

**Greeley Downtown Development Authority  
Minutes – Board of Directors Meeting – April 20, 2017**

*Board Members in Attendance:* Phil Grizzle, Chair & Zoe's Café; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Robb Casseday, City Council; Sandi Elder, City Council; Mary Roberts, Lincoln Park Emporium; Mike Ketterling, KBN Engineers; Tom Grant, Grant, Hoffman & Kamada, P.C.; Linda Winter, Accessories With A Flair!...and Hair; Janine Reid, Lincoln Park Library; Logan Richardson, Mineral Resources, Inc.

*Additional Attendees:* Becky Safarik, City Of Greeley; Steve Moreno, Weld County Commissioners; Michael Mathews, St. Patrick Presbyterian Church; Mark Fogue, Greeley Police Department; Jim Sereff, Warm Hugs Mixes & Gifts

*DDA Staff in Attendance:* Pam Bricker, Executive 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 7:35am

**Minutes:**

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

**Treasurer's Report from Pam Bricker:**

Pam Bricker reported for Ken Schultz that March was a big payout month from the TIF Account since the \$85,000 grant to Jim Mokler for the 8th & 8th Building was paid. Since closing of the books for the month, we have had more contributions come in which will make up for some of the negative number that you see and we will also start seeing more tax dollars coming in after April payments have been made. There is nothing out of line with expenses.

**Sponsorship Report from Pam Bricker:**

Pam Bricker reported for Bianca Fisher that there is a list of sponsor dollars that are either in or committed to in the packet. There is also a list of follow ups that need to be made. Please contact the business/individual if you offered and let us know the outcome one way or the other.

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

Mark Fogue reported on some police incidents that had recently happened in the Downtown area. He also reported that a Greeley Police Department Outreach Office is being set up in the entrance at the United Way Building. Three officers will be working out of that location primarily from Noon-10pm. The goal will be for them to do foot or bike patrols but they will also respond to calls within the area (from 5th Street on the North to 18th Street on the South and 6th Avenue on the East to 14th Avenue on the West). They are looking to hold an Open House at the beginning of May.

**Weld County Update from Steve Moreno:**

Steve Moreno reported that the parking lot across from the School District Building now has the asphalt on it and that Senate Bill 285 regarding DDAs is off the table indefinitely.

**Welds Way Home Letter of Support from Pam Bricker:**

Pam reported that she has written a letter of support for Weld's Way Home plan to address and prevent homelessness and housing instability in Weld County. The United Way of Weld County has asked businesses, etc. for these letters of support. Pam wanted to get approval from the board before signing the letter. Mike Ketterling moved to approve the letter of support, Mary Roberts seconded, motion carried. Pam also asked that if anyone knows of a good location for a Cold Weather Shelter that is 2,000-3,000 sf let her know.

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

Becky Safarik reported that the hotel is right on track. The crane is gone, the scaffolding is coming down and the Conference Center area is sheet rocked and carpeting is going in. They are also going to start working on the parking lot on the north side of the hotel, a path to connect people to the interior walkways of the park, new landscaping on 10th Avenue, more windows in the Recreation Center and new landscaping in the Senior

Center Parking lot that will open everything up and tie it all together. The City is also looking at park use including rentals and public use.

Additional Updates:

- There is a new Playground going in at Lincoln Park which should be completed by July 1<sup>st</sup>
- The City Council voted on Tuesday to rename Sunrise Park "The Charles & Laura Archibeque Memorial Park"
- The Fire Station is progressing nicely and the City Center project is moving forward
- The City is gearing up to look at the placement for a parking structure and it will be sooner than later. Becky will bring information as it becomes available.

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

Public Realm Committee did not meet in April. No report.

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

Alison reported on the numerous events coming up

**UNC Jazz Fest – Starts today** – Reminded all the restaurants to be ready and printed out restaurant guides that we took to the UCCC

**May Play Festival – April 29th** – 5-10pm on the 9th Street Plaza

**Armando Mural unveiling event** – In the planning stages

**Gillespie House Fundraiser – May 20th** – 11am-5pm – We will lend them our stanchions

**Good meeting with 16th Street group** – Branding it the 16th Street Bear Block. We are starting a Facebook page and interns are working on getting pictures and blurbs for businesses. Good input from the group on the culture of the area, the need to make it more pedestrian friendly with benches and lighting, the need for more wayfinding and lighting for the murals. Atlas and Roma's hope that the improvements will extend east of 8th Avenue. We are creating a GEO tag for snapchat and are working on setting up a 3rd Thursday entertainment night

**Ag-Fest & Monster Day** – Working on sponsorships

**Friday Fest – starts June 2nd** – The hearing is at 10:30am next Wednesday. GDPA (especially the Gentry's) have been stepping up to take more of the ownership of the concert series and are helping to get sponsorships including Red Bull. Sponsorships have become even more important since insurance for the concert series is tripling.

