



**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – LINC Library Innovation Center – July 24, 2025**

Board Members in Attendance: Andy Feinstein (Chair), UNC; Brian Seifried, Luna's Tacos & Tequila & Sexy Sammies; Tommy Butler, Greeley City Council; Justin Ghofrani, The Kress Cinema and Lounge & Margie's Java Joint; Christine Kutil, Richmark; Kimberly Ponce, Kimberly's Event Center Lounge; Kevin Ross, Weld County Commissioners

Additional Attendees: Michelle Claymore, City of Greeley; Diana Frick, City of Greeley; Victoria Leonhart, City of Greeley; Michael Libretti, City of Greeley; Zachary Jordahl, City of Greeley; Phil White, Phil's Pro Auto; Kim Parker, High Plains Library District; Justin Chittenden, Nifty Thriftyz; Bill Cannon, Nifty Thriftyz

DDA Staff in Attendance: Bianca Fisher, Executive Director; Karen Baumgartner, Office & Event Manager; Daniela Hernandez, Marketing & Event Coordinator; Gii Astorga, Business Engagement & Event Coordinator; Reymundo Ocampo-Flores, D6 Intern; Jaden Paz, D6 Intern

Meeting Called to Order:

- Andy Feinstein called the meeting to order at 7:31 am and welcomed guests

Partner Updates:

County (Commissioner Kevin Ross)

- It is Weld County Fair week so stop by if you get an opportunity. The Junior Livestock Sale on Monday, July 28th brings in more money than the State Fair.
- Weld County Judicial Center:
 - The County has been in intense negotiations with the City of Greeley to accompany the in-depth analysis provided by PCL Construction Services and Level5 Collaborative, and these negotiations have been completed
 - There is a meeting at the County Administration building on Monday morning at 10 am where the consultants will deliver all their findings and the Commissioners will take action and announce their decision
 - If you would like to attend the meeting, the events room will be open
- Additional Comments:
 - Tommy Butler expressed his thanks to the County for all of their work during this process

Meeting Minutes:

- Andy Feinstein referenced the June DDA Minutes and called for a vote of approval. Tommy Butler moved to approve, Christine Kutil seconded, motion carried.

Partner Updates:

City of Greeley (Michelle Claymore and Diana Frick)

16th Street Construction

- Trying to support businesses during this time and encourage everyone to show them some love
- This weekend is the Arts Picnic at Lincoln Park so come join us!

Presentation & Discussion

Downtown Improvement Projects (Mike Libretti & Zach Jordahl)

Progress made in Downtown Greeley:

- Finished tree grate expansion on the west side of 8th Avenue from 7th-10th Street which included fixing hazards and draining problems
- Have purchased and placed 88 new planters
- Greeley West High School (GWHS) partnership
 - Planted annuals and designed and planted the raised beds in front of Lincoln Park Emporium and the Chase Building
- Finished bistro lighting in the alley and GPD has installed cameras in the alley that they have access to
- Acquired 21 planters from Alquist for 16th Street

Upcoming projects:

- Art Alley Dumpster Enclosure Project should be completed in August
 - Enclosures have been placed in the alley
 - They will be locked up and businesses will have Prox Card access
 - Have chosen the artwork from local artists that will wrap the enclosures
 - Still working out bugs with the Prox Card system and working through contracts
 - Bianca Fisher passed along kudos for the work that they have done in the alley
- Downtown Tree Lighting
 - All plaza trees and trees in the medians will be lit
 - Will have a mix of trunk, canopy and uplighting
- Will continue work with the GWHS students
 - They will maintain the beds they planted and will also do supplemental planting and maintenance on beds they planted and supplemental

16th Street Construction

- North side of the street is expected to be done by August 31st
- The south side of the street is expected to be done by Fall
- Landscaping and etc. will happen next spring
- Bianca Fisher will email out what is planned for art along the corridor

Andy Feinstein asked what the hardest part their job has been and they said working with the impacts of homelessness and keeping the area clean

Executive Director Report – Bianca Fisher

Board Opportunities

- Welcome new Board member Theresa Myers, Chief of Communications for Greeley-Evans School District 6! She is at a work conference this week but will officially be joining us next month. We are thrilled to have a D6 Board representative.

