

**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – Chase Bank Building 3rd Floor Conference Room
November 17, 2022**

Board Members in Attendance: Drew Notestine (Chair), Thomas & Tyler, LLC; Andy Feinstein (Vice Chair), University of Northern Colorado; Polly Kurtz (Treasurer), Resident; Matt Hortt, High Plains Library District; Deb Deboutez, Greeley City Council; Brian Seifried, Luna's Tacos & Tequilas; Justin Ghofrani, Kress Cinema & Lounge; Matt Estrin, 477 Distilling & Greeley Hatchet House

Additional Attendees: Ben Snow; City of Greeley; Andrew Wronkoski, Greeley Police Department; Phil White, Phil's Pro Auto

DDA Staff in Attendance: Bianca Fisher, Executive Director; Alison Hamling, Director of Experience; Karen Baumgartner, Project Coordinator

Meeting Called to Order:

- Drew Notestine called the meeting to order at 7:38 am.

Minutes:

- Drew Notestine referenced the October DDA Minutes and called for a vote of approval. Justin Ghofrani moved to approve, Deb Deboutez seconded, motion carried.

Safety Report from the Greeley Police Department:

- The Cold Weather Shelter is not ready to accept overnight stays yet, but they are prepared to help as they can with hotel vouchers
- The security company that the GPD hired fell through, so they now have signup sheets for GPD officers who want to sign up for extra shifts between 9am-7pm until the end of the year
- There were not a lot of issues that Officer Wronkoski could see for Downtown, but they have moved to a different software system, so he is trying to get used to that and asked if there were any issues that people had seen
- Bianca Fisher asked about the arcade on 17th Street that is affecting the atmosphere around Chipotle and The Blue Mug. Officer Wronkoski reported that the GPD is aware of the issues and monitoring activity.
- Andy Feinstein mentioned that they have had problems on campus with auto theft. Officer Wronkoski reported that it's a problem everywhere and it does not help that the consequences for auto theft are not many and he reminded everyone to lock their cars, don't puff without an automatic start, and be conscious of what you leave in your car.

Year To Date Financial Report from Polly Kurtz:

- Doing great financially and we are ahead of last year by close to \$23,000 in terms of income due to the increase in Mil Levy, Owner Use, and Oktobrewfest income
- Expenses such as Payroll, Board, and Professional Development are up from last year, but that had been budgeted for and we are right on track
- Net income for the year to date is just over \$82,000 but are well ahead of what was budgeted for, and our retained earnings are at approximately \$206,000
- TIF & Mil Levy income and expenses are right on pace for the year

Andy Feinstein moved to approve the year-to-date financial report, Matt Hortt seconded, motion carried.

Action Items Presented by Bianca Fisher:**2022 Amended Operational Budget**

Forecasting through the end of the year for where our budget will be

- We had budgeted low for Oktobrewfest and office supplies and Workmen's Comp are really the only changes of note on the expense side since we run a pretty tight ship

