



Greeley Downtown Development Authority

Minutes – Board of Directors Meeting – LINC Library Innovation Center – September 18, 2025

Board Members in Attendance: Andy Feinstein (Chair), UNC; Brian Seifried, Luna's Tacos & Tequila & Sexy Sammies; Tommy Butler, Greeley City Council; Deb Deboutez, Greeley City Council; Christine Kutil, Richmark; Kimberly Ponce, Kimberly's Event Center Lounge; Matt Hott, High Plains Library District; Theresa Myers, Greeley-Evans School District 6; Linda Winter, Accessories with a Flair!...and Hair; Matt Estrin, 477 Distilling & Oak and Maple

Additional Attendees: Paul Shannon, GPD; Victoria Leonhart, City of Greeley; 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

Meeting Called to Order:

- Andy Feinstein called the meeting to order at 7:33am and welcomed guests

Meeting Minutes:

- Andy Feinstein referenced the July DDA Minutes and called for a vote of approval. Matt Estrin moved to approve, Brian Seifried seconded, motion carried.

Partner Updates:

Greeley Police Department (Paul Shannon)

- 42 calls for service since the last meeting and 17 of those calls were for neighborhood patrol hot spots
- On Friday and Saturday, the GPD is doing a Downtown Patrol from 10am-3pm
- The Colorado Weather Shelter should be opening on October 30th
- There were some more homeless encampment clean-ups done on Tuesday

Poudre River Restoration Initiative Master Plan Update - Victoria Leonhardt

- Project Goals: Strategy to pass the 100-year Flood Event & protect City Fabric, Make the Poudre River a Community Anchor & Economic Driver, Restore Wildlife Habitats & Natural River Features, Improve Pedestrian Circulation & Access, and Support Greeley's Growth by Making the River Welcoming & Expanding Recreational Opportunities
 - The goals are rooted in flood mitigation (looked at 100-year Flood Hazard Zone, 500-year Flood Hazard Zone, and 100-year Stormwater Flood Zone)
 - The floodplain is a pre-existing condition, so the City is just being proactive since flood events are increasing in frequency
 - Flood risk reduction with the new plan removes 1,474 acres, 1,880 structures, and 20 miles of streets from the floodplain, lowering damage and insurance costs

- Stormwater management with the new plan provides temporary water storage while improving water quality from downtown storm surges
- Spent over a year getting feedback from Public Outreach Events, Online Surveys, Meetings with City Staff & Steering Committee, and Third-Party Stakeholders which garnered 949 Participants and 6,352 Responses
- Master Plan update could protect 1,480 acres of City Fabric from Flood Events and the Potential Community & Economic Benefits include:
 - Recreation and tourism: Expands access to high quality recreation to all ages, boosting local tourism and spending.
 - Property value increase: Expands potential use of lands removed from floodplain, makes properties adjacent to recreation and nature more desirable.
 - Infill development: Creates opportunity for residential and commercial development near the river corridor with nearby access to utilities that were previously at-risk of flooding.
 - Event support: Enhances Island Grove's capacity to host large regional events while functioning as a public park.
 - Business attraction: Establishing the river corridor as a community anchor with high quality access to nature and recreation makes Greeley more attractive to workers and, by extension, businesses.
 - Ecological and Habitat Benefits: Extensive restoration of the river and surrounding floodplain vegetation will provide ample habitat for wildlife, increasing diversity of plants, animals and ecosystems, resulting in a more resilient landscape capable of adapting to increasing extremes.
 - Transportation improvements: The river currently acts like a barrier to the City, the PRRI envisions promoting access along and across the corridor that will help stitch neighborhoods on both sides of the river back together.
- Potential Community & Economic Benefits:
 - Elevated perimeter drive
 - Gravel ponds to help increase habitat
 - Multipurpose infrastructure
 - Easier maintenance
 - Parks programs include Stormwater Park Program, Upland Neighborhood Park Program, and Destination Park Program
- The ask:
 - Please fill out survey and follow the project on <https://speakupgreeley.com/poudre-river-restoration>

Friday Fest 2025 Board Update – Daniela Hernandez

2025 Recap:

- Was a great season overall! All shows were a success, and none were canceled due to weather; no police reports or incidents
- Budget is positive and we will have final numbers next month
- Wristband summary:
 - 17,839 in 2025 (1,189 average)
 - 22,242 in 2024 (1,390 average)
- Partnerships with Ember Arts, Weld County 4-H, Lucky Fins, Greeley Climbing Collective, SPIN, Northern Colorado Young Professionals, and more
- 4 interview opportunities on Denver 7 to promote Friday Fest, and ran 2 Denver 7 Sweepstakes which garnered 2,074 entries and 1,397 opt ins