Finance

- Four of our five existing annual TIF annual redevelopment payments have been made:

Redevelopment Project	2025 Payment
DoubleTree Hotel	\$302,100.51
Apartments at Maddie	\$202,229.08
Natural Grocers	\$25,069.62
Firestone Retail	\$4,793.48
City Center Apartments*	\$107,977.62*
TOTAL	\$642,170.32

- The \$107,977.62 payment to City Center Apartments is pending as I need to work with legal since there was a change of ownership
- TIF Cash Flow included for reference (included at end of Minutes)

Business Updates

- Business Openings:
 - The Downtown Armory (614 8th Ave)- collective of businesses including Midnight Oil (books), Figgy Twig Specialties (plants), Cauldron Espresso (coffee), Bandit Burritos (breakfast burritos, paninis), Black Box Arts Collective (artist gallery), and more! Grand opening this Saturday, July 26
- Business Progress:
 - Creative Center of Greeley (702 13th Street)- phase 1 of construction has begun (\$2M); phase 2 fundraising will begin soon, and total project cost is expected to be \$8.8M
 - Against the Grain Golf (601 10th Street)- interior tenant finish has begun

Economic Development & Business Support

- Since opening the second round of Construction Impact Grants, we have awarded 14 grants, with 1 pending and 1 denial (under reconsideration)
 - Stated business impact has ranged from 20%-50% decrease in revenue—so please continue to show support of these businesses
 - Feedback for awardees has been overwhelmingly appreciative and thankful
- Discussions around the municipal campus continue, negotiations between the various entities are ongoing and appear to be getting close, with a decision expected at the end of the month
 - City Council had an Executive Session on Tuesday night regarding land acquisition, and the Executive Committee comprised of the primary partners (ie, City, County, School District) continue bi-weekly meetings
 - Once the decision has been made and a clearer path outlined, I anticipate the DDA taking a more active role in discussions
- There is a strong prospective retailer who is actively considering a site downtown who I've met with and provided the incentives and benefits offered by the DDA—more to come!
- Interest from banking partners continues with First Tier Bank reaching out and exploring ways they can become more involved downtown and how they can help support downtown businesses through financing needs
- The Mayor's Task Force meeting on July 10th focused on updates on the Camping Ban, the Homeless Response System, and HMIS data to understand the needs and gaps in the community
- The Colorado Model Railroad Museum is exploring a significant expansion plan and will be presenting these concepts to the Board next month; these plans would be a cornerstone in investing in our railway district and further solidify the CMRM as a top visitor destination both in the City and in downtown
- An existing small Greeley retailer is exploring spaces rental options downtown and I am working with them to connect them to resources at the SBDC, and see if our grants and incentives can support their decision to move downtown
- Discussed options for building improvements and prospective tenants with the realtor listing 807 17th Street near UNC campus
- Exploring possible contract with Townscape Advisors to help give the DDA guidance on a financial investment strategy to support underutilized sites and projects in planning, while bolstering TIF regeneration—more to come
- Continued discussions with the property owner of 1402 8th Avenue (currently vacant and boarded up) about next steps for the property; they are exploring what it would take to bring it up to code so they can lease it, or explore options for sale to a developer

Downtown Environment

- Alley dumpster enclosures have been installed and artistic wraps have been selected and will be enclosures will be wrapped next month
- New in-ground stanchions we purchased for Go-Cup area will be installed by the Public Works crew in August or September, and will streamline event set-up immensely

