



**Greeley Downtown Development Authority
Minutes – Board of Directors Meeting – LINC Library Innovation Center – June 12, 2025**

Board Members in Attendance: Andy Feinstein (Chair), UNC; Brian Seifried (Vice Chair), Luna's Tacos & Tequila & Sexy Sammies; Polly Kurtz (Treasurer), resident; Tommy Butler, Greeley City Council; Deb Deboutez, Greeley City Council; Matt Hortt, High Plains Library District; Linda Winter, Accessories with a Flair!...and Hair; Justin Ghofrani, The Kress Cinema and Lounge & Margie's Java Joint; Christine Kutil, Richmark; Matt Estrin, 477 Distilling & Oak + Maple Whiskey & Waffle Co.; Kimberly Ponce, Kimberly's Event Center Lounge; Kevin Ross, Weld County Commissioners

Additional Attendees: Sgt. Andy Bird, Greeley Police Department; Andy Wronkoski, Greeley Police Department; Cmdr. Tanya Gutierrez, Greeley Police Department; Sgt. Greg Ryan, Greeley Police Department; Phil White, Phil's Pro Auto; Justin Chittenden, Nifty Thriftyz; Bill Cannon, Nifty Thriftyz

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

Meeting Called to Order:

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

ACTION ITEM 1:

Every two years in June is the time for Board Officer elections. We received several nominations and are providing written voting ballots. Each candidate for an officer position was asked to address the board, then voting ballots were handed out with the following nominees:

- **Chair**
 - Andy Feinstein
- **Vice Chair (Select One)**
 - Brian Seifried
 - Matt Estrin
 - Matt Hortt
- **Treasurer (Select One)**
 - Christine Kutil
 - Matt Hortt
- **Secretary**
 - Karen Baumgartner

Each Board member was asked to vote for one candidate per position unless otherwise noted, not voting for the same candidate in multiple positions. Completed ballots were folded in half and submitted to the Board Secretary, Karen Baumgartner.

Ballots were counted by Karen and DDA Staff Member, Gii Astorga. Election outcomes were given to and read by Board President, Andy Feinstein:

- President – Andy Feinstein
- Vice President – Matt Estrin
- Treasurer – Christine Kutil
- Secretary – Karen Baumgartner

Brian Seifried moved to reelect Andy Feinstein for a second term as Chairperson through June 2027, appoint Matt Estrin for a first term as Vice Chairperson through 2027, and appoint Christine Kutil for a first term as Treasurer through June 2027. As for the role of Secretary, per the DDA bylaws, move to delegate such responsibilities to Karen Baumgartner, an employee of the DDA. Kevin Ross seconded. Motion carried.

Meeting Minutes:

Andy Feinstein referenced the May DDA Minutes and called for a vote of approval. Tommy Butler moved to approve, Matt Estrin seconded, motion carried.

Partner Updates:

Greeley Police Department (Sgt. Andy Bird and Andy Wronkoski)

- Homeless camping ban started 6/10
 - The current issue is there are no resources right now
 - Campers & Vans – Part of the ban but that is more of a parking issue which is already covered by City Code
 - Will keep working with business owners to get No Trespass letters for their businesses
 - Not issuing citations at this point, but will start after June 25
 - Working on signage now in the areas most affected
 - Do have brochures but they need to be updated since there was an error but will get them to the DDA when updates have been made
- StarRise at North Weld Village opens September 10 and they have 58 permanent supportive housing units
- Photo Radar vehicles are still in the testing period

City of Greeley

- Michelle Claymore will start attending meetings next month as the City Economic Development representative
- Deb Deboutez – City Council has put a temporary pause on Lincoln Park plans until they see what happens with Downtown Civic Campus; there also was not consensus on the latest plans

County (Commissioner Kevin Ross)

- Spoke at Greeley Women Republican group on Monday and provided an update about the Judicial Center Campus, in addition to other County projects
 - Don't have an update as of yet because they are still collecting data which they should have back next week and have continuing talks with the City and School District
- Established a redistricting group who started meeting at the end of April; Commissioners are removed from process until the maps are presented to them
- Reminder that it is construction season so please slow down if you see the orange cones