2022 Approved & Amended DDA Operational Budget

INCOME	2022 Approved	2022 Amended
4110- Grant Income City of Greeley	\$ 42,250	\$ 42,250
4111- Specific Ownership	\$ 10,000	\$ 12,000
4112- Mill Levy	\$ 220,000	\$ 225,000
4114- Interest Income	\$ 500	\$ 1,000
4120- Contributions	\$ 25,000	\$ 22,800
4140- Parking Lease	\$ 2,400	\$ 2,400
4142- Oil & Gas Income	\$ 1,800	\$ 1,800
4143- Miscellaneous Income	\$ 150	\$ 80
4150- Oktobrewfest Income	\$ 85,000	\$ 116,300
4300- Event Sponsors	\$ 6,000	\$ 2,850
Total Income	\$ 393,100	\$ 426,480
EXPENSES		
5101- Salaries	\$ 215,000	\$ 212,000
5102- Simple IRA Match	\$ 6,500	\$ 6,100
5105- Worker's Comp Insurance	\$ 400	\$ 901
5106- Health & Wellness	\$ 1,000	\$ 475
5108- Payroll Taxes	\$ 16,000	\$ 17,000
5109- EZ Fund 1.5% Admin Fee	\$ 300	\$ 380
5110- Advertising & Marketing	\$ 10,000	\$ 5,000
5112- Bank Charges	\$ 300	\$ 1,100
5113- Interest Expense TIF	\$ 350	\$ 400
5121- Miscellaneous Expense	\$ 1,000	\$ 1,000
5132- Office Supplies & Equipment	\$ 3,500	\$ 4,600
5134- Professional Development	\$ 2,000	\$ 3,800
5135- Subscriptions & Memberships	\$ 2,500	\$ 2,500
5153- Office Cleaning & Trash	\$ 2,000	\$ 2,000
5154- Printing & Publication	\$ 250	\$ 250
5155- Parking Lot Expense & Tax	\$ 300	\$ 350
5185- Rent/Utilities/Parking Permits	\$ 37,000	\$ 38,000
5190- Board	\$ 2,000	\$ 3,500
5195- Office Repairs & Maintenance	\$ 300	\$ 200
5200- Oktobrewfest	\$ 60,000	\$ 61,000
5500- Special Events- Other Events	\$ 6,000	\$ 5,000
5704- Treasurers Fee- Mill	\$ 4,000	\$ 3,500
Total Expenses	\$ 370,700	\$ 369,056
Net Income	\$ 22,400	\$ 57,424

Polly Kurtz moved to approve the 2022 Amended Operational Budget, Deb Deboutez seconded, motion carried.

2023 Operational Budget

- Income: Mil Levy will stay pretty flat and we budgeted a little higher for Oktobrewfest based on averages for last few year
- Expenses: Will be paying for accounting services starting next year through Phelps Tointon, but they have also have committed to continue their yearly donation which will offset this new expense; looking to hire a Marketing/Event Support Staff Person who we ideally hope to have on board by the end of January or beginning of February
- For 2023, we will be projecting a deficit budget but are suggesting the use of the Retained Earning to cover the deficit
- Grant income – Ben Snow said that they look at the contracts each year and look over the budgets to make sure that everything is still solid, and said the relationship with the DDA is solid
- The marketing budget will stay at \$10,000 even though that much was not spent in 2022 because this category ebbs and flows each year, and we are hoping to have more of an opportunity to work on new marketing efforts

2023 Proposed DDA Operational Budget

INCOME	2022 Amended	2023 Proposed
4110- Grant Income City of Greeley	\$ 42,250	\$ 42,250
4111- Specific Ownership	\$ 12,000	\$ 12,000
4112- Mill Levy	\$ 225,000	\$ 225,000
4114- Interest Income	\$ 1,000	\$ 1,000
4120- Contributions	\$ 22,800	\$ 23,000
4140- Parking Lease	\$ 2,400	\$ 2,400
4142- Oil & Gas Income	\$ 1,800	\$ 1,800
4143- Miscellaneous Income	\$ 80	\$ 100
4150- Oktobrewfest Income	\$ 116,300	\$ 100,000
4300- Event Sponsors	\$ 2,850	\$ 3,000
Total Income	\$ 426,480	\$ 410,550
EXPENSES		
5050- Accounting Services	\$ -	\$ 16,000
5101- Salaries	\$ 212,000	\$ 268,000
5102- Simple IRA Match	\$ 6,100	\$ 7,700
5105- Worker's Comp Insurance	\$ 901	\$ 1,200
5106- Health & Wellness	\$ 475	\$ 1,000
5108- Payroll Taxes	\$ 17,000	\$ 23,000
5109- EZ Fund 1.5% Admin Fee	\$ 380	\$ 400
5110- Advertising & Marketing	\$ 5,000	\$ 10,000
5112- Bank Charges	\$ 1,100	\$ 1,000
5113- Interest Expense TIF	\$ 400	\$ 400
5121- Miscellaneous Expense	\$ 1,000	\$ 1,000
5132- Office Supplies & Equipment	\$ 4,600	\$ 4,000
5134- Professional Development	\$ 3,800	\$ 5,000
5135- Subscriptions & Memberships	\$ 2,500	\$ 2,500
5153- Office Cleaning & Trash	\$ 2,000	\$ 2,300
5154- Printing & Publication	\$ 250	\$ 250
5155- Parking Lot Expense & Tax	\$ 350	\$ 350
5185- Rent/Utilities/Parking Permits	\$ 38,000	\$ 37,000
5190- Board	\$ 3,500	\$ 3,500
5195- Office Repairs & Maintenance	\$ 200	\$ 300
5200- Oktobrewfest	\$ 61,000	\$ 60,000

