

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – February 15, 2018**

Board Members in Attendance: Ken Schultz, Treasurer & NCMC; Mike Ketterling, KBN Engineers; Mary Roberts, Lincoln Park Emporium; Linda Winter, Accessories With A Flair!...and Hair; Justin Ghofrani, The Kress Cinema & Lounge; Robb Casseday, City Council; Rochelle Galindo, City Council; Logan Richardson, Mineral Resources, Inc.; Tom Grant, Grant & Hoffman, P.C.;

Additional Attendees: Becky Safarik, City of Greeley; Steve Moreno, Weld County Commissioners; Officer Andrew Wronkoski, Greeley Police Department; Sgt. Dennis Lobato, Greeley Police Department; Lt. Roy Smith, Greeley Police Department; Susan Herold, The Bean Plant Studio

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

Meeting Called to Order:

Ken Schultz called the meeting to order at 7:33am. Alison introduced Intern Megan Rink and let her tell the group about herself.

Minutes:

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

Treasurer's Report from Ken Schultz:

Ken Schultz reported that we did not have much in the way of anything important happening in the month of January. Net income is negative due to the fact that we have not yet received any TIF or Mill Levy payments for the year.

Safety Report from the Greeley Police Department:

Officer Andrew Wronkoski reported that the last 30 days have been pretty busy downtown but there was nothing big going on. He did pass around a bulletin for Tamara Rowley who has a warrant out for her arrest so call if you see her.

Sgt. Dennis Lobato passed around flyers for the March 3rd Coffee With A Cop event at John Galt and for the Citizen's Police Academy which will take place March 8th-May 17th.

Lt. Roy Smith let everyone know that recruitment for the GPD is on-going.

Weld County Update from Steve Moreno:

Steve Moreno reported that construction continues on the cement and sidewalks around the Courthouse, they will be improving the elevators in the Chase Building so you will soon see that work beginning and the Weld County Fair will be celebrating its 100th year starting July 25th. He also gave a shout out to Sarah McQuiddy and her team for last week's Annual Chamber Dinner.

Board Votes from Ken Schultz:

Turned discussion over to Bianca Fisher regarding annexation of property pertaining to the Richmark Real Estate partner deal. Bianca reported that as she was looking into property values for the project, she discovered that 1624 8th Avenue is not actually in the DDA District and in order to move forward with Phase One the property needs to be included. Logan Richardson recused himself from the discussion and vote on this issue. Mike Ketterling moved to accept the request from Richmark Real Estate Partners to annex their property at 1624 8th Avenue (Parcel #:096108302006) into the Greeley Downtown Development Authority District, and to send their request to the Greeley City Council for further action. This property meets all requirements for annexation as set forth in the Colorado Revised Statutes (Part 8 of Article 25 of Title 31), Tom Grant seconded, motion carried

City Updates from Becky Safarik:

Becky Safarik reported that the City Center project is on time and on budget. It should be done end of July and move in should occur the first of August. Included in the move will be the municipal court, council chambers, GTV8, water & sewer department and IT department. She also reported that they will be bringing forward a formal redevelopment incentive package to the City Council.

Public Realm Report from Mike Ketterling:

Mike Ketterling reported that there was no public realm meeting this month so there is no Public Realm report.

Experience Report from Alison Hamling:

Alison Hamling reported that she is gearing up for the year

Early Events

- District 6 Arts Walk on March 1st
- Blarney on the Block on March 17th

Advertising

- 6-month commitment with Greality
- Ad in the Easy Guide for Northern Colorado
- Taping an interview for Inside Greeley tomorrow about Blarney on the Block

Intern Megan

- Working on Blarney on the Block and Facebook Posts for Valentine's Day

8th Street Main Street

- Decided to piggy back on Friday Fest crowd and will have activities for kids/families to do on 8th Street (each business will take it upon themselves to decide what to do in front of their own store)
- Working on Facebook page for the street which extends from the Museum to the park and includes some businesses on 8th Avenue

GDA Report from Susan Herold:

Susan Herold reported that she has enjoyed going to the GDA meetings, learning what is going on and meeting the other business owners. The next meeting is tomorrow at the Rio Grande Mexican Restaurant at 8am if you would like to attend. She also encouraged everyone to attend the March District 6 Arts Walk and assured everyone that it was her favorite First Friday of the year.