ACTION ITEM 2:

WeldWalls Funding Final Approval (Armando Silva)

- 2025 Festival Update and Progress Report
 - Finalized a proposed list of mural walls
 - Closing in on finalizing artist lineup
 - Secured additional funding from the Greeley Art Commission
 - Secured in-kind event support from WeldWerks Brewing Company

- Partnered with UNC's School of Art and Design to mentor a student artist and host the artist talk on campus
- 2025 Wall Locations + Tentative Artist Pairings
 - Primary Walls
 1. **Goal High School** South Wall – Confirmed Assigned Artist: Katelynn Mai-Fusco (Greeley)
 2. **B&H Auto Body** East Wall – Tentative Assigned Artist: Nicholas Ward (Carbondale)
 3. **Lincoln Park Emporium** Art Alley Wall 1 & Art Alley Wall 2 (split into 2 pieces) – Confirmed Assigned Artists: Kevin Cincotta (New York) and Chelsea Lewinski (Denver)
 4. **Northern Engineering** Art Alley Wall – Artist Assignment TBD
 5. **WeldWerks Brewing Company** School Building North Wall – Confirmed Assigned Artist: Lydia Cruz (Greeley)
 - Secondary Walls
 6. UNC Student artist panels to be hung at WeldWerks School Building southeast corner (replacing wheatpaste mural) – Confirmed Assigned Artist: Medy Reckling
 7. TBD opportunity for Chappelow artist installation
- 2025 Festival Programming
 - **Monday 9.15:** Artists arrive, welcome dinner at WeldWerks
 - **Tuesday 9.16:** Public kickoff, artists start working
 - **Wednesday 9.17:** Artist panel hosted at UNC Galleries
 - **Thursday 9.18:** Artist work time; no official evening programming
 - **Friday 9.19:** “Art Night Out” in Downtown Greeley; Encourage activations throughout Downtown
 - **Saturday 9.20:** Community Celebration at WeldWerks in the afternoon; mural walking tours hosted throughout Downtown all day
- 2025 Budget Update
 - DDA Commitment: \$50,000
 - Greeley Art Commission Commitment: \$20,000
 - Tentative Sponsor Contributions: \$10,000
 - TOTAL: \$80,000**
- Tentative Expense Breakdown
 - Artist fees, lift rental, wall prep, clear coat: \$45,000
 - Artist lodging and hospitality: \$6000
 - Special Event Programming: \$2500
 - Marketing/Graphic Design/Signage: \$2500
 - Video documentation: \$2500
 - Program + contract staff and overhead: \$20,000
 - Insurance: \$1500
- Additional Comments
 - If get final approval, there will be a 2025 Festival
 - Bianca Fisher mentioned that Public Works has started installing new trash enclosures in the alley, she and Gii will work with the Art Commissions to jury wraps for the enclosures
 - Matt Estrin asked if they had any suggestions on what Downtown Businesses can do during the Art Night Out Downtown event
 - Daniela Hernandez mentioned that she could possibly help with some of the nights needed for artist lodging

Matt Estrin moved to provide final approval of \$50,000 from the TIF Streetscape budget for the 2025 WeldWalls Mural Festival based on the presented locations, artist selection, and sample work. Kevin Ross seconded. Motion carried.

Presentation & Discussion: RTIC Downtown Cameras (Cmdr. Tanya Gutierrez & Sgt. Greg Ryan):

- Have 4-way camera at:
 - Art alley between 8th and 9th Street Plazas

- Lincoln Park Gazebo
- 8th Ave and 13th St
- Have License Plate Readers on 8th Ave and 5th St, 8th Ave and 8th St
- Still have 7 cameras to put up in the Downtown District
- Just this week over 491,000 license plates have been read, but only scan them if there is a vehicle that is being looked for in connection with an investigation
- Have taken 6,000 calls and had 1,500 cameras operational before officers on site
- Can integrate your live outdoor cameras into the system but there is a cost to the business
 - Bianca Fisher will check out the possibility of adding a grant to help pay for this
- Can register your ring door cameras with the Greeley Police Department and, if there is an issue, the GPD can Geo Fence around area and can ask those registered to check their camera and send in footage

