDA representative at the monthly DDA Board Meetings. Let her know if there is anything that you want brought up to the board.
 - Board Planning took place at the January Meeting and areas of interest for the year are:
 - Incentives for Building
 - Parking
 - Entertainment & Fun including connecting with the DoubleTree by Hilton Greeley at Lincoln Park
 - Connecting to UNC including licensing rights to t-shirts, gear, etc.
 - Connecting to the Fred Tjardes School of Innovation
 - A new marketing campaign
 - Develop a broader picture of boundaries and how to connect with areas outside the boundaries including the airport, Banner, etc.
 - Bear Biz will most likely be taken on by the City. Pam and Becky will talk about the program. Cynthia Kountz let everyone know that the Dragon's Cache has decided to continue offering the discount even though the program is kind of in limbo.
- Experience update from Alison Hamling:
 - Bianca and the rest of the staff have been working on the Annual Report and we will bring copies to the meeting when it is done
 - Friday Fests begin June 1st and Alison is working on bands and sponsorships. The 8th Street Main Street group is planning family activities on 8th Street during Friday Fests this year.

- Blarney on the Block is March 17th from 2-6pm, First National Bank is the naming sponsor again this year, Juice of the Barley is the entertainment and we will be doing the Pot 'O Gold involving downtown merchants (only commitment is 5 - \$5 prizes/certificates)
- May 5th is the May Play Festival and other events that day include Free Comic Book Day at the Nerd Store, Cinco de Mayo and UNC Graduation
- March 3rd is the District 6 Arts Walk
- Monster Day is coming back this year and Alison has submitted them for a DCI award
- There is a 2018 Events-At-A-Glance calendar on the website and please be sure to share the newsletters when they come out
- Tina Martinez with iHeart Media presented information about the Glamour & Gifting Women's Expo to the group
 - The Expo will be held at the DoubleTree by Hilton Greeley at Lincoln Park and will include booths, pampering, a Mommy & Me Fashion Show, etc.
 - There is also a non-profit component to the day with a silent auction that will benefit United Way of Weld County
 - For those interested in participating, Tina will e-mail information to Karen at the DDA and Karen will forward it to the GDA group when she sends out the minutes
- Karen let the group know that Roxanne Conant, the Wellness Sr. Manager at Banner, had contacted her and wanted to know if there would be any interest from Downtown business owners to hold some wellness-related events Downtown for the businesses. Events would include a CPR Class, a Stop the Bleed class, etc.
 - There was interest expressed so Karen will contact Roxanne to work on putting something together
- East Colorado SBDC Tip of the Month:
 - Use CamCard to organize your business cards. This free service reads business cards and autofills the information from the card into your contact. Taking the picture of the card is the best feature and the autofill feature is not perfect so there is a lot of updates to the information that need to be made.
 - ScanBizCards is \$2 in the app store on your phone that reads the information on the cards better and you can include notes with this app.
- Greeley Tribune Tip of The Month
 - Jenni wanted to share the importance of using the Tribune and the SBDC in helping to navigate your social media so be sure to use the resources available to you
 - The Downtown Page is now one page instead of a Double-Truck and it will still include a calendar but it will not be as big. Please email your events to Jenni and she would like to get at least one event per business, per month.
 - Jenni is now in Windsor on Monday-Tuesday and in Greeley Wednesday-Friday.
 - Upcoming Tribune events include the Home & Garden Show March 2nd-4th, the Fall Home & Garden Show, Craft Shows, a Family Expo and an ACS Event in May that Jenni wants to get the Downtown merchants involved with. More details on the ACS Event will be coming next month.
- Announcements
 - The Bean Plant Studio will be involved in the March 2nd District 6 Arts Walk which will feature some special music also, will be hosting the April meeting and will have an Aprons & Teapots show during the April First Friday.
 - The Dragon's Cache will host Centennial during the March 2nd District 6 Arts Walk and will feature a Loveland Artist's photography featuring Owls in April (donating 10% of sales to Hawk Quest). First Friday events also feature music.

- The Dragon's Cache Tointon Gallery sign is up and done. They make custom pieces for businesses, churches, individuals, etc. so contact them if you are in search of a custom piece.
- The SBDC E-Challenge finals will be on March 27th in the University Center Ballrooms. The event will feature the 5 finalists, starts at 1pm and is free to attend.
- Warm Hugs will host their Fashion Show on April 14th at the Joe Molina Gallery and Studios
- The GPO Wines of Note is tonight followed by "From Paris to Vienna". Upcoming concerts include the Beatles Tribute and the Children & Family Concert with a guest conductor.
- Mystical Threads is not going out of business, but they will be moving and are looking to be Downtown still.
- Miss Mary's Kitchen and Lincoln Park Emporium will host Wine 101.1 next Tuesday, a Cannoli Cooking Demonstration featuring techniques and tips on Thursday, Westridge Students and music for the March 2nd District 6 Arts Walk and Wine 101.2 & Cookie Decorating for adults in March.
- The Rio Grande Mexican Restaurant will host a Tequila Tasting on March 21st and the cost will be \$5
- Bandwagon Magazine is accepting summer/fall interns and all the information is on the website
- March 2nd District 6 Arts Walk maps will be available at all participating location
- Jessi Howell will be joining the PEO Board and would like to develop more Downtown interaction with the organization
- Be sure to use the Tribunes Daily Planner, Calendar of Events, On-Line Calendar, Business Calendar and NEXT to promote your upcoming event. You can add as many events as you want and it's free.
- Also check out the Business Spotlight because each business gets 2 Business Spotlights per calendar year for free. E-mail Jenni and Denise Yates to participate.

Upcoming Meeting Schedule:

- **Friday, March 16th...Warm Hugs Mixes & Gifts (Located at 809 10th Street)**
- **Friday, April 20th...Lincoln Park Library (Located at 1012 11th Street)**
- **Friday, May 18th...The Bean Plant Studio (Located at 701 7th Street)**
- **Friday, June 15th...NEED A HOST**
- **Friday, July 20th, 2018...The Greeley Tribune (Located at 501 8th Avenue)**