- All Terrain will begin the downtown tree lighting demo next week; installation of the new lights will hopefully follow shortly after
- 16th Street Construction Updates, as of July 21
 - Completed & In Progress:
 - Traffic signals have been removed or bagged; intersections are now all-way stops to ensure traffic and pedestrian safety
 - Sidewalk and curb/gutter removal and replacement is in progress on the north side of 16th Street; sidewalk prep and concrete pours are underway
 - Concrete road pours are happening between 10th and 11th Avenues
 - Upcoming Work:
 - Sidewalk work on the north side of 16th Street will continue
 - Tree removal, including trees within the UNC campus, is scheduled to begin
 - Project Timeline:
 - The north side of 16th Street is on track for completion by the end of August 2025
 - Construction will shift to the south side of the street, with work wrapping up in Fall
 - Final landscaping and public art installations will occur in Spring 2026, once weather and planting conditions allow

Community Engagement & Professional Development

- Attended the Community Visioning Event hosted by the City, featuring Jeff Speck, who is a nationally recognized planner, walkability expert; lots of great information on creating a walkable city by giving people 4 things: 1. A reason to walk, 2. A safe walk, 3. A comfortable walk, and 4. An interesting walk
- Regular monthly meetings: BizWest Greeley Editorial Board, one-on-one with City Manager Raymond Lee, one-on-one with DDA Board Chair Andy Feinstein, Downtown Business Group

Commercial Property Updates

For Sale Only:

- NEW: 710 11th Avenue (Greeley Building)- 48,205 SF; \$7.1M
- NEW: 708 8th Street- 910 SF; \$550,000
- 810-812 8th Street (church)- 10,350 SF; \$976,118
- 813 8th Street (former TightKnit Brewing)- 10,750 SF; \$1.99M
- 1024 8th Street (Boomer House)- 3,583 SF; \$750,000
- 922 8th Avenue- 5,618 SF; \$995,000
- 701 7th Street (D&D Bean bldg)- 13,500 SF; \$1.3M
- 1105-1111 7th Avenue- 6,861 SF; \$699,000

For Sale or Lease:

- 1201-1215 8th Avenue (former Salvation Army)- 13,031 SF; \$2M SALE or \$7-\$57/SF NNN
- 1228 8th Avenue (David's Auto Sales)- 1,269 SF; \$500,000 SALE or \$23-\$44/SF NNN

For Lease Only:

- 1013 9th Avenue Unit 1 & 3- private office spaces above Yetters Brewing; \$400/mo
- 710 12th Street (part of former Moffat)- 5,700 SF; \$11.50/SF + \$5/SF NNN
- 807 17th Street- 1,348-5,476 SF; \$15/SF
- 805 8th Street (2nd floor of Blush)- 1,525 SF; \$15/SF
- 800 8th Avenue- 1,363-2,176 SF; \$12.50/SF NNN

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

Events & Marketing Report – Karen Baumgartner

Weekly Spotlights

- Since last meeting, have visited the Greeley History Museum, Spotlight Café, Wonderhand Studio, and Downtown Armory
- 90,793 Facebook views and 12,536 Instagram views on the spotlights posted to date

Friday Fest – June 6th-September 12th

- There's An Ape For That and Ninety % 90s was were crowd favorites
- Mid-Season recap is being produced by our intern Chaz
- Interns have been conducting surveys during Friday Fest to gain Feedback on Friday and other events – we are seeking \$5 Gift Cards to hand out at our booth at Friday Fest for those who Spin the Wheel
- There are still some sponsorship opportunities available for 2nd half of the season
- Lucky Fins gave out Oysters at Friday Fest on July 11th and will be back this Friday – they are promoting Friday at their restaurant

Monster Day

- August 23rd from Noon-5pm
- Friday Night Kickoff will be Metalachi and Battle of the Bands
- Have \$14,000 in sponsorships secured and are still taking vendor applications
- [Monster Day Greeley](#) & [Denver7](#) have partnered up with us to run another monstrously good sweepstakes to Downtown Greeley

16th Street Open House

- September 5th from Noon-4pm
- Asking businesses around 16th Street to participate in a punch card, offer an activity, and help bring awareness to UNC Students and the public