Executive Director Report in Board Packet (Bianca Fisher):

Board Opportunities

- Sincerest thanks and appreciation to Polly Kurtz whose last meeting is today! Thank you for a great 4 years for service on the Board and for serving as the Board Treasurer the last couple of years!!
- Board interviews will be conducted by City Council on June 17th and our new member will officially join us next month
- Reminder: Board field trip to Olde Town Arvada on October 17 at 7:30 am- 1pm

Organizational Administration

- Finalizing our annual renewal of medical insurance and Short Term Disability policy for the staff; will be adding a dental insurance policy for the first time (DDA will cover 85% of premiums, which is how the medical insurance coverage is handled)

Finance

- Validating property tax payments and finalizing TIF payment amounts for the five redevelopment projects that we have annual commitments on, as follows:

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

- Majority of payments will go out this month; will need to work with City legal to discuss City Center Apartments since there was a change of ownership
- TIF Cash Flow included for reference **(included at end of Minutes)**

Business Updates

- Businesses now open:
 - Greeley Armory (name TBD)- 614 8th Avenue: books, plants, coffee, food, art & more

Economic Development & Business Support

- Discussions around the municipal campus continue, negotiations between the various entities are ongoing and no final decisions have been made
 - I meet weekly with our City partners to discuss where they are at in the process
 - I attended a County event where Commissioner Ross gave a comprehensive update and shared that negotiations are still ongoing both with the City and private developers—both for downtown possibilities and O Street options
 - I also met with Richmark and Weld School District 6 regarding ways we can help support the project

- At this point there is no immediate action needed from the DDA but I will continue advocating, championing and supporting these ongoing discussions
- Met with Gary McDonald, Senior Business Banker with ENT, to talk about downtown opportunities—both in the form of supporting DDA events and ways they can help support downtown businesses through financing needs
- Working with Katelyn Puga at the City of Greeley on the Small Business Land Use Center; purpose is to provide accessible and easy to understand information to break down barriers for the Development Review Process; website will go live when the City's comprehensive website is complete this summer
- City Council gave preliminary approval during the introduction and first reading of an ordinance to rename of the General Improvement District (GID) zoning overlay to Downtown Overlay District 1, adjust the boundaries to include properties with proximity to 8th Avenue from 11th Street to 17th Street, as well as from 5th Street to 6th Street; this overlay waives requirements for setbacks, building height, on-site parking, and open space; final reading and public hearing will be on June 17

Downtown Environment

- Phase two of construction on 16th Street began on May 26 and is expected to continue through August 31, with landscaping and lighting continuing through September/October; we have notified businesses that the second round of grant applications will open on July 1
- Alley dumpster enclosures are being installed and the call for artists is out now—so spread the word! Gii and I will help jury the submissions and the enclosures will be wrapped like the utility boxes in the City
- All Terrain will begin the downtown tree lighting demo and install at the beginning of July; trees on 8th, 9th, 10th Street and several in the median on 8th Ave will be improved with white light trunk wrapping; 23 trees will have color changing collars and the others will have white lights in the canopy
- I have been working with Briana and Armando on the plans for WeldWalls, including finalizing wall locations, reviewing artist work, and discussing event logistics; DDA staff will provide photography/videography and marketing support during the event in September
- We are ordering in-ground stanchions for Go-Cup area and the Public Works crew will install them for us; these will replace our deteriorating stanchions and help streamline the set up process

Community Engagement & Professional Development

- I will be registering for the International Downtown Association (IDA) conference in the fall soon
- I have chosen not to renew my Urban Land Institute (ULI) membership as the Northern Colorado chapter has become entirely Fort Collins-centric and holds little value to me anymore
- 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 (DBG)

Commercial Property Updates

For Sale Only:

- 810-812 8th Street (church)- 10,350 SF; \$1.03M
- 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 Ave 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 Update in Board Packet (Karen Baumgartner, Daniela Hernandez, Gii Astorga):

Weekly Spotlights –

- Since last meeting, have visited the Nerd Store, Mariposa Plants & Flours, Aunt Helen's, Spotlight Café, Ember Arts, Blush
- 27,123 Facebook views and 2,953 Instagram views on the two spotlights that have been posted to date

