

**Greeley Downtown Development Authority  
Minutes – Board of Directors Meeting – October 19, 2017**

*Board Members in Attendance:* Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer & NCMC; Mike Ketterling, KBN Engineers; Tom Grant, Grant & Hoffman, P.C.; Mary Roberts, Lincoln Park Emporium; Linda Winter, Accessories With A Flair!...and Hair; Logan Richardson, Mineral Resources, Inc.; Justin Ghofrani, The Kress Cinema & Lounge; Robb Casseday, City Council; Sandi Elder, City Council; Matt Anderson, Ancon Construction

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

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

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**Meeting Called to Order:**

Phil Grizzle called the meeting to order at 7:34am

**Minutes:**

Phil Grizzle referenced the September DDA Minutes. Robb Casseday moved to approve, Sandi Elder seconded, motion carried.

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

Ken Schultz reported that there is no real need for anyone to be overly concerned about what the bottom line looks like now due to the anomalies between OktoBREWfest expenses and the way the money comes in. He also pointed out that we will be working on the 2018 budget to present next month.

Pam Bricker reported that we had projected \$118,899 in MIL Levy income and we are ahead of that with 3 months left for payments to trickle in. She also added that we are very close to what was budgeted for TIF income and preliminary valuations show that our numbers will be bouncing back up to at least where they were in 2015.

**OktoBREWfest Financials from Bianca Fisher:**

Bianca Fisher reported that we still have some outstanding expenses and a couple of sponsor checks that we are waiting on. Even with the fact that we absorbed an expense for the fence this year, expenses are pretty much in line with where they should be. We had quite a few new sponsors this year and the VIP Beer Tasting brought in \$7,400 so we are looking to expand that area in 2018. We are projecting a \$45,500 net in 2017. Sandi Elder's last DDA board meeting is this month but she wanted to remind everyone that we could use a lot of help during OktoBREWfest from the board. Robb pointed out that the City will not be donating tables and chairs next year, but he will continue to advocate for it. Pam mentioned that she can't say enough about the downtown Parks staff and what they do to help us out and Alison thanked everyone that was able to help out during the event.

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

Becky Safarik reported

**City Center:** The steel is in and building is taking shape

**Rec Center:** Improvements are wrapping up and the Rec Center will tie in better with the new hotel

**Parking Garage:** Received one response to the RFP but have given them two weeks to come up with their pro forma. Once that is in, the City will see then what route will take regarding a parking garage. The City is also looking at new parking procedures/equipment to help solve some of the problems with employee parking

**Safety Report from the Greeley Police Department:**

Dennis Lobato reported on some recent incidents that have occurred Downtown and passed around some pictures that the GPD wants everyone to be aware of including Anthony Wayne Harris, Laurie Lipker and Tamara Rowley. He also added that there are two downtown officers right now and they are working to fill the third spot. The Church of the Homeless has moved from the park to the church on 8th Avenue and 16th Street and reminded everyone to secure outside outlets and faucets.

**Weld County Update from Steve Moreno:**

Steve Moreno reported that the Centennial Center construction continues, and the biggest issue seems to be that people are not really paying attention to the signage. He added that there will be a ribbon cutting for the completed work on CR 49 on Saturday, November 18th at 11am.

**Board Opening & Performance Review from Phil Grizzle:**

Phil Grizzle reported that the board opening has been filled and Justin Ghofrani with the Kress Cinema & Lounge has joined the board. He also reported that the Executive Committee is also serving as Personnel Committee and would like to get Board feedback for the ED Performance Review. He will send an e-mail asking for input and asks that all get back to him by the end of October.

**Public Realm Report from Mike Ketterling:**

Mike Ketterling reported that Public Realm committee met on October 4th and they are working on a budget which will be presented to the board in November

**Façade Grant Requests:**

- Blush Boutique wants to add signage (Including the bracket) for a total cost of \$350 and their Façade Grant request was for \$175.00. The Public Realm Committee recommends approval of the Grant. Tom Grant moved to approve, Mary Roberts seconded, motion carried.

**Art Projects:**

- The DDA cost for the mural project in the walkthrough would be \$17,500 and the cost for lighting improvements would be \$8,500 for the walkthrough and the added lighting to the side of Bear's. The DDA staff has been working with Eckstine Electric and they are willing to donate some of the materials and the cost of replacing the LED light. Total project cost would be \$26,000 and the Public Realm Committee thinks this is a worthwhile project since it also addresses some safety concerns. Phil Grizzle moved to approve, Tom Grant seconded, motion passed.

