

City of Greeley, Colorado
CITY COUNCIL WORK SESSION REPORT
April 11, 2023

1. Call to Order

Mayor John Gates called the meeting to order at 6:00 p.m. in the City Council Chambers at 1001 11th Ave, Greeley, Colorado, with hybrid participation available via the City's Zoom platform.

2. Pledge of Allegiance

Mayor Gates led the Pledge of Allegiance.

3. Roll Call

City Clerk Heidi Leatherwood called the roll.

The following members of Council were present:

Councilmember Tommy Butler

Councilmember Deb DeBoutez

Councilmember Dale Hall

Mayor Pro Tem Brett Payton

Councilmember Ed Clark

Councilmember Johnny Olson

Mayor John Gates

4. Reports from Mayor and Council Members

Councilmember Olson reported that the North Front Range Metropolitan Planning Organization (MPO) is currently discussing regional corridors and visioning projects. Councilmember Olson indicated that he is pushing for work on the Highway 34 corridor.

5. Consideration of a proposal to extend property and sales tax revenue to support Downtown development

Interim Community Development Director Becky Safarik and Executive Director for the Downtown Development Association (DDA) Bianca Fisher introduced the item with a presentation at 6:02 p.m.

The DDA was established in 1998 and the Plan of Development was approved by the Council in 2002. State law allows downtown authorities to collect property tax increment from new construction over the base year valuation, in approved districts for 30 years (2033). The DDA has used the funds for major redevelopment. State law allows a 20-year extension during the last 10 years, for eligible property improvements.

The DDA is asking for approval on this request for continued support for redevelopment investment in the District and to assist with the implementation of the updated 2032 Downtown Strategic Plan.

When the Tax Increment Financing (TIF) was approved, so was a companion Agreement (Voluntary Allocation of Sales Tax) but was not activated until 2008 until voters approved the DDA Sales TIF. The DDA is proposing to update that agreement for collection and distribution of funds to support:

1. Expand the Downtown Experience
2. Brand Support
3. Business Support

Mayor Pro Tem Payton asked if the request to renew in the last 10 years, shortens the life of the tax. In response to the question, Ms. Fisher replied that the tax would still run until 2053.

Councilmember Hall reminded the DDA that there are curbs, gutters, and streets that need some of the investment funds for improvement purposes. In response, Ms. Safarik replied that these are eligible for such funds and that the City can also use Capital Improvement Project (CIP) funds to assist with these types of improvements.

Councilmember Olson asked what the expected return on investment is, and what is the data on past investment pros/cons. In response to the question, Ms. Safarik answered that the intention is to have specific metrics to look at every year. Councilmember Olson also asked for an “actionable item list.” In response, Ms. Safarik replied that the strategic plan to make sure that the Downtown Plan was continued so that has been assigned to all respective departments along with all the action items.

Councilmember Butler wanted to know how much money would be needed in the first year. In response, Ms. Safarik estimated that it would be in the neighborhood of \$250,000. In future years, upon realizing what funds are generated, the Council could adjust the funds for use by the DDA. City Manager Lee added that the remainder of the money does not go away, it is still intended for use in that district.

Councilmember DeBoutez asked about the trash in the area. In response, Mr. Lee answered that Public Works is working on that issue. Public Works Director Paul Trombino answered that they are going through the options of partnerships for collecting trash in the alley for net savings and positive impact on the area.

6. American Rescue Plan Act (ARPA)-Program Update

Finance Director John Karner and Grant Specialist Ashley Weesner introduced the item at 6:30 p.m.

\$21 Million in ARPA funds were awarded to the City. Greeley is designating its entire award as revenue loss which allows for increased flexibility in how the funds are spent. The program to disburse the funds will be handled by application in priority areas.

1. Building Community Resilience
2. Enhancing Mobility
3. Quality of Life and Destinations (community)
4. Activating Economic Corridors

Community Engagement is currently being done through a survey. So far there are over 600 responses from residents.

Ms. Weesner discussed the application process, committee review, selection criteria, timeline, and next steps. She noted that all projects must be completed by Dec 31, 2026.

Mayor Gates appreciated the engagement by the community members so far.

Councilmember DeBoutez commented that the survey was short and therefore easy to complete.

Councilmember Clark received confirmation that only one survey could be completed by a single person.

City Manager Lee added that even larger metropolitan cities are struggling to get input, so this is a fair turn out currently.

Councilmember DeBoutez asked about reports on the ARPA funds after completion. In response, Mr. Karner replied that each quarter a report is submitted on actual funds spent.

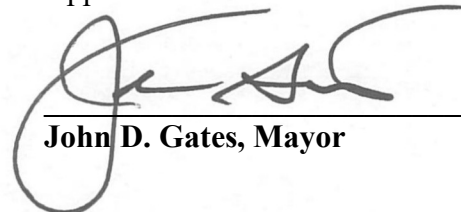
7. Scheduling of Meetings, Other Events

None.

8. Adjournment

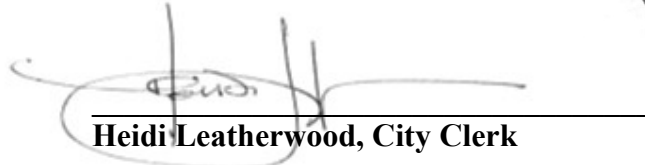
Mayor Gates adjourned the meeting at 6:43 p.m.

Approved:



John D. Gates, Mayor

Attest:



Heidi Leatherwood, City Clerk