The Path Forward:

- Looking ahead, roles and expectations between the DDA & DGPA have been defined during facilitated discussions that led the DGPA Members to move forward with the following

framework that will separate the event into two parts—Friday Fest the event and Go-Cup the alcohol format

DDA will manage all aspects of Friday Fest, including:

- Setting the season length, dates and times
- Determining stage type and location based on feedback from bars, restaurants, retailers, musicians, sound techs, and event attendees
- Selecting bands and entertainers and creating necessary contracts
- Ordering necessary event equipment & supplies
- Securing event sponsors
- Determining vendor participation
- Hiring sound tech, maintenance/trash, and other seasonal helpers
- Establishing event partnerships
- Marketing and promoting the event
- Determining event cancellation policy
- All other event logistics

DDA will invite DGPA to implement Go-Cup at Friday Fest, if they choose to do so:

- Go Cup fee & members needs to be agreed upon in October prior to the new season, to meet recertification deadlines
- DDA will still complete DGPA annual report and recertification
- DDA will ensure full insurance coverage, including general and liquor liability so all members have the option to participate
- DGPA will be responsible for paying the Go-Cup season fee to the DDA and have full autonomy to determine how the fee is split amongst its members
- DGPA can make decisions around any Go-Cup practices (ie, serving from patios or not, Go-Cup standardized pricing, etc.)
- DDA will maintain 1-2 representatives on the DGPA Board, but will not hold any officer positions; meetings will be reduced to 1-2 per year

What's Changing?

- By the end of 2025, all DGPA income and expenses will move to the DDA's account and the DGPA's account closed
- If there are carry-over funds, beyond the reserve, half will be credited to the DGPA as a reduction in the 2026 Go-Cup Season fee
- For other events like Blarney on the Block and Cinco de Mayo, the DDA will invite the DGPA to implement Go-Cup based on a similar fee structure
- If the DGPA did not want to participate in Friday Fest or other events, the DDA would pull a special event permit and invite other alcohol-providers, non-profits or community partners to provide alcohol at the event

Starting next year, Friday Fest season will be shortened to the months of June & July; 9 total for 2026

- Improve quality of entertainment, marketing, & offerings at Friday Fest
- Less fatigue throughout the season from attendees, partners, & staff
- Ability to coordinate, partner, and work alongside other community event initiatives, etc. with The City, UNC/AIMS, Creative District, UCCC, Small Businesses, & more.
- Diversify our downtown experiences during the summer
- Program more events!

Previewed new Friday Fest Brand Package

Executive Director Report – Bianca Fisher

Board & Staff News

- Congrats to DDA Board Chair, Andy Feinstein, on being named 2025-2026 Conti professor! Andy will serve as Penn State's School of Hospitality Management's Walter J. Conti Visiting Professor

- Congrats to DDA staff, Gii Astorga, on being named a BizWest 40UnderForty honoree!; let me know if you would like to join the celebration on October 8—the DDA will cover your ticket!
- Mark your calendar for the 2nd Annual State of the County event on October 7 from 5-7 pm at Aims Welcome Center
- Confirming details for the Board field trip to Olde Town Arvada on October 17—should already be on everyone's calendar

Finance

- TIF Cash Flow included for reference (included at end of Minutes)
- Annual TIF payment to new owner of the Shelby Apartment will be made by the end of the month; needed to work through several logistics and legalities before proceeding
- Received preliminary certification of value for 2025, which will be the 2026 TIF and mill revenue, and the figures look strong; final certification of value is usually sent by the end of November

Business Updates

- Business Opening:
 - Mystic Willow Boutique- 805 8th Street, Ste. 200 (incense, crystals, metaphysical supplies & gifts)
 - Love My Roots- 805 16th Street (reiki, tarot reading, foot detox)
 - No Limit Collectibles- 916 8th Avenue (trading card games, other collectible cards)
- Business Changes:
 - K'nyaw J Thai Cuisine (811 10th Street) is now Thai Family Kitchen

