

**Greeley Downtown Development Authority  
Minutes – Board of Directors Meeting – February 16, 2017**

*Board Members in Attendance:* Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer & NCMC; Linda Winter, Accessories With A Flair!...and Hair; Robb Casseday, City Council; Sandi Elder, City Council; Mary Roberts, Lincoln Park Emporium; Mike Ketterling, KBN Engineers; Janine Reid, Lincoln Park Library

*Ex-Officio Board Members in Attendance:* Travis Gillmore, Phelps Tointon

*Additional Attendees:* Becky Safarik, City of Greeley; Julie Cozad, Weld County Commissioners; Michael Mathews, St. Patrick Presbyterian Church; Dennis Lobato, Greeley Police Department; Mark Fogue, Greeley Police Department; Mike Kelley, SmartRides/Property Technica

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

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**Meeting Called to Order:**

Phil Grizzle called the meeting to order at 7:33am and had guests Mike Kelley and Julie Cozad introduce themselves

**Minutes:**

Phil Grizzle referenced the January DDA Minutes. Robb Casseday moved to approve, Mary Roberts seconded, motion carried.

**Treasurer's Report from Ken Schultz:**

Ken reported that there is not much of an update since we are just into the new year. We are on the negative side for the month but that is due to the fact that the MIL Levy is not yet in line with where it should be. Expenses are in line with what was budgeted.

**Donor/Sponsor Solicitation from Bianca Fisher:**

Bianca reported that it is now that time of year to send out Donor/Sponsor requests. The Annual Report will be included in the mailing. In the board packet, there is copy of the supporter letter, the contribution form, a list of previous donors and a list of prospective donors. Bianca passed around the list of previous donors and the list of prospective donors and asked all to indicate who they would be willing to contact. She also asked that any new contact suggestions be added to the prospective list. Bianca will send out an e-mail reminding everyone who they said they would contact once the packets have been sent.

**Safety Report from Greeley Police Department:**

Mark Fogue is back to work after his knee surgery and reported that there were some problems at the old Probation building with someone getting into the space through a 2nd floor window, a couple of burglaries at the Tilted Kilt resulting in the loss of a POS Computer and a couple of TVs, several fights and a couple of disorderly conducts. He also passed around a Police Bulletin regarding a transient who also likes to hang out on roofs.

Dennis Lobato reported that the Greeley Police Department now has 11 recruits in training. Once they are done with training, we will have 3 more police officers assigned to the downtown area. They will conduct some community meetings to get input on where those new officers will best be used.

**Weld County Update from Julie Cozad:**

Julie Cozad gave the report for Steve Moreno

A large part of the County's focus has been on transportation including committing money to help fund an additional lane on I-25 from 402 to Highway 14, the Freedom Parkway project and the County Road 49 project which has a November completion date.

She handed out the Weld County Commissioners 2016 Summary and pointed out that a lot of the priorities from last year are priorities again this year

The Commissioners are working on a Marketing Plan for Bright Futures to get more information about the program out and to make the message about donations and tax rebates clearer, but are on track with what they received Last year. Last year, over 70% of the students stayed in Colorado and over 50% stayed in Weld and Weld County and the County did not have to subsidize the program at all.

The papered off area in the main lobby of the Chase Building will eventually be occupied but there is no specific plan right now

The main complaint from new downtown employees has parking and they are letting their people that they may have to find their parking spot a few blocks away

### **Review of January Planning from Pam Bricker:**

Pam passed out a summary of the January Planning Meeting. She wanted everyone to have a hard copy since it will be a working document. She also gave several updates that have already occurred since the January meeting:

**Residential Projects** – Have already met with Logan regarding some upcoming projects along 8th Avenue and with the Urban Land Institute which is interested in what's going on and are looking at a possible developers' forum for approximately 25-50 people (ones they bring and ones we have locally) in August. They will get back to us regarding the cost of such a forum.

**Parking** – Developing a parking management committee that meets on a quarterly basis and includes all the players including those who hand out the tickets

**Entertainment & Fun** – Alison has already been working on developing an event for 16th Street and on Monster Day

**UNC** – Had a great meeting with the Bear Biz group in hopes of energizing the program (and making sure the students actually know about it). Have also discussed putting flags along 8th Avenue that would help identify us as a university town while connecting the district and talked to Dan Weaver about UNC having a presence on the DDA Board.

### **Hotel/City Updates from Becky Safarik:**

Becky Safarik gave updates on the Hotel, Fire Station, City Center and additional projects

#### **Hotel**

- On budget and on time
- Has 6 more months
- They are installing elevators, drywall is going up and you can view brick on convention center
- They should unzip the building in approximately 6 weeks
- Are doing hard hat tours Tuesdays and Thursdays

#### **Recreation Center Modifications and landscaping on 10th Avenue**

- Will make renovations tie into the new hotel
- Will be done by September 1st

#### **9th Avenue Closures**

- Will be closures coming March/April for utility work

#### **Fire Station**

- Has 5 more months
- Will be closing the building in soon

#### **Phase 1 of the City Center**

- Groundbreaking just to west of round building will be March 31st

#### **Municipal court**

- Now located in the modular

#### **Utility Cabinets**

- Looking at a pilot program to wrap them with art

### **Public Realm Report from Mike Ketterling:**

No Report

### **Experience Report from Alison Hamling:**

Alison asked Intern Callie Masar to introduce herself. She is one of our spring interns, is from Canyon City, is a junior at UNC and would eventually like to go into Rodeo relations with the NWSS or WNPR. Alison reported that:

