

Greeley Downtown Alliance Meeting

May 20th, 2016 ~ Warm Hugs Mixes & Gifts ~ 8am

Attendees: Linda Winter, Colette Pitcher, Francis Denning, Linda McSwain, Suzanne Sereff, Jim Sereff, Beth Sereff, Phil White, Brian Florio, Jerri Jantz, Verniece Thomas, Susan Herold, Pete Morrell, Susan Haskins, Nick Kenny, Gail Holmes, Heather Marrow, Mary Roberts, Katie McSwain, Stephen Coppick, Lisa Hudson, Stephanie Boulton, Roger Brindisi, Pam Bricker, Bianca Fisher, Karen Baumgartner

- Welcome from Linda Winter, GDA chair
- Welcome from Suzanne, Jim & Beth from Warm Hugs Mixes & Gift – They have been open a month in their new location and Beth is joining them in the business
- Everyone introduced themselves to the group
- DDA, Parking and Experience update from Pam Bricker:
 - 9th Avenue and 7th Street should be re-opened within the next week or two
 - The Portland Loo is in place but not hooked up yet. Should be operational in the next week or two
 - The Royal Nepal Restaurant will be opening soon on 8th Avenue
 - A bridal shop opening soon on 8th Street on the former Smokeless Vapors location
 - Ervin's Antiques & Gifts now open on 9th Avenue
 - The County continues work on the Chase Building and Annex. They have renewed the leases in the Chase Building for 5 years and will be bringing 125 additional employees Downtown by January at the earliest. They have also worked out an agreement with the city regarding the use of the breezeway and the Plaza by the Chase Building.
 - There will be possible brick work on the 8th and 9th Street Plaza on Monday and Tuesday, but we will get out notices and let you know for sure
 - Bianca let all know that additional lighting will be added on 8th Avenue in the mediums and additional art trees will be added to 8th Avenue. The new Art on Loan pieces are now in place and there is a meeting today to look at new pieces for the Art Alley.
 - Other:
 - Susan Herold asked if there was anything that could be done to the trees on the Clarion property that are dead and overgrown. The DDA will call Shiloh with Forestry regarding that
 - Susan Herold brought up the fact that the train tracks on the east side of her building have accumulating trash by them. Can we call someone to clean them up? The DDA will call code enforcement and see what we can do about that.
 - Train Noise? – This is becoming a national issue and the DDA Board will be writing a letter addressing this issue. The DDA will be sending out the address where you can send a letter to if you so choose.
 - Colette Pitcher brought up the fact that she has heard from some postal carriers that there is a concern about where they will be able to park their mail carrier vehicles since the lot that they use is going to become City parking. Pam will pass that information along to Becky.

Parking Update:

- Are about a month out from having a new parking map formalized
- Street parking will go to two hours but the area with time street parking will be shrinking
- That should free up all day parking for employees 2 or 3 blocks from the core
- Parking lots at the Ice Haus and at the corner of 8th Avenue & 10th Street will be 3-hour parking

- You can request parking permits for participants thru the City's Finance Department for extended day-long events
- We have maps that show daytime and evening parking availability as it is now. Take some for your business. Once the new parking rules are in effect, the DDA will put together a brochure for you to give to your customers
- Good signage and education will become a big focus for us

Experience Update:

- There was a good crowd at Friday Fest last Friday even though it was cold
- June 3rd is the Greeley Unexpected Kickoff at Friday Fest, followed by the Blues Jam Kickoff and the Stampede Kickoff. The Stampede is bringing back their window decorating contest for Downtown Businesses so even if you can't stay open late, be sure your windows are looking good for these big nights
- Justin at Right Coast Pizza is also working on a Stampede shuttle to/from Downtown
- August 27th is the AgriCULTURE Fest and Feast at the Depot
- September 23rd-24th is OktoBREWfest
- Brochure Update from Bianca Fisher:
 - Very close to being done and we will incorporate parking information.
 - CIT is in the process of moving to the back of the building that they are in now. We will work with them to get the printing done and determine the postal routes where we will direct mail several thousand brochures.
- Effective Advertising Tip of the Day from Heather Marrow at the Tribune:
 - What's in A Good Ad
 - Clear message
 - Attention grabbing headline
 - Incentive
 - Call to action
 - Layout principles
 - Rules of copy writing: Clear and easy to read
 - If you want a copy of the materials from the Effective Advertising Workshop, let Mary Roberts know and she will send them out. The Tribune will also try to have another workshop.
- Business and Other Announcements:
 - Warm Hugs Mixes & Gifts will be holding a Helping Heroes Fly Fundraiser this Saturday
 - Karen passed out a flyer for Kim at the Greeley History Museum that she hopes all will consider putting in their windows. It's for the \$1-5 million GoCo grant that they are in the planning stages of and how much the Greeley area qualifies for will be determined in large part on the success of how much public input they collect (especially from the 25 and under set)
 - The Grand Opening of Miss Mary's Kitchen will be the weekend of July 4th
 - The SBDC will be holding a Colorado Pathway to Certification seminar at Aims on May 26th and be sure to contact the SBDC if you are interested in the July \$2,500 matching Creatives Grant
 - The GPO will be holding a Free Outdoor Concert @ UNC on July 5th and there will be a table available for Downtown brochures and information. They also have advertising opportunities coming up in their next Playbill so they will be in touch.
 - Café Panache and the Cranford Cove Tea Tavern will be holding their next 10th Street Supper Club on June 4th
- Meeting Schedule:
 - Friday, June 17th, 2016 at 8 am at the UCCC (701 10th Avenue)