Economic Development & Business Support

- Met with Daisy at La Tarahumara about ways they can connect more downtown and discussed the various incentives and grant programs the DDA has to offer
- Met with the Community Manager at FNBO as they are interested in downtown projects and how they can support businesses and future development
- Civic Campus milestones and progress:
 - Weekly meetings with City staff and Richmark Vertikal team continue to discuss project updates, needs, and current timelines
 - Working with Paul Hllad to find a new location for Award Alliance; not many options downtown; let me know if anyone has any thoughts
 - I serve on the Communications committee to coordinate communications on collective milestones, find some efficiency in communications and outreach, and generally support/problem solve as the project progresses
 - Fielded several inquiries from construction, precast concrete companies and engineering firms
- 2 new business inquiries the past month that are considering locations in Downtown Greeley; both are existing businesses not in Greeley and would be great fits; working with listing brokers and offering DDA grants/incentives and benefits

Downtown Environment

- WeldWalls is happening this week—huge thanks to the Board for supporting this festival and art installation! Check out the map of locations and upcoming events:
 - Friday 9/19: Art Night Out, 5-9 pm (check www.weldwalls.com/schedule for locations)
 - Saturday, 9/20: Mural Unveiling & Community Celebration, noon-5 pm at WeldWerks Brewing Co.
- Working with City on Right-of-Way enforcement on 7th Avenue; noticed there have been a lot of vehicles parked on the sidewalks
- All Terrain Landscaping has installed all the trunk and canopy lights in the plaza trees; they will be running airline cable this week to raise all the low hanging wire; up-lighting should be functional by the end of next week
- Public Art updates:

- Unfortunately the Spectrum art pieces in the alley walkthrough have been vandalized again; the plan will likely be to move them to an indoor location, possibly at the Greeley History Museum
- New sculpture will be installed mid-block on the 9th Street Plaza (between Gentry's and Heart Luck Tattoo) next week!
- City Public Works team will be installing the in-ground stanchions that the DDA purchased later this month; should help streamline the set-up for events on 9th Street
- 16th Street Construction Updates, as of September 15
 - Completed:
 - Travel is now open to westbound traffic on 16th Street. Traffic signals have been removed or bagged, and the intersections are now partial roundabouts
 - Remaining light poles have been removed on the south side of 16th Street
 - Sidewalk and curb & gutter demolition on the southern half of 16th Street is complete from 8th to 9th Avenue
 - Ongoing:
 - Sidewalk and curb & gutter demolition on the south side of 16th Street is underway beginning at 9th Avenue and heading west towards 11th Avenue
 - Upcoming Work:
 - Current streetlights to be removed. Temporary streetlights will be installed to ensure public safety within the work zone
 - Underground electrical and irrigation installation from 8th to 9th Avenues
 - Curb & gutter work from 8th to 9th Avenue
 - Project Timeline:
 - Work on the north side of the street is completed
 - Construction is now shifted to the south side of the street
 - Final landscaping and public art installations will occur in Spring 2026, once weather and planting conditions allow

Community Engagement & Professional Development

- Attended the DCI Revive & Thrive in Denver and heard cases studies on Boulder's strategic City-Bid alignment, Colfax's Bus Rapid Transit, Denver's Express permitting pilot program, and Cherry Creek North's bond investments and public space stewardship
- Went with a group of leaders from Northern Colorado on the NoCo Trade Mission to Madison, Wisconsin; great connections made and conversations around leadership, economic development, community innovation, and university R&D
- Regular monthly meetings: BizWest Greeley Editorial Board, one-on-one with City Manager Raymond Lee, one-on-one with DDA Board Chair Andy Feinstein

Commercial Property Updates

For Sale Only:

- 710 11th Avenue (Greeley Building)- 48,205 SF; \$7.1M
- 609 13th Street- 3,144 SF; \$299,000
- 708 8th Street- 910 SF; \$550,000
- 1024 8th Street (Boomer House)- 3,583 SF; \$750,000
- 922 8th Avenue- 5,618 SF; \$895,000
- 701 7th Street (D&D Bean bldg)- 13,500 SF; \$1.3M

For Sale or Lease:

- 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
- 813 8th Street (former TightKnit Brewing)- 10,750 SF; TBD SALE or \$14/SF + \$6.70/SF NNN
- 810 8th Street (church)- 4,800 SF; \$834,580 SALE or \$10/SF Modified Gross
- 710 12th Street (part of former Moffat)- 5,700 SF; \$957,600 SALE or \$11.50/SF + \$5/SF NNN

For Lease Only:

- 1013 9th Ave Unit 1 & 3- private office spaces above Yetters Brewing; \$400/mo
- 807 17th Street- 1,348-5,476 SF; \$14/SF
- 800 8th Avenue- 621-5,043 SF; \$12.50/SF + \$8.50/NNN

