

**Greeley Downtown Development Authority
BOARD of DIRECTORS**

Minutes from June 13, 2007 Board Meeting

DDA board members and staff present: Travis Gillmore, Linda McSwain, Kay Norton, George Hall, Ed Phillipsen, Pam Shaddock, Mark Olson, Amy Fahrenbruch, and Kaitlyn Guerke.

Others present: Jan Branham, Harry Felderman, Peter Martin, Sherri Moser, Mark Notestine, Ty Notestine, Linde Thompson, and Andrew Viagas.

Meeting called to order

In the absence of Bob Tointon, George Hall called the meeting to order at 7:02 a.m.

Minutes

Minutes were approved as presented.

Introductions

Mark Olson introduced Andrew Viagas, reporter from the Greeley Tribune.

Treasurer's Report

Travis Gillmore reviewed the May budget, which showed a deficit of \$25,000. Travis said that this only reflects 3 out of 10 payments from the City and does not include Banner Health's \$10,000 commitment.

Report, Executive Director

Mark Olson thanked Rich Lopez and Gene O'Hara for their work on the Board. They will be stepping down in June. The application deadline to fill these positions is June 15. Mark said the trip to Salina, KS went well, and Linda McSwain and Linde Thompson agreed they received helpful information about Salina's downtown and running an independent art film theater. Mark also mentioned a fundraiser in Cheyenne, WY, that auctions off uniquely decorated 8-foot cowboy boots.

Report, Main Street Program Coordinator

Amy Fahrenbruch reported on upcoming events including Friday Fest, kicking off June 22 and Arts Picnic that will be adding the Fine Art of Living on the 8th Street Plaza. This event will feature demonstrations from businesses that focus on improving quality of life – naturally. Amy also said a new event planned to bring UNC students downtown for club recruitment is scheduled for Sept. 1. Ed Phillipsen suggested a campus coupon book to encourage students to visit downtown businesses.

Main Street Committee Reports

Organization Team

Peter Martin reported that Oktoberfest plans are coming together nicely and two types of beer are being changed to add a little more German flare. Peter also said that because of budget restrictions, the City won't remove trash, so more volunteers will be needed to cover the cleanup duty.

Promotion Team

Sherri Moser reported that a few UNC students have joined the team and had great input on what would help promote downtown events to other students. Some of these ideas included running ads on the internet site, Facebook, announcements in class, and flyers in club mailboxes. Sherri also said the students suggested more boutiques and encouraging businesses to stay open later.

Design Team

Linde Thompson reported that flowers have been planted in the downtown planters. She also said that the Gazebo is scheduled to be finished for the wedding at Lincoln Park July 7th.

Economic Development Team

Linda McSwain reported the A&E district is generating continuity to the downtown area and creating interest from people looking to relocate. The different A&E task forces are working toward their goals and the Logo design contest will be wrapping up in July. Linda also said the Downtown RFP team has been meeting every two weeks and next on its list is a market analysis of residential areas.

Downtown Safety Report

Steve Perkins reported that safety concerns have decreased dramatically over the last five years, however, he said the biggest concern was the lack of lighting during the winter months when downtown employees walked to their vehicles after work.

Report from Downtown Business Group

No report was given.

The Latest Buzz

Pam Shaddock said that the Greeley Democrats are beginning to schedule events to get people downtown.

Current Business

Use of GURA funds:

Linde Thompson reviewed the GURA fund wish list. She suggested concentrating on one project, specifically to enhance the overall appearance of downtown. A motion was made by Pam Shaddock and seconded by Kay Norton to use the GURA funds to help clean up downtown. Motion passed. George Hall asked Mark Olson to convene a committee to study and recommend to the Board at its July meeting items that would help accomplish this task.

Adjourn

The meeting adjourned at 8:17 a.m.