Downtown Greeley Discover the Draw

- Website should be up by the beginning of August – in final proofing stages

Downtown Gift Card –

- 14 sent gift cards in the last 30 days and 6 have been redeemed
- Interns are working on video to promote gift cards
- Will be giving away 8 \$25 gift cards with a Picture of the Week 16th Street Business promotion which will be announced next week

UNC New Student Orientations/Tailgates –

- Have two more new student orientations
- Looking for businesses to host booths at UNC Football Tailgate parties – need one more business partner for 11/22
- Looking at possible kiosk and signage opportunities in the Campus Commons
- Organizing a panel with Downtown Business and UNC staff to discuss what students want

Downtown Business Group –

- The August 15th meeting will be at the Greeley Climbing Collective at 8am – if you're reading this, plan to join us
- Gii and Daniela are working on revamping our front window and developing display opportunities and LED Signage for Downtown Businesses not on the Plazas

Partnerships –

- Researching Denver 7 streaming ad opportunities for 2026
- Have done several interviews with Denver 7 about Friday Fest and other Downtown events, and have one more to go for Monster Day

Greeley Creative District

- Symbolic Groundbreaking for the Creative Center of Greeley was last Wednesday - It was the first public unveiling of the project, offering the community a chance to tour the premises, discuss future aspirations for the building and envision a collaborative future together
- Have hired Becca Vaclavik as their full-time Executive Director - Vaclavik has worked primarily in nonprofit theater administration for organizations. She has also worked in municipal government, most recently with the City of Greeley

Additional Comments

- Brian Seifried offered some additional suggestions to support 16th Street businesses:
 - Getting breakfast from a 16th Street businesses for our board meetings through the end of the year

- Purchasing some \$10 Gift Cards from 16th Street Businesses to hand use for giveaways
- Adding additional money to purchase ads to support social media content targeted at north of Greeley, south of Greeley and the Eastern Plains
- Victoria Leonhardt wanted to let the board know that Walkability Expert Jeff Speck's Community Visioning presentation is on the Speak up Greeley website
- Justin Ghofrani suggested that Andy might consider getting in the dunk tank during the 16th Street Open House

Meeting adjourned at 8:39am

2025 TIF Cash Flow			
	Budget	Committed/ Anticipated	YTD Actual
INCOME			
Tax Increment Finances (TIF)	\$ 1,300,000	\$ 88,998	\$ 1,211,002
ColoTrust Interest (acct 4115)	\$ 100,000	\$ 29,842	\$ 70,158
City of Greeley (Construction Grants)	\$ 60,000	\$ -	\$ 60,000
Total Income	\$ 1,460,000	\$ 118,840	\$ 1,341,160
EXPENSES			
Annual TIF Reimbursements	\$ 612,000	\$ 107,978	\$ 534,192.69
Building Improvement Grants	\$ 250,000		\$ 100,000
Redevelopment Project	\$ 20,000		\$ -
Public Art	\$ 50,000	\$ 25,000	\$ 25,000
Façade Grants	\$ 80,000	\$ 13,186	\$ 22,648
Tree Lighting	\$ 205,000	\$ 89,154	\$ 115,846
Cameras	\$ 75,000		\$ 75,190
Streetscape	\$ 40,000	\$ 13,433	\$ 26,567
Holiday Mini Grants	\$ 3,500	\$ 3,000	\$ 3,791
Construction Grants	\$ 90,000	\$ 9,000	\$ 81,000
Treasurer's Fees- TIF (acct 5807)	\$ 22,000		\$ 34,746
Interest Expense & Bank Fees	\$ 1,500		\$ 415
Total Expenses	\$ 1,449,000	\$ 260,750	\$ 1,019,396
Net Income	\$ 11,000		\$ 179,854
Prior Year TIF Balance	\$ 2,975,885		\$ 2,975,885
PROJECTED 2025 End-of-Year TIF Balance	\$ 2,986,885		\$ 3,155,739