

**Greeley Downtown Development Authority  
Minutes – Board of Directors Meeting – April 19, 2018**

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

*Ex-Officio Board Members in Attendance:* Travis Gillmore, Phelps Tointon

*Additional Attendees:* Becky Safarik, City of Greeley; Sergeant Dennis Lobato, Greeley Police Department; Officer Andrew Wronkoski, Greeley Police Department; Susan Herold, The Bean Plant Studio; Derek Strader, Banner Health

*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 7:33am and welcomed guest Derek Strader, Chief Operating Officer with Banner Health

**Minutes:**

Phil Grizzle referenced the March DDA Minutes. Tom Grant moved to approve, Linda Winter seconded, motion carried.

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

Pam Bricker reported that we had received the first TIF reimbursement from Weld County so we have a net income for the month and are back in the black. We also received a substantial donation from Phelps Tointon and GDA Dues income, but we are ready to do the new downtown brochure which will be coming out soon. Everything is in order on the profit/loss statement, but the TIF account is still reflecting the money that will be reimbursed to the City for the hotel. Pam Bricker and Becky Safarik will work on that.

**Donor & Sponsor Report by Bianca Fisher:**

Bianca Fisher did a quick update on the Donor & Sponsor information in the packet. She wanted to take a few minutes on the prospective donors and see if there was anyone who would be willing to follow up with some of the prospective donors that we came up with last year or take suggestions for new prospective donors. Tom Grant will contact law firms and Envirotech, Mary Roberts suggested contacting Stow Wittwer, Robb Casseday will contact Front Range and Spradley Barr. PBI, Inc. will be taken off the list and Leprino will be added. Please contact Bianca if you have any other suggestions or are willing to contact a perspective Donor/Sponsor.

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

Officer Andrew Wronkoski reported that Blarney on the Block was a great event and there were no issues with the event itself although there was a break in at Batter Up Cakes later that night. Video surveillance resulted in an arrest on that break in so it's a great reminder of what cameras can do. He also reported that since the cold weather shelter closed, there are more transients coming back downtown so they have been busy with issues resulting from that. Sgt. Dennis Lobato added that they GPD is trying to set the tone with the transients so if you see someone with an open container, call 911. Becky Safarik said that they are seeing a lot more community groups wanting to do giveaway/etc. for the transients in the park and they are trying to discourage that. Sgt. Dennis Lobato also reported that Operation Safe Stay presentations will be taking place next week and the Rainbow Motel will be included. He also referenced the Drive Nice, Think Twice campaign which will be using education to change driving habits. Be sure to reach out if you would like to sponsor a presentation.

**Board Presentation on Richmark Project from Pam Bricker:**

Last month, the DDA board passed approval of Richmark Project agreement. An agreement also went before City Council and passed there as well. Pam showed the fly over/room concepts presentation that Richmark has prepared for the project. Robb Casseday stated that the Council is very supportive and excited for the kick-off to this project and mentioned the respect that he has for the excitement that the Richardson's have for

our city. Richmark is not planning to do a ground breaking for the project but if the DDA would like to set one up, they would be willing to do it.

### **City Updates from Becky Safarik:**

Becky Safarik reported that City Center is proceeding as hoped and the art installation is going to take place in June. An open house/grand opening is scheduled for September 4th. Becky also reported that meetings are taking place regarding the Library and this remains a high priority, the hotel project came in under budget and the city received a refund on some of the TIF money that was advanced for the project, the city is trying to come up with a procedure for street closures, the Youth Commissions has come up with a proposal to eliminate smoking in parks and on the sidewalks around them, and House Bill 1190 to extend property tax credits for Historic properties will be voted on soon.

Robb Casseday moved that we draft a letter in support of House Bill 1190 from the board, Drew Notestine seconded the motion, motion carried. Discussion about the motion included information that the current State Tax Credit expires next year and the bill would extend it for another 10 years. It was also stated that this is the simplest thing to do to encourage redevelopment. Becky will send Pam the information and Pam will draft the letter.

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

Mike Ketterling reported that there was no meeting this month so not much to report. Bianca Fisher let the board know that the DDA has signed an annual contract with Blazen for tree lighting maintenance, has met with Brad Mueller and others regarding the alley and the exploration of all options regarding code enforcement/maintenance plan/marketing plan and has set up an alley cleaning in May before the CCI Conference.

