

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – January 18, 2018**

Board Members in Attendance: Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; 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; Matt Anderson, Ancon Construction; Logan Richardson, Mineral Resources, Inc.;

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

DDA Staff in Attendance: Pam Bricker, Executive Director; Bianca Fisher, Associate Director; Karen Baumgartner, Administrative Assistant

Breakfast from 7:30-8am

Meeting Called to Order:

Drew Notestine called the meeting to order at 8am and introduced Susan Herold, 2018 chair of the GDA

Minutes:

Drew Notestine referenced the November DDA Minutes. Logan Richardson moved to approve, Linda Winter seconded, motion carried.

Safety Report from the Greeley Police Department:

Officer Andrew Wronkoski reported that there were no big events to report and only a few minor incidents that needed to be handled. Sgt. Dennis Lobato added that this is because the Greeley Police Department is doing a good job of keeping track of the chronic nuisance cases and have amped up their contact with the homeless, especially in Lincoln Park which is actually closed from 11pm-5am. Sgt. Lobato also added that you can always go to LexisNexis on the Greeley Police department's website to check crime statistics in your area and that Officer Matt Walsh will be downtown more.

Weld County Update from Steve Moreno:

Steve Moreno reported that construction continues, and everything is moving forward. He added that the only other update he had was that Julie Cozad was withdrawing her bid for re-election.

City Updates from Robb Casseday and Rochelle Galindo:

Rochelle Galindo and Robb Casseday reported that Stacy Suniga was sworn in on Tuesday. They are both glad that the issue is resolved and that the council can move forward.

Treasurer's Report from Pam Bricker:

Pam Bricker reported that the official year-end budget is included in the packet. We were under budget and TIF dollars were applied to events bringing us to a net balance of \$0.00. The TIF account still holds \$683,000 and there is money in the operating account which is supported by sponsors and the MIL Levy.

Executive Director Report from Pam Bricker:

Pam Bricker quickly went over the Executive Director report which was also included in the board packet

Commercial & Retail

For Sale:

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

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

700 11th Street – \$150,000; 1,677sf

Sold:

1514 8th Avenue (UNC Foundation Hall) – \$500,000 to Richmark Real Estate Partners LLC

1130 8th Avenue (Firestone Complete Auto Care) – \$900,000 to AF-GHBM LLC

911 8th Avenue (Salzman's Shoe Repair) – \$130,000 to Maddie Holdings LLC

Pending Sales:

807 17th Street – out of state investors (visiting next week)

806 9th Street – Ely Corliss & Brian Seifried

709 10th Street (old Frank's Feed & Seed) – Paul Sacco

Highlighted for Lease:

800 8th Avenue – great retail & office space; \$9-13 sf (office), \$15-17sf NNN (retail)
808 8th Street – great retail; 3,000sf; \$2,200/mo (Joy Girl never opened)
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 – Retail, office space & apartment space
603 8th Street – 6,534 sf warehouse space; \$8.32 sf

In the Works:

Masonic Lodge – 2 doctors received historic grant – lots of work in progress
Tower 56 Distillery – 825 9th Street, Unit B
Luna's Tacos & Tequila – 806 9th Street

Closed:

Salzman's Shoe & Boot Repair- 911 8th Avenue

In the News

Sampling of news stories attached

Creative District

A lot of planning going on for May 10-11 CCI conference at the Hilton
Annual planning for GCD next Wednesday evening
Met with Arts Educators regarding March First Friday event

University District

First meeting of this year will be next Thursday.
Meeting with potential new owners (from Idaho) regarding 807 17th Street next Thursday

8th Street Business Group

Meeting this afternoon - sample historic plaque has been prepared by Award Alliance

Entertainment and Fun

Planning for summer season and Blarney on the Block

Homeless Coalition

Cold Weather shelter secured near Sunrise Health Center. In the process of designing a daytime navigation center which will help people find housing solutions.

Residential Development

City finalizing agreement for 8th Avenue developments

Other

Meeting Friday with Bob Tointon, Dan Wheeler and Robb Casseday to discuss changes to the office
Attended Greeley Police awards ceremony 1/10
Had lunch with Dave Kennedy (hotel manager) about closer relationship with the hotel
**** **Please attend Boards & Commissions reception at 5 pm on January 25th at the UCCC******

2018 Board Planning Visioning Exercise Led by Pam Bricker:

1) Accomplishments This Past Year

- 100-year Courthouse
- Downtown GPD Outreach Center
- New Hotel and Convention Center
- County's purchase of the Chase Building which brought 100+ employees downtown
- 8th Avenue Corridor Improvements & purchases
- County parking lot on the old Trinity Building location
- Fred Tjardes school
- New Lincoln Park Playground
- City Improvements – Rec Center Remodel, Fire House, new City Center, new Transit Center
- Lincoln Park Library still downtown
- More and new groups of people starting to come downtown
- improved perceptions of Downtown
- Better management of the Homeless problem
- Private Investment in Downtown (Richmark) – Including Richmark and some out of state investors which shows that people keeping eye on downtown
- Expanded murals & artwork
- Additional Breweries/Distilleries
- 25th year of the Greeley Farmers' Market
- New events such as Monster Day and the Multicultural Festival
- CMRM and it's planned expansion
- Business Expansion, Stability & Growth – growing, expanding, continuing to thrive
- Parking Collaboration
- GPO is 107 years old
- Greeley Creative District – tours, 2018 Summit
- Friday Fest continues to grow
- Greater UNC engagement
- Safety
- Warm, inviting environment
- Feels very connected
- Bill's cleaning

2) Downtown today

- Terms that we used last year are still good today but Steve Moreno stated that he would add safe to the list

3) Aspirations For The Future (Hopes & Dreams)

- Permanent library Downtown
- Better connections to the Poudre Trail, Airport and Centennial Village
- Grocery store
- Green Space incorporated into residential
- Affordable housing
- 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 maximizing 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
- Clean up and maintain area around train tracks (and people might be more apt to park there)
- Outdoor swimming pool
- Implementation of Richmark Projects
- 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
 - Residential growth is critical to retail and to attracting a grocery store
- **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
- **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
 - 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
- **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
- **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
- Additional staff person to help with endeavors such as the 8th Street Group, 16th Street Group, etc) and find out what the motivator is encourage participation in these groups

Meeting was adjourned at 10:02am