- She and the interns have reached out to the 16th Street group regarding the possibility of having UNC Students perform at businesses
- She had a meeting with PVA professors regarding additional performance opportunities for their students
- She found out during the Bear Biz meeting that businesses, for \$100 a year, can carry official UNC licensed goods

- Hearts and Tails has relocated, but there is a carriage company called Moonlight Carriage that has multiple carriages and can do multiple events at same time

Alison passed around Events At A Glance calendars and Blarney Sponsorship Forms (the naming sponsorship has been sold) and gave some event updates on:

**Blarney On The Block** will be on Saturday, March 11th and will begin at 2pm with the Step Dancers followed at 2:30pm by the parade, a band on the plaza and kid's activities

**Monster Day** – Distortions is creating a Greeley Gremlin for the event and there is lots of activities being planned

**Ag Fest & Feast** – September 16th at Zoe's – Will be meeting with Weld County Extension today and doing a presentation regarding the event

**Advertising** - Contract with the Tribune is set, will be meeting with iHeart radio, will be doing an article for Best of Greeley article, and is learning more about Snapchat. Also, be sure to support Downtown businesses by visiting sites such as Yelp and Trip Advisor and leaving a review

**Event Sponsorships** – Will be meeting with Nobel Energy soon

**Courthouse Anniversary** – Event is shaping up – the Masonic band camp is in town that day and we are considering the possibility of having them perform

**Friday Fest** – Planning continues and calls have gone out to bands. Have also done several Go-Cup consultations with communities such as Leadville and Colorado Springs

**Fundraising** – Have been exploring CauseVox which allows you to do fundraising on the spot during events

### **GDA Report from Linda Winter:**

Linda Winter reported for Jim Sereff that the GDA also had a planning session last month that included discussion about hours, an "I Love To Shop Downtown" campaign, developing a pool of employees to help cover businesses when some extra help is needed and a Thursday evening "Passport To Fun" event (April 27th is being considered)

The next GDA Meeting is tomorrow morning at 8am at Warm Hugs

### **Executive Director Report from Pam Bricker:**

#### **Commercial & Retail**

##### **For Sale:**

**708 8th Street (next to Greeley History Museum)** - \$145,000, 910 SF – Drew thinks it has sold

**\*Allnutt Funeral Home (702 13th Street)** - \$995,000; 1 acre (\*not in district boundaries)

**\*Adamsons Funeral Home (827 5th Street)** - \$499,000; 8,930 SF + parking lot (\*not in district boundaries)

##### **Highlighted for Lease:**

**Former Nelson's Building (805 8th Street)** – 1,750 SF Main; 1,525 SF Second Floor

**Properties in Jessie's building** – Former Warm Hugs location on the corner

**800 8th Avenue** – great retail and office space

**710 11th Avenue, Ste 105** – Former Baseline Engineering location – open sometime in next month

##### **Now Open or Opening Soon**

**The Bar.Ber.Shop** – 1554 10th Ave.

**Azucar Espresso Bar (in Joe Molina's gallery)** - 731 10th Street

**The Golden Tree Moroccan Imports** - 920 9th Avenue

**Mystical Threads Costume Shop** - 910 9th Ave Avenue – Grand Opening on Saturday from Noon-4pm

**Tamarack Consulting** - 808 8th Street

**Aunt Helen's Coffee House** - 800 8th Avenue corner

##### **Closed:**

**Samafale Halaal Store** – 1519 8th Avenue

**Baseline Engineering** – 710 11th Avenue, Ste 105 – Will be moved sometime in next month

##### **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 – received formal approval from D6

#### **In the News**

Sampling of news stories attached

### **Creative District**

Had a great planning session for the board in January.

Colorado Creative Industries has approached the Creative District about hosting a statewide conference in spring of 2018

Working with D6 Art Educators on their ARTS WALK for First Friday on March 3rd

### **University District**

Progress continues on reaching out to UNC - Had a great re-organizing meeting about BEAR BIZ, shared with Dan Weaver that we would like to have a Board Member from UNC and discussed placing flags along 8th Avenue to tie the District together

### **Parking**

Have discussed the formation of a parking management committee that meets on a quarterly basis with Becky Safarik

### **Residential Housing**

Reaching out to developers about housing projects - including Joe Molina and the Richardsons

### **Entertainment and Fun**

In discussion with PVA department about connecting student entertainment in venues

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

Looking for arts entertainment on Saturdays on the 8th Street Plaza

### **Homeless Coalition**

Continues to be a challenge - Looking for option for a Cold Weather shelter for fall of 2017 as well as a day center

Julie Cozad mentioned that there was a meeting of the Faith Partnership Council which works to develop a connection between the Faith Community and the County and everyone wants to get involved

### **GGG**

Launched a new Kindness-Pass It On initiative on January 25th - Great attendance and enthusiasm and are working with the Tribune to spread the word

Visit Greeley's Great Group Facebook Page and share your story

### **County Courthouse 100th Anniversary**

Pam has a meeting on this today and 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

### **Annexation**

Attended February 7th Council meeting where the Annexation was approved for the Roma's property

### **Executive Committee**

This group meets monthly on the second Thursday at Zoe's

The committee is working on an Executive Director evaluation process to formalize for the organization

### **Other**

At this point, have not seen the legislation that CCI plans to introduce but lobbyist working behind the scenes

Met with Wesley LaVanchy (former Firestone city manager) who is helping the City plan for Economic Development needs

Met with Lisa Hudson, new director of SBDC, to see how we can work together better

Met with Brad Mueller and Joe Collins from the City of Greeley to discuss code compliance issues in the Downtown area

Pam will be out of the country from February 19th through March 6th!!

Meeting was adjourned at 9:01am