

**Greeley Downtown Development Authority  
Minutes – Board of Directors October 17, 2019**

*Board Members in Attendance:* Phil Grizzle, Chair & Zoe's Café & Events; Drew Notestine, Vice Chair/Secretary & Thomas & Tyler LLC; Ken Schultz, Treasurer; Mike Ketterling, Northern Engineering; Linda Winter, Accessories With A Flair!...and Hair; Matt Anderson, Ancon Construction; Brian Seifried, Luna's Tacos & Tequila; Tom Grant, Grant & Hoffman; Justin Ghofrani, Kress Cinema & Lounge

*Additional Attendees:* Ben Snow, City of Greeley; Steve Moreno, Weld County Commissioner; Officer Ariel Maes, Greeley Police Department

*DDA Staff in Attendance:* Bianca Fisher, Executive Director; Alison Hamling, Director of Downtown Experience; Karen Baumgartner, Project Coordinator; Abby Froom, Administrative Coordinator; Kiersten Johnson, Intern

---

**Meeting Called to Order:**

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

**Minutes:**

Phil Grizzle referenced the September DDA Minutes. Phil moved to approve, Mike Ketterling seconded, motion carried.

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

Ken Schultz reported that there have not been many changes to the balance sheet from the prior month. Our profit loss is as expected as we do not have all the financial impact results of OktoBREWfest reported yet. Ken brought to the board the idea of reporting our financials every quarter instead of every month since the majority of our mill levy and TIF receipts happen twice a year when taxes are due, and expenses don't change much from month-to-month. The DDA has four events that impact our earnings and we would like to save Travis and Jen at Phelps-Tointon time and resources since they do this reporting for us as an in-kind service. Bianca will pull reports as needed and report on anything that is outside of the normal or that will be in excess of a budgeted amount. Moving to a quarterly review will also give us time to sit and go through the financials in-depth instead of looking at it monthly. The new cash flow for the TIF monies will still be reported monthly to the board. Ken urged Board members to consider this idea to start in 2020.

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

Officer Ariel Maes reported that downtown is quiet and there has only been one vandalism with no suspect information. Otherwise, it is the same information as previous months such as an increase in transients and a reminder to keep your cars locked and valuables out of sight. Also, a reminder that the Cold Weather Shelter will open on November 1<sup>st</sup>.

**Weld County Updates from Steve Moreno:**

Steve Moreno reported that last week there was a cooling/heat exchanger that had malfunctioned in the Chase Building and there was gushing water everywhere, but they got it fixed. Blazen Illuminations came to Toby at the County with a \$104,200 quote for the courthouse building lighting project; however, it would cost \$22,400 a year for maintenance and Toby is concerned about attaching 50 lights onto the building when it is made of stone. There is still a proposed request for 77 employees to be added and will hopefully be approved soon. There is a lot of construction going on at the courthouse.

**City Updates from Ben Snow:**

Ben Snow reported that he had the opportunity to present at the Colorado chapter of ULI and he was able to brag about the Maddie projects and about hemp production. He went to Indianapolis for a trade conference for four days for Economic Developers across the nation and was able to talk to someone who is interested in the nine acres that are located next to the mall. Ben has received at least two calls a week from people who are interested in purchasing and developing the nine acres.

Wallet Hub just ranked Greeley as the 23<sup>rd</sup> fastest growing city in the country. Ben is tracking units in the pipeline to measure the growth of city, and part of the housing strategy is an ambitious goal to put 5,500 new units on ground in the next few years. They would like to build 900 units a year and over the last six years Greeley has done close to 600 a year. The units close to being ready are the multi-family homes with a 30:1 ratio.