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

Alison Hamling reported that we are gearing up for the summer

#### **Advertising**

- Ad in Northern Colorado Tourism magazine
- Six-month ad run in Greality
- Ads in the Greeley Unexpected and Blues Jam inserts

#### **Interns**

- Have one for summer and a 300 hour intern for fall
- Also have a Friday Afternoon Interview and a class presentation today

#### **8th Street Main Street**

- May 4th Cinco de Mayo celebration on 8th Street
- May 5th Free Comic Book Day at Nerd Store and other 8th Street businesses will incorporate activities that add to the event
- 8th Street Merchants will also be setting up family events during Friday Fest

#### **Monster Day**

- Will be August 18th and will be bigger and better than last year
- This year will include a ticketed indoor element featuring a light show from Blazen
- Monster Day has received the DCI Governor's Award for best event

#### **AgFeast**

- At Centennial Village this year so it will not be downtown any more but will be in the Creative District
- It will be on a Weeknight this year – August 30th

#### **Friday Fest**

- Did get the insurance down a bit to \$7,700 but the cost for the season is still about \$57,000. Logan Richardson suggest a sales tax increase by businesses on Friday nights to help fund the series
- Sponsors coming in – High Country and some of the regulars are already booked but still have sponsorships available for July and August
- Posters should be in hand later today

#### **Jazz Fest Coming to town starting today**

- Updated Restaurant guide and will put them at the UCCC for participants
- The DDA contacted all of the restaurants in the core to give them a heads up about Jazz Fest

#### **MayPlay**

- The Burroughs will play at Moxi and Ely got a grant from the Bohemian Foundation to support the entertainment for this event

### **GDA Report from Susan Herold:**

Susan Herold reported that she is excited to have the CCI conference coming to support the arts and she loves seeing all the kids walking around Downtown for the Jazz Festival. She also encouraged everyone to check out the mural on the wall at Warm Hugs by Ella Yates, who was a student of Susan's, and check out the story that 9News did. The next GDA Meeting is tomorrow at the Library at 8am.

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

Pam Bricker reported

#### **Commercial & Retail**

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

807 17th Street (Chipotle Building) – \$2,974,000

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

##### **Sold:**

609 8th Avenue (University Tower) – \$6,655,000 to 609 8th Ave LLC on 4/5/18

##### **Pending Sales:**

800 8th Avenue – under contract

824 9th Street (former Sew Downtown) – under contract, closing end of April

719 7th Street (Stout, Casey & Zito) – under contract, closing beginning of May

1010 11th Street (Goodwill Building) – \$565,000; High Plains Library Dist. purchasing

1130 8th Avenue (Firestone Auto) – \$1.2 million; in negotiations with potential buyer

721 13th Street (Greeley Inn) – \$1.3 million; in negotiations with potential buyer

##### **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 – Retail, office space & apartment space

812 8th Street – 4 offices in Collins, Liu & Associates; \$400-\$500/mo

805 16th Street – 1,958 SF retail or office space; \$1,750/mo

##### **Businesses in the Works:**

Masonic Lodge – 829 10th Avenue

Tower 56 Distillery – 825 9th Street, Unit B

Luna's Tacos & Tequila – 806 9th Street

#### **In the News**

Sampling of news stories attached

#### **Creative District**

A lot of planning underway for CCI Summit May 9th-11th. Conference is nearly sold out at 375. We will have a "night on the town" event on Thursday May 10th

AgFeast being planned at Centennial Village on August 30th

New mural on Warm Hugs in progress and was highlighted on 9 News Wednesday

#### **University District**

Anxious to connect with the new administration

Architectural rendering of 16th Street design will be starting soon

Bear Biz program ready to launch to a new level

Was invited to speak at a Business of Arts class about the Creative District

#### **8th Street Business Group**

Most pictures for plaques have been selected

Group is working on Comic Book Day on May 5th as well as planning family activities for Friday Fest evenings

#### **Entertainment and Fun**

Monster Day expansion on August 18th

Multicultural Event at Zoe's on October 20th

#### **Library**

Attending meeting today on downtown library to discuss the HPLD's purchase of the existing building where the library is and concerns about future downtown library needs

#### **Homeless Coalition**

Navigation Center to open in May at former State Farm building - hiring staff and I will help with open house for the community

### **Residential Development**

After months of negotiations, the Richmark projects were approved!! - Approximately 220 apartment units on south end of district

Received inquiry about space for senior apartments - with some affordable housing included

### **Downtown Colorado Inc.**

Bianca and I attended the DCI conference in Boulder April 11th-13th - Monster Day won an award for best

Downtown event and there were some great sessions and networking with other downtowns - always a great experience

### **Office Space**

Office improvements underway - we are so grateful for the space above the Kress and generous cooperation of sharing web connection from Kress Cinema!!

### **Other**

Spoke to Greeley Area Realtors Wednesday

Alison and I attended the BizWest Women of Distinction breakfast where Michelle Kempema, Julie Cozad, Tracy Axton, Lisa Taylor and Dr. Lesley Brooks were honored!

### **Board Discussion on Executive Director Position**