5500- Special Events- Other Events	\$ 5,000	\$ 6,000
5704- Treasurers Fee- Mill	\$ 3,500	\$ 4,000
Total Expenses	\$ 369,056	\$ 454,900
Net Income \$ 57,424	\$	(44,350)
Retained Earnings	\$	263,458
Net after Retained Earnings	\$	219,108.31

Deb Deboutez moved to approve the 2023 Proposed Operational Budget, Brian Seifried seconded, motion carried.

2022 Amended TIF Budget

- Received just \$1,000,000 in TIF income and just over \$96,000 for the Streetscape Grant
- \$336,000 was committed back in the form of ongoing redevelopment projects that are in place
- Only one Building Improvement Grant paid this year, but two additional approved that will pay out next year for LINC and 55Resort Apartments
- Matt Estrin asked about a Sales Tax TIF. Bianca shared that we had the option for a Sales Tax TIF but the base was set in 2000 when there were a couple of auto dealers operating so it is unlikely we would generate income. But she doesn't know the exact amount or if it is possible to move the base year so she has reached out to Becky with questions. She also brought up the concept to PUMA as a potential tool to help smaller retailers and restaurants get established downtown; Ben Snow said that he is in favor of this idea also.

2022 Approved & Amended TIF Budgets

	2022 Approved	2022 Amended
INCOME		
Tax Increment Finances (TIF)	\$ 1,000,000	\$ 1,011,600
Grants	\$ 95,000	\$ 96,800
Total Income	\$ 1,095,000	\$ 1,108,400
EXPENSES		
Annual TIF Reimbursements	\$ 335,000	\$ 336,000
Building Improvement Grants	\$ 250,000	\$ 12,000
Redevelopment Project	\$ 10,000	\$ 2,500
Planters	\$ 18,000	\$ 22,000
Public Art	\$ 10,000	\$ 700
Façade Grants	\$ 25,000	\$ 7,500
Tree Lighting Maintenance	\$ 45,000	\$ 2,000
Plaza & Alley Maintenance	\$ 15,000	\$ 8,000
Cameras	\$ 3,000	\$ 3,500
Streetscape	\$ 165,000	\$ 125,000
Holiday Mini Grants	\$ 1,500	\$ 3,000
Treasurer's Fees- TIF	\$ 20,000	\$ 31,000
Interest Expense & Bank Fees	\$ 1,000	\$ 1,000
Total Expenses	\$ 898,500	\$ 554,200
Net Income	\$ 196,500	\$ 554,200

Polly Kurtz moved to approve the 2022 Amended TIF Budget, Justin Ghofrani seconded, motion carried.

2023 TIF Budget

- Income – TIF revenue expected to be about the same next year
- \$200,000 committed in Building Improvement Grants, and we are looking to see a few more come in
- Will need to overhaul our tree lighting which will be costly; will be meeting with a company next week that Andy suggested, but if you know of any other companies that work with outdoor lighting, let Bianca know
- Alley Maintenance went down because of the unreliability of Top Gun and because the City has hired a power washer that works on cleaning the plazas and they are also looking to purchase a small multipurpose vehicle that can sweep and clean
- Drew Notestine asked if there a chance to park that money in a short-term interest account now that rates are higher and Bianca will look into it

