

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – May 18, 2017**

Board Members in Attendance: Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Robb Casseday, City Council; Sandi Elder, City Council; Mary Roberts, Lincoln Park Emporium; Mike Ketterling, KBN Engineers; Tom Grant, Grant, Hoffman & Kamada, P.C.; Linda Winter, Accessories With A Flair!...and Hair; Janine Reid, Lincoln Park Library; Mike Ketterling, Northern Engineering

Additional Attendees: Becky Safarik, City of Greeley; Steve Moreno, Weld County Commissioners; Michael Mathews, St. Patrick Presbyterian Church; Mark Fogue, Greeley Police Department; Dennis Lobato, Greeley Police Department; Jim Sereff, Warm Hugs Mixes & Gifts

DDA Staff in Attendance: Pam Bricker, Executive Director; Bianca Fisher, Associate Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Administrative Assistant

Meeting Called to Order:

Phil Grizzle called the meeting to order at 7:37am

Minutes:

Phil Grizzle referenced the April DDA Minutes. Robb Casseday moved to approve, Janine Reid seconded, motion carried.

Treasurer's Report from Pam Bricker:

Pam Bricker reported for Ken Schultz that we are in good shape. We have a little over \$72,000 in the checking account and a little over \$536,000 in the City of Greeley TIF checking account. The negative net income figure is a little misleading because we actually have a positive net income once all the TIF related expenses are moved out

Pam also gave a TIF breakdown to date and reported that we are right on target for what was projected. Because of properties that came off the tax rolls, we will experience a drop of approximately 21% in our TIF Revenue this year. She reminded everyone that the projected TIF for the hotel is going to the City to help with the cost of the conference center but we will see a rise in property values when it is completed. To date, it is projected that we will commit \$241, 678 to be spent this year. We really don't have a budget for Public Realm but we do have expenses for art projects, maintenance, lighting, etc. and Façade Grants are looked at on a case by case basis. Even though we are at where we were projected to be, we do have money in the TIF account but think about the fact that we don't have to approve everything. It is best to see if it makes the street view better and adds to the value of the property.

Hotel/City Updates from Becky Safarik:

Becky Safarik reported that there are lots of construction workers in downtown which is causing some additional parking issues. An RFP is being prepared for a Downtown parking garage and it will be shared with Council the middle of June. The favorite location for the Garage is in the Ice Haus Lot because it generates the most usage overall.

Sponsorship Report from Bianca Fisher:

Bianca Fisher reported that she has included a 2016 vs 2017 comparison of Donations and Sponsorships in the packet (2017 vs. 2016). Some of the big donations missing to date are Animal Health International and Hensel Phelps. If we would get them, we would be where we were at last year. We are also in good shape for sponsorships. Make sure to complete your follow up calls.

Safety Report from the Greeley Police Department:

Mark Fogue reported that Greeley Police Department Outreach Office is up and going and updated the board on some recent incidents that occurred in the Downtown area. He also brought up the fact that they are having a problem with the vacant building at 1309 8th Avenue and the fact that the homeless are getting into vacant buildings such as this one. The GPD is working with code compliance to curtail the problem and they are asking that everyone keep their eyes open to find problem areas.

Dennis Lobato added that the Downtown Officers will be here through the Stampede and we will also see the bike officers coming in soon. The GPD is also working with the parks department in Lincoln Park to limit access to the Gazebo by permit access only and in the trimming of some trees. He also passed around information on Tamara Rowley who has been trespassed from several businesses and wants us to be aware of her and to call if you see her and she is acting a little off. If you see something in progress, call 911. The non-emergency number is 950-9600 and Dennis will get us numbers for the officers Downtown.

Coffee With A Cop Event – Next Saturday – Aunt Helen's Coffee House – DDA and Tom Grant will sponsor Steve Moreno mentioned an incident yesterday regarding an individual who had to be removed from the County Building and he wanted Dennis and Mark to be aware in case the individual heads downtown. Mike Ketterling mentioned that there have been a lot of homeless people hanging out in the walk through between 8th and 9th street. Dennis said that we can call and request that the Downtown officers walk the area. He suggested that the area might also be a location for an additional camera.

Weld County Update from Steve Moreno:

Steve Moreno reported that the County is talking to Animal Health and Vocational Resources who are looking to extend their leases. The Bright Futures programs has been presented to Upstate and the new marketing person would be working out of the Chase Building. Batter Up Cakes will be doing a special cake for the Courthouse 100 Year Celebration and there will be special entertainment for the early portion of the evening. Due to weather, the Fallen Officer Memorial for tonight has been cancelled and all County Roads are open at this point even though there is some water running over some of the roads.

Board Term Update from Pam Bricker:

Pam passed out a list of board members to all voting board members. Board members can serve three four year terms for a maximum of 12 years. We have four board members up for renewal in June (Matt Anderson, Mike Ketterling, Janine Reid and Logan Richardson). All have expressed that they are willing to stay on so they have to fill out an application and go through the application process.