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

Events & Marketing Report – Karen Baumgartner, Daniela Hernandez, and Gii Astorga**Weekly Spotlights**

- Since last meeting, have visited the Rio, Raven Sign Studios, WeldWalls, website video, 16th Street
- 27,438 Facebook views and 20,619 Instagram views on the spotlight posts

Monster Day

- Attendance 8,000+
- Monster Day next year will be on August 22nd

16th Street Open House

- Punch card promotion is ongoing through October 5th

Oktobrewfest

- The one Annual Fundraiser that we do for ourselves
- September 26th and 27th in Lincoln Park
- 5-10pm on Friday and 11am-9pm on Saturday
- Entertainment, Craft Brews, Food, Kids World, VIP Tasting Tent, Corn Hole Tournament, Volleyball Tournament, Hammerschlagen, Life Size Beer Pong, and more
- \$35,250 in sponsorships and 35+ in kind donations
- Volunteers are still needed – Please sign up if you are available and share the volunteer link with everyone you know - <https://www.signupgenius.com/go/10C094AAAAA2DA13-58315842-greeley#/>

Trick or Treat Street

- Friday, October 31st from 4-6
- Let Karen know if your business would like to participate by handing out candy

WinterFest

- Saturday, September 29th – Holiday Open House and Light Up Lincoln
- Saturday, December 4th – Holiday Lane Downtown
- Saturday, December 11th – Creative District Stamping event

Downtown Greeley Discover the Draw

- New website has launched
- Check out the new website video on YouTube and share away - https://www.youtube.com/watch?v=ac_zKabWmtM
- Working on a Brochure update

Downtown Gift Card –

- Last 30 days issued 9 gift cards for a value of \$450 and redeemed 2

UNC and AIMS Marketing Opportunities –

- Looking for businesses to host booths at UNC Football Tailgate parties – need one more business partner for 9/27, 10/25, and 11/1
- 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
- Will be participating at the Arty's Bazaar at AIMS on September 30th – if you want to supply any marketing materials for the booth, get them to Daniela before Oktobrewfest

Downtown Business Group –

- The September 19th meeting will be at SouthState Bank (formerly Independent Financial) 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

Beyond The Bridge: A Solution To Homelessness Film Showing -

- Thursday, September 18th from 5:30-8:30pm at Zoes's Café & Event, 10th Street

Greeley Creative District

- Working with Megan from the City and Becca with the Creative District on First Friday
- Dia de Los Muertos at LINC, 8th Street Plaza, and Tointon Gallery on Saturday, November 1st followed by the GPO's [Canciones para ti \(Songs for You\): Una celebración del Día de los Muertos](#)

Additional Comments

- Brian Seifried suggested increasing the advertising budget to work with a digital advertising agency to push ads hard on Facebook and Instagram. We have boosted the budget to \$2,500 to boost ads which we have been doing a lot. We have a \$50,000 budget currently and the money is budgeted out through the end of the year
- Nifty Thriftyz asked if we could look at updating the Retail and Rental Assistance Program and Bianca said that she would bring it up at the next Capital Investment Committee meeting

Meeting adjourned at 8:51am

2025 TIF Cash Flow			
	Budget	Committed/ Anticipated	YTD Actual
INCOME			
Tax Increment Finances (TIF)	\$ 1,300,000	\$ 16,009	\$ 1,283,991
ColoTrust Interest (acct 4115)	\$ 100,000	\$ 4,647	\$ 95,353
City of Greeley (Construction Grants)	\$ 60,000	\$ -	\$ 60,000
Total Income	\$ 1,460,000	\$ 20,656	\$ 1,439,344
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		\$ 50,000
Façade Grants	\$ 80,000	\$ 25,712	\$ 37,648
Tree Lighting	\$ 205,000	\$ 80,854	\$ 124,146
Cameras	\$ 75,000		\$ 75,190
Streetscape	\$ 40,000	\$ 154	\$ 39,846
Holiday Mini Grants	\$ 3,500	\$ 3,000	\$ 3,791
Construction Grants	\$ 90,000	\$ 3,000	\$ 87,000
Treasurer's Fees- TIF (acct 5807)	\$ 22,000		\$ 37,804
Interest Expense & Bank Fees	\$ 1,500		\$ 576
Total Expenses	\$ 1,449,000	\$ 220,697	\$ 1,090,193
Net Income	\$ 11,000		\$ 149,109
Prior Year TIF Balance	\$ 2,975,885		\$ 2,975,885
PROJECTED 2025 End-of-Year TIF Balance	\$ 2,986,885		\$ 3,124,995