2023 Proposed DDA TIF Budget

	2022 Amended	2023 Proposed
INCOME		
Tax Increment Finances (TIF)	\$ 1,011,600	\$ 1,050,000
Grants	\$ 96,800	\$ -
Total Income	\$ 1,108,400	\$ 1,050,000
EXPENSES		
Annual TIF Reimbursements	\$ 336,000	\$ 355,000
Building Improvement Grants	\$ 12,000	\$ 350,000
Redevelopment Project	\$ 2,500	\$ 5,000
Planters	\$ 22,000	\$ 25,000
Public Art	\$ 700	\$ 10,000
Façade Grants	\$ 7,500	\$ 25,000
Tree Lighting Maintenance	\$ 2,000	\$ 100,000
Plaza & Alley Maintenance	\$ 8,000	\$ 5,000
Cameras	\$ 3,500	\$ 3,000
Streetscape	\$ 125,000	\$ 20,000
Holiday Mini Grants	\$ 3,000	\$ 3,000
Treasurer's Fees- TIF	\$ 31,000	\$ 20,000
Interest Expense & Bank Fees	\$ 1,000	\$ 1,000
Total Expenses	\$ 554,200	\$ 922,000
Net Income	\$ 554,200	\$ 128,000

Brian Seifried moved to approve the 2023 Proposed TIF Budget, Deb Deboutez seconded, motion carried.

GDA Report from Phil White

- The GDA is looking forward to the big Holiday event coming up next week and GDA members will be putting all their efforts into making it as successful as it usually is
- Meeting tomorrow morning at 8 am at Lincoln Park Emporium

Experience Report from Alison Hamling

- 2022 was a good year, and we received \$102,000 in sponsorships overall (including Friday Fest)
- There was a record crowd at Trick or Treat Street with approximately 1500 kids plus their parents
- The Association has an \$8,000 reserve going into next year, and a big thank you to the City for their help with funding
 - Total budget for 2022- \$80,000 in income and \$70,000 in expenses
 - Already looking into 2023 with a MayPlay Event on May 5th featuring a Latin Band
- Working on Dazzle Downtown – Reimburse \$200 in expenses to help with lighting/decorations in windows that is easily visible from the street/sidewalk – 18 businesses to date
- Visit Greeley – Hotel capacity is the best in the state and the Colorado Model Railroad Museum and WeldWerks Brewing are the two top tourism draws in the City
- UCCC – have had some great shows, Brian Hughes and Jason Evanson have left, and we would like to explore some possible co-presenting of shows at the UCCC as another fundraiser
- Business after hours tonight at the Moxi
- Will be doing a walkability audit with Jim Reisberg
- Holiday Open House and Parade will be on Saturday, November 26th – 29 businesses participating in the Holiday Open House and 60 Parade Entries

Executive Director Report from Bianca Fisher:**Board & Staff**

- Facilitated and attended tour for the DDA Board and GDA members of the new 55Resort Apartments (over 25 in attendance!); official grand opening celebration is this Thursday
- Conducted staff evaluations and am proud of the work our team has accomplished this past year
- Please be prepared to discuss FMLI at December meeting since a Board vote is needed if we chose to opt out of the Employer portion or opt out entirely

Economic Development/Business Support

- Met with a woman looking for a space for metaphysical healing type store—cosmetic cream, reiki, massage healing
- Met with Juliana Kitten to discuss next steps and needs of the business community as it relates to impacts of homelessness; connected to her to a couple business owners who have shared recent concerns
- Update on security team that was supposed to be staffing downtown 7 days/week from 9 am- 7 pm: GPD hired a firm but unfortunately had to end contract a couple days later as insurance requirements were not met; off duty GPD officers will be covering these security shifts to the best of their ability until a new security firm is hired in January for 2023
- Attended the NoCo Hospitality Partnership to brainstorm with our Northern Colorado restaurants and retailers about three primary challenges they are facing: staffing, regulations and customer behavior
- Attended and heard feedback from community members about the initial plans for the Downtown Strategic Master Plan Open House; the overwhelming sentiment I heard was excitement and support for all that is ahead
- Met with prospective new business/property owner at the old UNC Foundation Hall; shared about DDA benefits and incentives; they are waiting on cost estimates to rehabilitate the building—the deal is not final but it would be a fantastic addition to downtown
- Met with Barb and Mike Webb about their plans to sell their Subway business and building; if you know who might be interested in this opportunity, let me know
- Monthly meeting with DDA Executive Directors across the state, facilitated by Downtown Colorado Inc, focused on next steps for plans to pursuing legislative changes to DDA renewals and discussion around downtown holiday promotions