Friday Fest – June 6th-September 12th

- Blues Jam Kickoff on June 6th was a success
- Coordinating interviews with Denver 7 for upcoming Friday Fest features
- We had 791 marketing opt ins through the Denver 7 Sweepstakes

Downtown Greeley Discover the Draw –

- New Kiosk signage is up
- Billboard is up on west 10th Street (across from Richter Orthodontics)
- Window signage for our office will be done this week
- Still working on new website which we will roll out when Erica has it completed
- Working on year-round signage to go in the DoubleTree lobby, continuing to look for other businesses that will allow us to put up signage inside their business
- HiLo Clothing Company online store for Downtown Greeley merch is live now, view it at <https://hiloclothingco.com/collections/greeley>

Downtown Gift Card –

- Tap to Pay feature is live
- In the last 30 days, 6 gift cards have been purchased in the amount of \$455 and 2 have been redeemed in the amount of \$101.00

UNC New Student Orientations –

- Have been attending New Student Orientations which started last week – still accepting SWAG items for our booths, bring items by the office if you have anything you want to add

Downtown Business Group –

- The June meeting will be June 20th at Yetters Brewing Company at 8am

Partnerships –

- Still meeting with Keri Knight at UNC to solidify student shuttles to Downtown
- Have 5 interns confirmed – Jaden and Reymundo from District 6, Rosana from UNC, and Owen and Charles from Aims
- Coordinating a 2nd Annual Amazing Race event with NoCo Young Professionals
- Hospitality Taskforce is working on a marketing campaign for September 26-28, the Big Weekend, that will include Oktobrewfest, UNC Homecoming, Aim's Balloon Launch, the World Long Distance Golf Championship, and the Big Boy
- Working on a marketing campaign for the Beyond The Bridge: A Solution to Homelessness movie screening in September
- Working with City of Greeley Tourism on a Downtown Ambassador program
- Exploring a second partnership opportunity with Denver 7

Greeley Creative District –

- Look for press release soon announcing the new Executive Director
- Renovations on the Creative Center should begin in June/July

At 8:42 am Justin Ghofrani motioned that the Board move into executive session pursuant to C.R.S. 24-6-402(f)(I) for the purpose of reviewing and updating the salary and benefits of the DDA Executive Director in alignment with market benchmarks, professional experience and tenure. Matt Estrin seconded. Motion carried.

2025 TIF Cash Flow			
	Budget	Committed/ Anticipated	YTD Actual
INCOME			
Tax Increment Finances (TIF)	\$ 1,300,000	\$ 292,863	\$ 1,007,137
ColoTrust Interest (acct 4115)	\$ 100,000	\$ 41,925	\$ 58,075
City of Greeley (Construction Grants)	\$ 60,000	\$ -	\$ 60,000
Total Income	\$ 1,460,000	\$ 334,787	\$ 1,125,213
EXPENSES			
Annual TIF Reimbursements	\$ 612,000	\$ 642,170	\$ -
Building Improvement Grants	\$ 250,000		\$ 100,000
Redevelopment Project	\$ 20,000		\$ -
Public Art	\$ 50,000	\$ 50,000	\$ -
Façade Grants	\$ 80,000	\$ 13,186	\$ 22,648
Tree Lighting	\$ 205,000	\$ 89,154	\$ 115,846
Cameras	\$ 75,000		\$ 75,190
Streetscape	\$ 40,000	\$ 21,538	\$ 18,462
Holiday Mini Grants	\$ 3,500	\$ 3,000	\$ 3,791
Construction Grants	\$ 90,000	\$ 51,000	\$ 39,000
Treasurer's Fees- TIF (acct 5807)	\$ 22,000		\$ 23,873
Interest Expense & Bank Fees	\$ 1,500		\$ 351
Total Expenses	\$ 1,449,000	\$ 870,048	\$ 399,162
Net Income	\$ 11,000		\$ 190,790
Prior Year TIF Balance	\$ 2,975,885		\$ 2,975,885
PROJECTED 2025 End-of-Year TIF Balance	\$ 2,986,885		\$ 3,166,676