

**Greeley Downtown Development Authority  
BOARD of DIRECTORS**

**Minutes, Aug. 8, 2007 Board Meeting**

**DDA board members and staff present:** Bob Tointon, Tom Burnett, Dave Clarkson, Travis Gillmore, George Hall, Linda McSwain, Bill Munson, Kay Norton, Ed Phillipsen, Pam Shaddock, Mark Olson, Amy Fahrenbruch, and Kaitlyn Guerke.

**Others present:** Jan Branham, Charles King, David Lynn, Peter Martin, Mark Notestine, Steve Perkins, Shane Sunn, and Linde Thompson.

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**Meeting called to order**

Bob Tointon called the meeting to order at 7 a.m.

**Minutes**

Minutes were approved as presented.

**Introductions**

Bob Tointon introduced new Board members Tom Burnett and Bill Munson.

**Treasurer's Report**

Travis Gillmore reviewed the July budget, which showed a deficit of \$22,000. Travis said the balance does not reflect the \$10,000 commitment from Banner Health or the remaining \$37,500 from the City's grant.

**Report, Executive Director**

Mark Olson reported that the downtown Special Improvement District documents require \$100,000 to be set aside annually for cleaning and maintaining the District. Mark also said he met with Tracy Weigle, who is interested in campaigning for holiday lights on the Courthouse. Mark also noted Island Grill's grand opening and the possibility a new business locating downtown, Candy, Etc.

**Report, Main Street Program Coordinator**

Amy Fahrenbruch said the Fine Art of Living component to the Arts Picnic had wonderful attendance and will be expanded next year. She also commented that some downtown businesses were upset when trees were inexplicably removed from the west side of the Rio Grande.

**Main Street Committee Reports**

*Organization Team*

Peter Martin reported for the Organization Team. See written report for more details. He said that a major sponsor and main performer are still needed for the new Oktoberfest Friday evening event on Sept. 28. Peter also said Oktoberfest will offer a VIP package for \$20, which allows access to the express beer lanes. Regarding the membership campaign, Peter said DDA is within 20% of reaching the fundraising goal.

*Promotion Team*

In the absence of Sherri Moser, Amy reported for the Promotion Team. See written report for more details. Amy said the next step to connecting UNC students to Greeley Downtown is to provide downtown tours for student leaders in the hopes of creating a positive word-of-mouth network. Amy also said that this year's Banner Health Block Party will not be hosted by Greeley downtown but by St. Michaels Town Square.

### *Design Team*

Linde Thompson reported for the Design Team. See written report for more details. She said the team will assist Wood World Designs in the rehabilitation of the Jones Company Building façade on 8<sup>th</sup> Ave. and is also helping First Baptist Church with a grant offered through the State Historical Fund. Linde said the Masonic Temple is nearing completion with the installation of the front door beginning in a few weeks.

### *Economic Development Team*

Linda McSwain reported for the Economic Development Team. See written report for more details. She said the A&E district committees are working on a Downtown Business After Hours event to be held in conjunction with the UNC party August 31 on the 9<sup>th</sup> St. Plaza. She also said the A&E Marketing Team will make a final selection on logo designs next month and that the RFP team is selecting five development priorities for downtown.

### **Downtown Safety Report**

Steve Perkins said the Moonlight Bicycle Ride was a great success with 175 riders traveling through Greeley Downtown, adding that patrol officers have requested keys to the downtown substation, which will increase visibility of police in the area.

### **Report from Downtown Business Group**

No formal report was given, however, Charles King mentioned the need to market to students since many UNC Greek students are traveling to Fort Collins for their shopping needs. Ed Phillipsen suggested coupon books to entice students to stay in Greeley.

### **The Latest Buzz**

Linde Thompson reported that her idea of an independent art film theater has now come to fruition and that it will be named Kress Cinema and Lounge. Art films will be shown with optional food. A full-service bar will be located nearby. The opening is planned for early 2008.

### **Current Business**

#### *Incubator Program:*

Bob Tointon reported that he will have more information about a proposed incubator program in Greeley Downtown next month after his meeting with a team from Fort Collins.

#### *GURA Funds:*

Mark Olson reviewed the usage of the GURA funds as proposed by the DDA GURA Task Force. It recommended four items: WayFinding Signage, Lighting Plazas, Trash Receptacles, and Awnings. He noted the GURA funds don't need to be spent by year's end, according to Becky Safarik from the City. A motion was made by Travis Gillmore and seconded by Linda McSwain to approve the recommendations made by the GURA Fund Task Force. Motion passed.

### **Adjourn**

The meeting adjourned at 8:20 a.m.