

Greeley Downtown Development Authority
Board Minutes
November 14, 2007

DDA board members and staff present: Bob Tointon, Tom Burnett, Dave Clarkson, Linda McSwain, Kay Norton, Ed Phillipsen, Mike Webb, Mark Olson, Amy Fahrenbruch, and Kaitlyn Guerke

Others present: Bill Garcia, Charles King, Roy Otto, Steve Perkins, and Linde Thompson.

Meeting called to order

Bob Tointon called the meeting to order at 7:03 a.m.

Minutes

Minutes were approved as presented.

Treasurer's Report

In the absence of Travis Gillmore, Bob Tointon reviewed the October budget, which showed a balance of \$32,000. Bob mentioned that this does not reflect the upcoming transactions with Upstate and the City of Greeley.

Report, Executive Director

Mark Olson reported that DDA had completed its move to 710 11th Avenue, Suite L-75. He also said the Kress Cinema and Lounge is progressing nicely and so is the Arts & Entertainment district. The A&E marketing committee is in the process of crafting an event poster that will be updated quarterly. Mark presented the new DDA and A&E logos, accompanied by the new business cards and letterhead. He also highlighted Greeley Lights the Nights events and Amy Fahrenbruch reviewed plans for the Downtown Holiday Open House.

Report, Main Street Program Coordinator

Amy Fahrenbruch reported that sales of this year's historic holiday ornament would begin the weekend of the Holiday Open House. The 2007 edition features the Weld County Courthouse. Twenty businesses will sell the ornaments. Amy expressed gratitude to the DDA Oktoberfest volunteers, noting the collective hours of their work totaled 700 hours. Halloween Trick of Treat Street was very successful with 24 participating businesses and an estimated 100 ghosts and goblins visiting various locations. Amy also said the Window Wonderland decorating contest has begun with four businesses already signed up.

Main Street Committee Reports

Organization Team

In the absence of Peter Martin, Mark Olson reported for the Organization Team. Mark commented that 92 percent of membership campaign funds have been collected. He also said that "Kentucky Derby" will be the theme of next year's spring fund raiser. Kaitlyn Guerke added that this will be a wonderful opportunity for women to show off extravagant hats. Fun contests and games will add to the evening.

Promotion Team

In the absence of Sherri Moser, Amy reported for the Promotion Team. See written report for more details. Amy highlighted the seminars presented by the UNC President's Leadership Program together with the Promotion Team. Linde Thompson and Linda McSwain were the guest speakers at the first seminar, covering downtown development based on historic preservation. Amy noted the new tours have been successful at showing students Greeley downtown. Student reactions were positive.

Design Team

Linde Thompson reported for the Design Team. See written report for more details. Linde said that a \$5,000 grant for First Baptist Church was awarded by the National Trust for Historic Preservation and that two businesses on 16th Street have expressed interest in façade restoration. Mark Olson added that Greeley Tent and Awning has contacted several businesses in anticipation of adding awnings through the grant fund. He added the grant will provide a one-to-one match for awning rehab, up to \$5,000.

Economic Development Team

Linda McSwain reported for the Economic Development Team. See written report for more details. Linda mentioned that the A&E Visual Arts team is organizing a citywide community Arts Alliance for Greeley. This team will be sending invitations for an initial arts forum to spearhead the Arts Alliance. Linda also said that potential new restaurants continue to be a major focus of her business recruitment efforts.

Downtown Safety Report

Steve Perkins reviewed the city crime map noting that the DDA district frequency of crime is not as prevalent as some would suggest.

Report from Downtown Business Group

Charles King reaffirmed the success of Halloween Trick or Treat Street, and said he is looking forward to a great holiday season.

The Latest Buzz

Linde Thompson said she would love to have a restaurant in Loveland start a second one in Greeley's city center. The financial investment would be \$550,000.

Current Business

Position Description, Executive Director:

Bob Tointon reviewed the position description for Executive Director, see packet for details. Mark said the position has been advertised in the Tribune, Denver Post, Rocky Mt. News, Boulder Daily Camera and their Web sites as well as other internet sites. Adjustments were made to qualifications and salary range based on Board comments.

Plan of Development:

Mark reported that a new 2008 Plan of Development must be written soon to meet forthcoming deadlines in anticipation of a November vote asking permission from district members to spend TIF funds. Bob asked Mark Notestine to chair the committee and appointed Dave Clarkson, Amy Fahrenbruch, Travis Gillmore, Bill Munson, Pam Shaddock and Linde Thompson to the team.

GURA Funds:

Mark Olson reported that the vote to release GURA funds will take place November 14. The anticipated \$180,000 will fund four projects: Wayfinding signage, lighting the plazas, financing an awning grant, and adding more trash receptacles.

Adjourn

The meeting adjourned at 8:20 a.m.