- Met with two women interested in creating a marketplace concept downtown that would include a chocolatier, charcuterie type foods, and more; the hope is also to create space where they could also host markets and makers fairs
- Continued conversations with developer working on residential project at the former Gallery Furniture site at 1024 8th Avenue; will likely be scaling project back due to construction costs and tumultuous markets; they plan to present to the Economic Development Committee in either December or January and then the Board will review

Public Realm/University District

- Met with City staff and their camera vendor to determine possible locations for an expanded public camera network in downtown
- Reviewed and approved three new Safety & Security Grant Program applications—Syntax Distillery, Greeley Game Night @ Boomer House, and Warm Hugs Mixes & Gifts
- Met with University District Committee and heard updates on the 16th Street Project and discussed the Downtown Master Plan, homelessness challenges, and other housing updates
- Great news—City was awarded \$150k from the State's Safer Streets Grant Program for public safety and waste collection improvement in the 9th Street alley

Promotion & Community Connections

- The DDA team was proud to attend and acknowledge Rhonda Welch as she was inducted into the Arts Legacy at the UCCC; Rhonda has brought much joy for families and visitors in downtown through the Arts Picnic, Festival of Trees, Whoville Holiday and much more
- Presented to Downtown Rotary, sharing about recent developments, event updates and more; group was incredibly enthusiastic about all that is happening
- Attended monthly ULI meeting and heard a presentation about construction defects from several attorneys at Coan, Payton & Payne
- Shared downtown updates at the monthly BizWest Editorial Board meeting & GDA meeting

Business Updates

New Business

- Austin's American Grill- 1100 8th Ave, Ste. 100

Coming Soon

- Fusco Pizza- 811 8th Street
- Sexy Sammies- 1540 8th Avenue

Commercial Property Updates

Under Contract:

- 1007 9th Street- 2,964 SF
- 924 11th Street- 6,193 SF; \$1.25M
- 829 10th Avenue (Mason's Event Center)- 8,984 SF; \$1.1M

For Sale or Lease:

- NEW: 905 16th Street (former Bearded Bear BarBQ)- 3,610 SF; \$700,000
- NEW: 900 14th Street (office & 4 apts)- 7,732 Sf; \$1.2M
- 909 16th Street (Millennium II Tattoo)- 2,020 SF; \$365,000
- 822 8th Street (Lincoln Park Emporium)- 14,375 SF; \$2.5M
- 710 11th Avenue (Greeley Building)- 50,216 SF; \$5.4M
- 601 10th Street (Trinidad Bean Bldg)- 21,556 SF; \$1.375M
- 1508 9th Avenue (only parcel in DDA)- 150 townhome/apartment portfolio; \$31.5M
- 1105 11th Avenue (Peerless Tires)- 2,144 SF; \$600,000
- 824 9th Street- 7,100 SF; \$7-\$14/SF NNN or \$1.65M SALE
- Various 8th Avenue properties (1215, 1228, 1510, 1535 8th Avenue)- price negotiable, seeking highest and best use

For Lease Only:

- 1120 6th Avenue- 5,989 SF; \$7/SF
- 1130 8th Avenue, Unit 120 & 130- 2,240-2,747 SF; \$22-\$30/SF NNN
- 800 8th Avenue- 1,200-5,493 SF; \$12-\$14/SF NNN
- 807 17th Street, Unit F & G- 1,348-2,093 SF; \$11.50-\$14/SF

For the full list of properties, visit <https://www.greeleydowntown.com/commercial-properties/>

City Update from Ben Snow:

- Request from Xcel to do an update, but will need to go to PUC to get approval
 - Ben did share some economic growth forecast number that were shared with Xcel which he forwarded to Bianca and Karen if you would like to see them
- There has been a merger between Kroger and Albertsons, but it should not affect any of the Greeley locations
- Community wide housing needs assessment – should have consultant hired soon

The meeting adjourned at 9:04 am.