**Weld County Courthouse Celebration – June 30<sup>th</sup>** – The first hour of Friday Fest will be geared toward that celebration

Working with Katie at Brix on a **Hip Hop Street Battle event – July 8th**

Pam talking to Colette about Plein Aire Painting Event and plans for a Bike Rodeo and the Cruisin for Cancer Car Show are falling into place

We are now working with the **Best of Greeley Magazine** to feature a Downtown Page each month – This month's feature will be Mother's Day and will talk about items available and include pictures and quotes about mom's from Downtown business owners

#### **GDA Report from Jim Sereff:**

Jim Sereff reported that members of the GDA are working on a Passport to Fun retail event for the 4th Thursday of every month from 5-8pm starting April 27th and there are 11 retailers committed. The next GDA meeting will be tomorrow at the Lincoln Park Library located at 1012 11th Street at 8am.

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

Pam asked if the Board would be interested in a hard hat tour of the hotel in May. Everyone said yes so Pam will set it up for May

We have brought everyone a copy of the Annual Report and Pam will get with Becky to set up time to present it to the City Council

Pam also passed around GGG's Kindness Cards to promote simple acts of Kindness

#### **Commercial & Retail**

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

**\*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)

**Sold: 1412 8th Avenue** - Dollar General - 9800 sf; \$975,000; 2/14

**1228 8th Avenue** - Greeley Downtown Shops - \$275,00 (David's Auto Sales)

**708 8th Street** - 910 sf; \$140,000 (next to Greeley History Museum – to the crematory – will be leasing)

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

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

**800 8th Avenue** - great retail and office space  
**710 11th Avenue, Ste 105 (Former Baseline Engineering Location)**  
**1021 8th Avenue (upstairs)** - office space- \$1500/mo; 1250 sf  
**900 9th Avenue (Former Warm Hugs Location)** - 2500 sf; \$3000/mo

#### **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  
**Potential sales - Greeley Elevator** - 700 7th Avenue; **Ice House** - 1120 6th Avenue; **University Tower** – 609 8th Avenue

#### **In the News**

Sampling of news stories attached

#### **Creative District**

Pam will be attending the Colorado Creative Industries Summit in Breckenridge May 3rd-5th. The Downtown Colorado Inc. conference will also be in Breckenridge at the same time and Bianca will be attending that conference.

Pam participated in a panel for Loveland Start Up Week on April 6th

#### **University District**

Pam is working with Erin Dattteri-Saboski on an event for 25 incoming students - LaUNCH into the Arts. They will be attending Friday Fest and exploring Downtown art July 13th-16th.

Finalizing new student orientation piece with City of Greeley and Chamber for summer distribution

Faculty Lunch 'n Learn – held yesterday at the Atlas – Pam & Becky attended

Alison, Pam and Karen attended a meeting with 16th Street businesses to plan activities and marketing

#### **Parking**

Discussed forming a parking management committee with Becky Safarik that meets on a quarterly basis

#### **Residential Housing**

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

Met with group that is potentially purchasing University Towers

Potential to host Developer forum with Urban Land Institute

#### **Entertainment and Fun**

In discussion with PVA department about connecting student entertainment in venues along 16th Street

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

Looking for arts entertainment on Saturdays on the 8th Street Plaza - "Hip Hop" event in the works for July 8th

Discussing proposed new Cultural Event on October 7th

"Passport to Fun" on Thursday nights with GDA members starts April 27th

Proposed new cultural event for 8th Street – Looking at every culture – Lots of groups looking to get involved

#### **Homeless Coalition**

Looking for option for a Cold Weather shelter for fall of 2017

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

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

#### **Other**

Received a nice note to the board thanking them for the help with the Façade Grant from Jim Mokler and he is planning a community open house on Thursday May 18th from 4-6pm at 800 8th Avenue – Will send out invitations

The DDA Legislation was voted down in the House Senate Committee - Jim Mokler testified and the group of DDAs that were working to prevent it know that it will come back and want to be preemptive for the next session to discuss issues that are problems

Blazen Illumination is working on trees

Pam presented a downtown update at the Pro Realty breakfast meeting on April 6th

Pam attended State of the City luncheon on April 11th

There was a GGG Kindness Initiative meeting yesterday morning

Mural project at 8th Avenue & 7th Street - community celebration on May 26th from 6-8pm

Meeting was adjourned at 8:35am