

Greeley Downtown Alliance Meeting

February 19th, 2016 ~ Accessories With A Flair!...and Hair ~ 8am

Attendees: Mary Roberts, Cindy Osborne, Mollie Lee, Heather Marrow, Paul Hlad, Verniece Thomas, Suzanne Sereff, Lisa Hudson, Peter Osterfelt, Jimmy Solomon, Kim Overholt, Susan Haskins, Linda Winter, Pam Bricker, Bianca Fisher, Karen Baumgartner

- Welcome from Linda Winter, GDA chair and meeting host
- Everyone introduced themselves to the group
- DDA Executive Director update from Pam Bricker:
 - There have been some burglaries on the south end of the district. The Greeley Police Department has ID'd the suspects. If you ever have questions about things that are happening, call us and we will help get information.
 - Hotel/Conference Center – The investment group changed some of the plans which led to a little delay but you will see lots of activity going on in the next month or two and you will see the Downtown landscape changing.
 - Council vote on the development agreements should happen at the April meeting
 - Buildings have been cleared on 11th Avenue & 11th Street
 - Safeway building asbestos mitigation/demolition should begin next week
 - City is working on parking issues
 - There is a contract on the old Isla Bonita location
 - Some 8th Avenue properties have been sold including the old Deals On Wheels location
 - Warm Hugs will be moving into the old Hope's Treasure's location. They closed on the property yesterday and rehab has begun
 - Sheila's Coffee, Michele's Closet (an upscale women's consignment shop) and an antique store will be moving into Jessie's building on 9th Avenue
 - The owners of the Masonic Lodge have received the State Historic Preservation Grant they had applied for
 - Key retail locations to fill include the old Smokeless Vapors location on 8th Street (\$8 SF Lease Rate - \$2,000 a month), 1 spot in the old Nelson's location (are separating the Lower and 2nd Floor) on 8th Street, Penny Graham's old location (will work on after getting the old Smokeless Vapors location rented) on 8th Street, and the old Community Printers location on 9th Street. Retail for these locations (sporting, home design, men's clothing, etc,) would be ideal because you can't have too much retail.
 - Innovation School has an urban design and is looking for a location in the Downtown/University District
 - The plan to develop the old Ice House location into apartments is still going which is great because we need additional housing
 - 2015 Annual Report – Pam highlighted some of the information in the Annual Report and brought copies for everyone
- Membership Dues Update from Bianca Fisher:
 - Bianca brought copies of this year's membership form
 - Dues will be the same as last year and you will once again have the chance to choose what you want to participate in (General membership only, Brochure, Holiday Open House, OktoBREWfest Fan Sponsor)
 - Be sure to share with your neighbors and let's try to get more businesses involved
 - Northern Colorado Credit Union is offering \$100 scholarships to the first 5 NEW businesses that would like to join the GDA; let the DDA know if you have someone in mind who could take advantage of the offer
 - We will send out another copy of the 2016 Dues Form when minutes are e-mailed out

- DDA Experience Update from Karen Baumgartner:
 - Blarney on the Block will be on March 12th – It is one of those events that continues to grow and it is an expensive day entertainment wise so we are continuing to look for sponsors. First National Bank is considering a title sponsorship for the parade.
 - Alison is in the planning stages for the 2016 Friday Fest season and continues to get lots of band requests
 - Participated in the UNC job and internship fair yesterday afternoon to solicit more interns and help our events
 - Agriculture Fest and Feast is August 27th and will be moved to the Depot. This will tie the event into the farmer's market and will help us strengthen the tie in to agriculture
 - Sponsorship packets have also been started for this year's OktoBREWfest celebration (last full weekend in September).
 - Will bring copies our 2016 Events at a Glance to the next meeting for everyone and Karen will include a copy when she sends out the meeting minutes.
- New Greeley Tribune Downtown Page Update from Mollie Lee:
 - Mollie introduced Heather Marrow who will be assisting Mollie to make sure downtown businesses have all the resources they need. Be sure to send any new contacts to Heather first
 - Pam reminded everyone that the Tribune is also there to help you make your ad more effective and encouraged all to utilize what they have available
 - Showed the updated Downtown Page which has a new design and a new look. Prices will stay the same but there will be some additional sponsorship opportunities available with the new page (business feature section/sponsor a day on the calendar)
 - Mary Roberts asked if the Tribune staff could give the downtown business feedback on their ad and the colors that are being used
 - Linda Winter would like to have the graphic artist come and talk to the group about ads
 - Peter Osterfelt asked if there was a way to link the ads to a website
 - Mollie will ask about the suggestions that were brought up to her during this meeting and she will send out an updated pricing sheet that will include prices on the new items available
- Group Discussion/Input on How To Deal With Charity Solicitations, Credit Card Scams & Service Dogs from Linda Winter
 - Pam – The policy at Mariposa is that a donation request form needs to be filled out and one of the questions is "Are You a Customer?" They also make it a policy to give gift certificates with a fairly short expiration date (within the quarter). Be sure that you are using any donations given as a marketing tool. Linda requested a copy of the form that Mariposa uses
 - Peter Osterfelt – The Rio has a committee that votes on all requests. The Rio also does something different, depending on the event, by offering food. Have to think outside the box when requests come in.
 - Bianca – Peter makes a good point. Evaluate your costs and be creative but make sure to include something that gives them a reason to come back
 - Verniece Thomas – Offered input from the other side of the question and suggested that you need to offer some eye candy with your gift certificate and it doesn't need to be anything big
 - Pam – Suggested that for some of the bigger events it might be useful to join forces like we do with the Hospital and give a downtown basket

- Linda wanted everyone to be aware that people are stopping into businesses and using other businesses names to try to get you to use their credit card machines. Another aspect to this is that they will call and represent themselves as your company
- Linda also wanted to know what business owners' rights were regarding service dogs. Cindy Osborne will send a couple of questions that business owners are allowed to ask and the ADA Compliance form. Karen will send this information out when she sends out the meeting minutes
- Business And Other Announcements:
 - United Way - Young Leaders Society Talk & Taste tonight at Joe Molina's Gallery & Studios - \$25. Mad Hatter Ball on March 19th.
 - Warm Hugs – Plan to be open in new location by April 1st. Will host May GDA meeting
 - SBDC – Hiring For Attitude Webinar on March 3rd
 - Greeley History Museum – New exhibits coming include Curator's Corner, Temperance on Tap and Well Dressed in Weld
 - WeldWerks Brewing Co. – 1 year anniversary celebration on March 12th and they have been nominated in USA Today as one of the top new breweries in the US. Be sure to vote for them on-line
- Meeting Schedule:
 - Friday, March 18th, 2016 at 8am at the Lincoln Park Library (919 7th Street)
 - Friday, April 15th, 2016 at 8am at Steamway Floor To Ceiling (602 8th Avenue)
 - Friday, May 20th, 2016 at 8am at Warm Hugs Mixes & Gifts new location (809 10th Street)