2018 Board Planning Visioning Exercise Directions for Moving Forward from Pam Bricker:

Look at Aspirations For The Future (Hopes & Dreams) & Tactics For Moving Forward and Specific Steps To Achieve (How To Get There)

Pam Bricker led the discussion and updates/additions are in red

- Permanent library Downtown
Becky Safarik and Pam Bricker attended a meeting regarding the Downtown Library where there was strong sentiment towards have a nice, central facility downtown
- Better connections to the Poudre Trail, Airport and Centennial Village
Add the hospital to the list
- Grocery store
- Green Space incorporated into residential
- Affordable housing
Housing in general
- More professional workforce from 9am-5pm (8th & 8th Building is a testament to that although parking is an issue for that)
- Parking garage & Parking communication (after maximize what we have downtown – professionals say there are plenty of spaces but it's more of a management issue at this time – forwarding moving with technology)
 - Promote the health aspects of walking
 - Make it an enjoyable/interesting walk
 - Clear Signage
 - Public and Employees just not understanding which makes communication so important**Will Jones has stepped up in this area and has been in contact with us regarding where he's at in the project**
- Clean up and maintain area around train tracks (and people might be more apt to park there)
- Outdoor swimming pool
- Implementation of Richmark Projects
Squarely in the middle of this process
- City Center Phase 2
- Parklets to activate the streets a little more (can help with green space)
- University District (16th Street) Activation – (work with University District and City and Hospital)
- Robust crisis response team to utilize resources that can be responsive to issues that come up with growth and thriving areas
- Arterial access improvements, flow, safety
- Quiet zone on train tracks

- City Comprehensive Plan – Includes Capital Improvements (Roads) – Development of East Greeley
- Widening 8th Street
- Growth will be East and North and need to be part of that discussion and planning
- Focus on neighboring areas to DT
 - Redevelopment of Mercado area
- Art Space (Artist Live/Work)
- Work closely with Fred Tjardes School

4) Tactics For Moving Forward and Specific Steps To Achieve (How To Get There)

- **Incentives to build**
 - Close to having a development agreement with the City of Greeley and Downtown regarding upcoming residential projects along the 8th Avenue corridor and it will be an agreement that works for any developer that comes to us
 - Will hopefully have an agreement to present next month**
 - Residential growth is critical to retail and to attracting a grocery store
 - It was suggested that something (a flow chart maybe) should be developed that outlines the process and a time frame**
 - The DDA will help in the development of a marketing piece to attract developers**
 - Help City of Greeley promote GHOP**
 - Possible area re-zone regarding housing/apartments/rental**
- **Parking**
 - Will be bringing Department heads to the table to discuss maximizing the parking we have
- **Entertainment & Fun Focus**
 - Looking at opportunities to pair up with others on events (First Friday in March is an example because we will be working with the Greeley Creative District and 31 different schools for the event)
 - Looking at additional entertainment opportunities for kids
 - Utilize local music students and teachers
 - Always need to be looking at ways to capitalize on existing events**
 - Make sure to develop stronger relationships with city departments, hotels, etc. to make sure that we know about events in advance**
 - Ask someone from the hotel to come to the board meetings – Logan will help Pam with who that person should be**
 - Wes Sam Bruce – Children's Museum installation**
- **Connecting to UNC**
 - Can't designate a seat on the board since UNC just sold their only building downtown but can pursue an ex-officio position
 - Same thing with Banner Health**
 - University District is helping with this connection, shuttle service from UNC to Downtown was suggested if it is branded well (Boulder's Hop, Skip, Jump for example) and development on 16th is critical because it will connect not only UNC but the two areas of the District
 - Need to push harder to promote UNC downtown
 - The 8th Avenue Corridor has definitely become more walkable
 - Get UNC students more involved in conversations
 - Will ask Banner if they want to be a help with that also**
 - Talking to athletics again regarding a presence downtown**
 - Need UNC Retail downtown**
 - Bear Biz is In limbo right now but it looks like the City will be taking that over**
 - Bring up at University District meeting to find out how to connect and who to talk to**
 - Bring up the fact that it is difficult to navigate their website**
- **Need to embrace/connect with the Fred Tjardes School of Innovation** and work with them to make sure that they stay Downtown when they outgrow their current space
 - They are looking for that community engagement**
 - They will be attending future GDA meeting regarding what community means to us**
 - Should be the first place to receive a parklet**
- **Need to Include residents in the discussion** when discussing entries, corridors and arterial improvement areas (make it a stakeholders meeting)
- **Continue marketing campaign to improve the new perception of Downtown**, showcase the process and be aggressive with it
 - Need a cohesive brand and comprehensive approach
 - Need a slick piece for investors but be sure that the pieces of the marketing campaign change depending on the audience
 - Use Videos/etc. to create the right vibe and make the Marketing more hip