Public Realm Report from Mike Ketterling:

Public Realm Committee met on May 10th. Mike not able to go but received notes/summary from Bianca Fisher

NEW Façade Grant Requests:

- Loved Ones Against Meth Ministries (1020 9th Street) - requested to paint the entire building, replace entryway concrete & upgrade signage for a total cost of \$22,000. The Public Committee denied the request in its entirety with rationale that it was not a significant visual impact on the district
- 922 8th Avenue – Want to replace & paint 1st floor wood façade, replace windows, refinish office door and replace loft door for a total cost of \$19,323. The Public Realm Committee approved only to replace & paint 1st floor wood façade and refinish office door at a total cost of \$6,530 so the Façade grant would be \$3,265 (Windows and loft door not significant enough visual impact). Janine Reid moved to approve the Façade Grant request, Tom Grant Seconded, Motion Carried.
- Katie Wagner with Farmers Insurance at 725A 10th Street – Wants to install awning over entryway at total cost of \$1,106.08 so the Façade grant would be \$553.02. Mary Roberts moved to approve, Linda Winters

OUTSTANDING Façade Grants:

Shaw Building

UPCOMING Façade Grants:

Syntax Distillery

Art Projects

- Wes & Armando "Courage" mural underway; celebration planned for Friday, May 26 from 5:30-7:30 pm
- Art On Loan - most pieces have been installed; waiting on a couple more
- Alley Art - new placards identifying each piece have been installed; new art piece to be installed in the next month or so (waiting on Bultrite to hang); one spot left for another artist.
- Art Trees - final pieces were installed this week and there will be an Uptown Tree Celebration on Saturday, June 3 from 10 am- noon at the Garage
- Lincoln Park Playground - Old playground already removed and new install to start in the next few days with an expected 'completion of June 15

Tree Lighting

- Maintenance on all trees has been completed; will need to occur every 3 years to accommodate for tree growth (total cost of \$18,953.80)

Planters

- Happy Life was going to plant this week but with the anticipated snow the next couple days has delayed until next week

Experience Report from Alison Hamling:

Alison reported on the numerous events that have been completed or are coming up

May Play Festival – April 29th – Outside events were moved inside

Armando Mural unveiling event – Secured some entertainment (Fire Spinners) and working on more entertainment

Friday Fest – starts June 2nd – Season announced. Pushed envelope a bit with a few of the acts. Financially looking pretty good despite rise in insurance. \$50,000 total expenses. \$27,000 in sponsorships committed to date.

Monster Day - August 26th - Introduced the Greeley Gremlin. Partnering with Don't Be A Monster Anti-Bullying Campaign

Created a **New Postcard** with information on Facebook, Website, Greeley Creative District and QR Codes that can be scanned

Gillespie House Fundraiser – Pints for Presentation – May 20th – 11am-5pm

Farmer's Market – Starts Saturday outside

16th Street group – 16th Street Bear Block – Working on branding – Logo being made and will launch Facebook Page. Hope to have done prior to concerts under the stars

Shop Around The Block – Next Thursday – Special deals

GDA Report from Jim Sereff:

Jim Sereff reported that GDA has been having discussions about hours and capitalizing on events. The Passport to Fun retail event for the 4th Thursday of every month from 5-8pm is off and running. The next GDA meeting will be tomorrow at the United Way of Weld County at 8am.

Executive Director Report from Pam Bricker:

Pam Bricker reported

Commercial & Retail

For Sale:

1010 11th Street - Goodwill Building - \$675,000, 7084 sf

807 17th Street - \$3,249,000, 20252 sf

Sold:

Greeley Elevator - 700 7th Avenue - to Syntax Distillery

Highlighted for Lease:

805 8th Street (Former Nelson's Building) - 1,750 sf Main; 1,525 sf Second Floor

800 8th Avenue - great retail and office space

710 11th Avenue, Ste 105 (Former Baseline Engineering Location)

1021 8th Avenue (upstairs) - office space- \$1500/mo; 1250 sf

900 9th Avenue (Former Warm Hugs Location) - \$3000/mo; 2500 sf

New Businesses:

Kold Ink - 807 17th Street, Unit E - Tattoo shop

Farmers Insurance (Kathie Wagner) - 725 10th Street, upstairs

In the Works:

Masonic Lodge - 2 doctors received historic grant - lots of work in progress

D6 School of Innovation (former Right to Read building) - 6th Street and 8th Avenue

Free Leaf - 918½ 9th Avenue – boutique gifts, teas

Closing:

Café Panache - Cranford Cove will be expanding into their space.

In the News

Sampling of news stories attached

Creative District

Attended the Colorado Creative Industries Summit in Breckenridge May 3rd-5th

The May 2018 CCI State conference will be in Greeley (9th-11th)

University District

Meeting with 16th Street businesses - working on branding and entertainment night

Residential Housing

Several potential projects in the works - How can we incentivize to make these projects feasible?

Entertainment and Fun

DDA is directing Monster Day Activities for August 26th for all ages

Looking for arts entertainment on Saturdays on the 8th Street Plaza - "Hip Hop" event in the works for July 8th

New Multi-Cultural Event on October 7th in Lincoln Park - UNC departments involved

"Passport to Fun" on last Thursday night of the month from 5-8pm

Planning AgFeast at Zoe's on September 16th

Homeless Coalition

Looking for option for a Cold Weather shelter for Fall of 2017

Communications committee coming up with strategy on reaching out to the community

County Courthouse 100th Anniversary

Lots of plans under way - Friday June 30th will be an afternoon of tours and into the evening

Will tie Friday Fest into the event and have a marching band for early part of the evening

Other

Jim Mokler community open house on Thursday (May 18th) from 4-6pm at 800 8th Avenue
Mural project at 8th Avenue & 7th Street - community celebration on May 26th from 5:30-8pm

Attended the Historic Preservation Month Awards program where Mike Ketterling and Matt Anderson were honored for the historic preservation project at 820 8th Street

Board tour of Hotel was a great experience!

Open House last week for the Police substation on the plaza side of United Way

Coffee With A Cop - May 27th from 9-11am at Aunt Helen's Coffee House - DDA is sponsoring

Greeley Model RR Museum featured on the Travel Channel

Goodbye party for Roger at Café Panache - Saturday from 11am-1pm

Meeting was adjourned at 9:03am