**Economic Development Update from Phil Grizzle:**

Phil Grizzle reported that the Economic Development Committee met on Tuesday to review the Maddie Corridor project. The entire vision for the project was shared but, at this time, they are asking for a TIF commitment on just the old Deals on Wheels Building at 1320 8th Avenue. The Economic Development Committee wanted to look at the project like we did the 800 on 8th Building so they are putting together some figures for the Committee. The Committee will look at the project in a couple of different ways before coming to the board with a recommendation. The rest of the project will most likely pertain to future TIF dollars and the hope is to have an agreement in place by the end of the year.

**Experience Report from Alison:****OktoBREWfest – September 29th-30th**

- Was an excellent event but we missed Andy, our clean up guy. He is back and is planning to work Trick Or Treat Street

**Trick Or Treat Street – Friday, October 27th**

- Have two sponsors - Bentley's Pet Supply & Stewart Family Dental Services
- Bentley's will be doing a pet costume contest with grand prize being a year's worth of free food

**Dia de los Muertos – Saturday, October 28th****Holiday Open House and GLTN Parade – Saturday, November 25th****GDA Report from Jim Sereff:**

Jim Sereff reported that tomorrow's meeting will be at the Dragon's Cache at 8am. He is happy to report that a lot of merchants are seeing more out of town people coming into the stores and more of the businesses are ramping it up to take advantage of the events and crowds that are downtown. He also reminded everyone that Shop Around The Block is next Thursday from 5-8pm.

**Executive Director Report from Pam Bricker:**

Pam Bricker first and foremost thanked Sandi for the work that she has done for the board, asked her to stay in touch and gave her Executive Director report

**Commercial & Retail****For Sale:**

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

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

725 10th Street - \$449,900 - brewery on main level, offices upstairs, basement apartment

601 10th Street – Trinidad Bean - \$1,300,00

906-08 10th Street - \$190,000

**Highlighted for Lease:**

**808 8th Street (Former Bridal Shop)** - great space; \$12sf  
**800 8th Avenue** - Great retail and office space - 9-13 sf office, 15-17sf retail NNN  
**608 8th Street (Former Copy Right Printing)** - 6534 sf @ 8.32/sf  
**900 9th Avenue (Former Warm Hugs Location)** - \$3000/mo; 2500 sf  
**805 7th Street (Part of the Academy of Natural Therapy)** - 4500 sf; \$2000/mo  
**813 8th Avenue (Upstairs Kress)**  
**808 9th Street (Former Greeley Office Equipment)** - \$3500/mo; 3200 sf.  
**1320 8th Avenue (Former Deals on Wheels)** - brewery/restaurant space

**In the Works:**

**Masonic Lodge** - 2 doctors received historic grant - lots of work in progress  
**Green Earth Brewing Co.** - 725 10th Street  
**Blush Boutique** - 805 8th Street  
**Tower 56 Distillery** - 825 9th Street, Unit B

**In the News**

Sampling of news stories attached

**Creative District**

Do Tell - November 16th - 7 outstanding presenters sharing 7 outstanding stories - Hensel Phelps Theater at 7pm – Sandi will be one of the presenters  
Dia de los Muertos celebration - October 28th

**University District**

City considering hiring architect to design 16th Street corridor amenities including lighting, bulb out corners, sidewalks, etc. - study would be jointly funded by DDA, City, UNC

**Entertainment and Fun**

Greeley MultiCultural Festival - Oct. 7th - was a big success for first time event  
Trick or Treat Street - Oct. 27  
Holiday Open House/Greeley Lights the Night Parade & Park Lighting - Nov. 25

**Homeless Coalition**

Looking for option for a Cold Weather shelter for Fall of 2017!!!!  
Communications committee planning awareness campaign for month of November  
Lots of reports of issues along 8th Street businesses

**Residential Development**

**Maddie Corridor** – There have been many meetings regarding potential redevelopment of this area - Executive Committee met to discuss these projects

**Other**

Colorado Forum was in town October 5th and 6th  
Pam and Bianca met with owner of the new Tower 56 Distillery  
Pam spoke at the CSU Real Estate Conference in Ft. Collins yesterday  
Pam gave her appreciation to the staff for all that they do

**Final Comments:**

Mike Ketterling mentioned that Weld Project Connect is tomorrow at Noon, Mary Roberts asked about Food Truck Rules & Regulations and several people have heard that both 725 10th Street and the old Goodwill Building have been sold.

Meeting was adjourned at 8:54am