#### **Economic Development Committee Drew Notestine:**

Drew Notestine reported that the 55+ Resort Apartments representative came to the Economic Development Committee meeting in April and presented a proposal for age-restricted residential units at the Garnsey/Wheeler building. They had originally presented a conceptual plan of 120 units that was five stories and the Economic Development Committee supported the idea of reimbursing the TIF generated by the project until 2032. Since then, they have scaled back their project to 85 units and four stories and have recently closed on the property at the end of August. Drew presented the following motion:

“Based on the latest plan for 85 residential units of new construction proposed by 55+ Resort Apartments, the Economic Development Committee recommends that the DDA Board support the project with 100% TIF reimbursement, less the DDA’s 5 mill levy and less the 1.5% Treasurer’s Fee, contingent on final approval of the Redevelopment Agreement Resolution that will be drafted by legal counsel and presented to the Board upon completion.”

Brian Seifried seconded, motion carried.

#### **GDA Update from Linda Winter:**

Linda Winter reported that tomorrow GDA will meet at Brix Brewery and Taphouse at 8am for the GDA meeting and Small Business Saturday is the Saturday after Thanksgiving which is the same day as the Holiday Open House. Bianca mentioned that if there are any business owners who would like their voice heard from a statewide policy perspective, let us know because we had a presenter at the GDA meeting last month from Good Business Colorado, which is an organization that advocates on behalf of businesses across the state.

#### **Experience Update from Alison Hamling:**

Alison Hamling reported that for Oktobrewfest the DDA ended at a \$6,000 loss from last year which wasn’t terrible considering the weather and our increase in rental costs for fencing, tables, and chairs. We still have steins, shirts, and tasting glasses available to buy on an online market which will be available through November 6th. The awards for the VIP Best Brewery competition looked nice and it was great to use local artist Francis Denning from Dragon’s Cache to make them.

We have about \$1,200 in sponsorships for Trick-or-Treat Street, and if you are in DDA district but not in the core area of the plazas, you can set up a table to hand out candy. Out of the district businesses have a fee of \$300 to participate. There will also be 10 cars that will come do a Trunk-or-Treat Street.

UNC Day of Music went well, and we had many performers downtown. Alison went to a few shows at the Union Colony Civic Center and would like to give shout out to the Parks department because the lights were off in the park, she spoke with Miguel, and the next day she got a message that they would get the festoon lighting on the walkway turned on. The Creative District is working on a “Get Acquainted” event at the Ice Haus for people to understand what the Creative District is. They are also working on an event called “Do-Tell” which is similar to TED talks. They are inspiring and interesting stories from people in Greeley. Alison became a certified Colorado Concierge online for the Visit Greeley Board. Cinco de Mayo will not happen downtown next year and there’s always a celebration in Lincoln Park, so we are not sure what we will do for this event. Alison is discussing with people about some way that we can be involved to make our Hispanic community feel welcomed.

#### **Executive Director Report from Bianca Fisher:**

Bianca Fisher reported:

##### **Property Updates**

#### On the Market:

- 608 9th Street (Buckboard Bean) – \$850,000; 0.78 Acres, 9,500 SF
- 1120 6th Avenue (old Ice House Building) – \$1.5M; 29,000 SF
- 615 8th Avenue (Academy of Natural Therapy) – \$5.23M; 31,260 SF

#### Recently Sold:

- 1100 & 1108 8th Avenue (Garnsey Wheeler bldg.) – \$1,200,000 on 8/23 to 1100 8th Avenue LLC

#### Highlighted Retail/Commercial for Lease:

- 800 8th Avenue, Ste. 130 — restaurant/retail; 3,500 SF; \$15-\$17/SF NNN
- 800 8th Avenue, Ste. 140 — former DMV space; 1,200-5,493 SF; \$16-\$18/SF Gross
- 807 17th Street, Unit H (former EKHO Lounge) — 4,000 SF; \$6.50/SF
- 1540 & 1640 8th Avenue (new Maddie Apts) — commercial endcap; \$30/NNN
- 905 16th Street (former Kitchen) — 3,610 SF; \$15/SF
- 1320 8th Avenue (Former Deals on Wheels) — brewery/restaurant space
- 601 10th Street (Trinidad Bean Building)