- Collaborate with other entities (Chamber, City, County, etc.)
- Continue intangible things like the brochure and art pieces
- Capitalize on the new Hotel/Convention Center itself
- The Web Page is the start but potentially look at doing more Radio (NPR/etc.)
- Cohesive Brand – Comprehensive Approach – Logo and beyond
- Make sure that the GDA is in the loop on the marketing
- Lot to offer – very different

Need to include a visual of where at in the process of the projects

New level of professionalism to the layout of our office

- Additional staff person to help with endeavors such as at the 8th Street Group, 16th Street Group, etc) and find out what the motivator is encourage participation in these groups

Executive Director Report from Pam Bricker:

Pam Bricker reported

Commercial & Retail

For Sale:

1130 8th Avenue (Firestone Auto) – \$1.2 million; 10,431 SF

1010 11th Street (Goodwill Building) – \$675,000; 7,084 SF

601 10th Street (Trinidad Bean) – \$779,500

701 5th Street – \$946,700; 21,108 SF + 5,524 SF basement

It was also mentioned that **Brix Taphouse and Brewery** is selling their business (but not their building)
Sold:

806 9th Street – \$325,000 to Ely Corliss & Brian Seifried

709 10th Street (old Frank's Feed & Seed) – \$150,000 to Paul Sacco

1015 7th Avenue (Greeley Monument Works) – \$200,000 to BOS 2018 LLC

Pending Sales:

807 17th Street – potential sale to investors from Idaho

824 9th Street – Luke McFetridge in process of purchasing

Highlighted for Lease:

800 8th Avenue – great retail & office space; \$9-13 SF (office), \$15-17 SF NNN (retail)

808 8th Street (Former Moss Rose Bridal) – great retail; 3,000 SF; \$2,200/mo

805 7th Street (Part of the Academy of Natural Therapy) – 4,500 SF; \$2,000/mo

813 8th Avenue (Upstairs Kress)

808 9th Street (Former Greeley Office Equipment) – \$3,500/mo; 3,200 SF

1320 8th Avenue (Former Deals on Wheels) – brewery/restaurant space

931 16th Street (Former Farmer's Pantry)

710 11th Avenue (Greeley Building) – office spaces open

824 9th Street (Sew Downtown Building) – Retail, office space & apartment space

603 8th Street – 6,534 SF warehouse space; \$8.32 SF

In the Works:

Masonic Lodge – 829 10th Avenue; work still in progress

Tower 56 Distillery – 825 9th Street, Unit B

Luna's Tacos & Tequila – 806 9th Street

Now (re)Open:

Kitchen Café - 905 16th Street

In the News

Sampling of news stories attached

Creative District

Attended the retreat planning in January

A great deal of work being done for the Colorado Creative Industries Summit May 9th-11th

2 new murals this spring - Warm Hugs wall and alley walk through.

District 6 art walk March 2nd - 40 teachers participating.

University District

Working on design plans for 16th street corridor - potential for off campus dining (as well as on campus for community)

New portal for interns/volunteer experiences from office of community engagement

8th Street Business Group

Met February 13th - Progressing on historic plaques for 8th street

Entertainment and Fun

Blarney on the Block March 17th

Discussions about art installation with Wes Sam Bruce.

Homeless Coalition

Working on developing a Navigation Center

Residential Development

Close to finally negotiating a development agreement

Other

Attended annual meeting of Downtown Colorado Inc. in Denver and a meeting with DDA & URA

Presented at Leadership Northern Colorado on music and fun in downtown

Bianca and Pam met with pair of investors from Idaho on potential purchase of property

Was invited to participate on community group for input on new downtown library

Attended Chief Garner advisory board meeting

Meeting on potential office remodel

Bianca and Pam met with County Assessor's office to clarify TIF issues

Staff has been working on Annual Report for 2017

Will have Syntax proposal coming from Economic Development committee next meeting

Additional Comments:

- Robb Casseday let everyone know that there was a fun event happening this evening at the Airport. They would be announcing the winners of the 2nd Annual "Art of Flight" Student Art Show which was open to all Weld County Students. Winners would be receiving their prizes and their artwork would be hung up at the airport. There were some great entries so be sure to stop by and check out the work of these young artists.
- Rochelle Galindo mentioned that she did not get the e-mail regarding the February meeting and Karen Baumgartner let her know that she would check into the issue.
- Congratulations were in order for Justin Ghofrani on the opening of the Speakeasy.

Meeting was adjourned at 8:50am