#### Business Updates

##### Opening Soon:

- Points West Bank & Aunt Helen's Express— 940 9th Avenue (former Woody's Newsstand)

#### Finance

- Oktobrewfest Preliminary Financial Overview:
  - First off, huge kudos to staff on a successful, well-attended event! It's an "all-hands-on-deck" event and requires a tremendous amount of time and investment
  - Estimating net revenue of about \$40k; last year was \$46k
  - Greatest factors were less food vendors (so less vendor fees- \$1k), significant rental costs (City no longer provides us with table & chairs- \$3,500; no discount on the fence- \$1,600), and we didn't sell out of steins (potential revenue lost- \$2,100)
  - We also budget low net proceeds (this year-- \$24k) because if we have two bad weather days it would have a big impact
- Review TIF Cash Flow
- Next month is budget approval so please be sure to attend the Board meeting; City has asked us to also draft a TIF budget since they hold our TIF account

#### Economic Development

- Sign up for a hard hat tour of the new Maddie apartments on 8<sup>th</sup> Ave on November 8<sup>th</sup> or 15<sup>th</sup>
- Renovations continue at 609 8<sup>th</sup> Avenue and based on potential for the ground level retail space, the owner may resubmit his request for funding to the Economic Development Committee
- Received updated plans from the 55+ Apartment group and they are planning on 85 residential units with construction starting in 2020; I will be working with City staff to draft a redevelopment agreement and then bringing a resolution to the Board for approval
- The library has indicated they are close to finalizing negotiations on a downtown building for a new downtown library
- Continue to work with a potential investor about an adaptive reuse of a property downtown that incorporates a marketplace and retail concept; hope is to close on the building by year-end

#### Public Realm

- Top Gun Pressure Washing has been cleaning the plazas this entire week and the results are already noticeable—check it out; we will determine if this should be an annual or bi-annual expense
- Staff is gathering information on trash usage in the alley and behind the DDA office so we can strategize on a plan to reduce the number of pickups and possibility of a trash enclosure
- Reviewing lighting options with Blazen Illuminations for the holiday lighting that will be different than our year-round tree lighting

#### Promotion & Community Partnerships

- Attended the Complete Count Committee meeting where we met the new local Census representative and discussed the marketing and advertising plan for our grant application; also talked about upcoming events where the Census could have a booth

- Met with organizers of the Ride & Revel event that benefits the 60+ Ride organization to find better ways to connect riders to downtown pre- and post- event
- Discussed the 16th Street Development Corridor at our monthly University District meeting; city council was positive about the project and staff will be working on funding partnership opportunities
- Shared about Downtown Greeley happenings at the monthly BizWest Editorial Board & Greeley Downtown Alliance (GDA) meeting
- Guest spoke at the Fred Tjardes School about identifying a challenge in downtown so their Robotics class can work through possible solutions
- Met with Variant Studios to discuss the new components of our updated Downtown Greeley website... more to come in the next few months
- Alison and I spoke at the Newcomers & Friends lunch to share about downtown happenings
- Met with Tobias Guzman at UNC to think through how we as an organization and a community can become more inclusive and diverse; will be following up about staff training and listen-and-learn sessions with their students

#### **Kudos**

- The DDA won 1st place and was recognized at the Tribune's Winning Work Places lunch under the "Education and Public Administration: 1-10 employee" category!

#### **Downtown "In the News" Highlights**

- Moxi Theater owner aims to continue bringing timeless, versatile space to Greeley
- 2019 OktoBREWfest a success despite sketchy weather
- Dr. Carla Gabel opens cozy veterinarian clinic in downtown Greeley
- Greeley built it and the conventions did come; city attorneys conference gathers at DoubleTree
- Three dozen local workplaces honored at the Greeley Tribune's first Winning Workplaces event
- Greeley's Kress Cinema & Lounge set for grand opening of second movie theater

**The meeting adjourned at 8:55am**