

MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On April 12, 2023, 3:45 PM

There will be a short Sub Committee meeting at 3:15 PM of the Ticket Donation Committee preceding the full advisory board meeting.

The physical location for the meeting will be the Greeley Recreation Center Room 103.

- You may attend the meeting in person at the physical location.
- You can provide input/public comment for this meeting by emailing your comments Andrea Haring andrea.haring@greeleygov.com. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.

Agenda

Union Colony Civic Center Advisory Board
April 12, 2023 @ 3:45 PM

1. Determination of quorum and call to order.
2. Approval of March 2023 Minutes
3. New Business
 - ARPA Presentation (Ashley Weesner)
 - Recommend ticket donations from Sub Committee, if any
 - Staffing updates (Andrea)
4. Old/Ongoing Business
 - Spring 2023 Programming updates (Jill)
 - i. Updated ticket reports will be provided at the meeting
 - Fall 2023 Programming updates (Jill)
5. Other
 - UCCC Backstage Stars Report – (Perry)
 - Next meeting will be May 10, 2023

Minutes

Union Colony Civic Center Advisory Board

March 8, 2023 @ 3:45 PM

1. The meeting was called to order by Alison Hamling at 3:55 PM.
 - Board Present: Alison Hamling, Craig Montgomery, Deanna Terry, Perry Bell, Juliet Fried & Doran Azari
 - Board Absent: Mark Pugatch, Michelle Sauder, and Samantha Corliss
 - Staff present: Jill Droegemueller, Andrea Haring, and John Dargle
2. Approval of February 8, 2023, Minutes
 - Motion to approve February 8, 2023, minutes was made by Juliet Fried and seconded by Perry Bell. Motion passed unanimously.
3. New Business
 - Presentation by Ed Rogers/Arts Legacy Board.
 - The Arts Legacy Board was seeking a letter of support from the board to install engraved granite stone steles in front of the UCCC as soon as possible rather than waiting for the original UCCC Plaza Master Plan to come to fruition. The installation of the steles will be in accordance with the UCCC Plaza Master plan, and they will not need to be relocated when work begins on the UCCC Plaza renovation. Perry Bell made a motion to write a letter of support and was seconded by Juliette Fried. Motion passed unanimously. Deanna Terry offered to write the letter of support with the assistance of Doran Azari.
 - Staffing Updates
 - There were 3 candidates interviewed and there will be a Meet & Greet session for the 3rd candidate on March 20th for staff to meet.
 - UCCC Manager position is in HR being classed and compensation analyzed then it will be posted. This is a new process so staff was not sure how long it will take before the position was advertised.
 - Onboarding for the new Cultural Manager position will take some time so it'll be a while before Andrea and Marissa will be returning to their original positions.
4. Old/Ongoing Business
 - Spring 2023 Programming Updates (Jill)
 - Jill updated the members on the status of the upcoming Spring shows.
 - Madagascar – will have a media day on April 6th.
 - Fall 2023 Programming Updates (Jill)
 - Jill updated the members on the performers that Midwood is trying to book.
5. Other
 - UCCC Backstage Stars Report (Perry)
 - The group will have a booth at the Arts Picnic this year.
 - Moxi doesn't come in for all the shows to open the bar, so they are considering having non-profits set up concessions with pop, hot chocolate, and water for the shows that they don't do.

Minutes

Union Colony Civic Center Advisory Board

March 8, 2023 @ 3:45 PM

- On the UC Stars site on the pull down all the benefits are wrong. Staff will figure out who is responsible for that and get it fixed.
- Board changes and upcoming officer elections
 - An election for new officers will be held at the April 12th meeting.
- Next meeting is April 12, 2023

American Rescue Plan Act (ARPA)

In 2021, the City of Greeley was awarded \$21 Million dollars as part of the American Rescue Plan Act (ARPA) administered through the United States Department of the Treasury. About ten percent of Greeley's total award has been expended thus far as a direct response to the pandemic, leaving just over \$18 Million remaining for allocation. To help ensure Greeley's ARPA dollars have the greatest positive impact on the community, city staff developed a formal program to guide the appropriation of the remaining dollars. At a high level the program is based upon four priority areas that draw from Council's vision. These are:

- ✓ **Building Community Resilience**
Council Priority: Housing for All & Safe and Secure Communities
- ✓ **Creating Community, Quality of Life and Destinations**
Council Priority: Quality of Life Amenities
- ✓ **Enhancing Mobility**
Council Priority: Infrastructure and Mobility
- ✓ **Activating Economic Corridors**
Council Priority: Business Growth & Community Vitality

Projects will be awarded through a competitive application process made available to both internal and external partners. Applications will be reviewed and scored by committee members and final recommendations will be made to the City Manager's Office for final approval and award by City Council.

Projected Timeline

- | | |
|---|--------------------------|
| • Open ARPA Applications | March 20, 2023 |
| • Technical Assistance Session-Internal | April 5, 2023 |
| • Technical Assistance Session-External | April 6, 2023 |
| • ARPA Application DUE | May 19, 2023 |
| • Application Review Period | June – July 2023 |
| • Award Recommendations to CMO | August 2023 |
| • Council Budget Adoption | October 2023 |
| • Contracts Executed | November 2023 |
| • Project Activities Begin | January 2024 |
| • All Projects Completed | December 31, 2026 |

Community Engagement and Program Outreach

Outreach to the public was launched on February 3rd. The city has developed an ARPA Landing Page and a community survey which will be valuable resources for the success of our program. More information can be found using the links below.

ARPA Landing Page: <https://greeleygov.com/arpa>

Provides general information about Greeley's ARPA program and answers FAQs

Speak Up Greeley Community Survey: <https://speakupgreeley.com/arpa>

Asks the public to rank the four priority areas and associated sub-priorities. Reviewers will analyze results and take into consideration when scoring the application. The survey will remain open until April 28th.

American Rescue Plan Act (ARPA)

Program Overview

March 17, 2023



Presentation Agenda

- Brief ARPA Review and Greeley Award Details
- ARPA Program Development
- Potential Project Examples
- Next Steps and Discussion

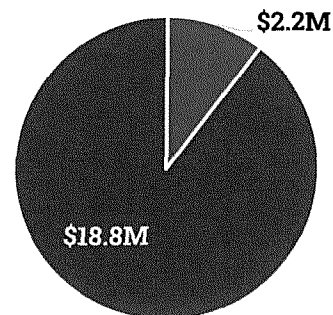


Greeley's ARPA Dollars - Overview

- ARPA is a \$1.9 trillion economic stimulus bill intended to speed the United States' recovery from the economic & health effects of the COVID-19 pandemic.
- The City of Greeley was allocated \$21 Million.
- The eligible funding categories are Revenue Loss, Infrastructure Support, Premium Pay and Public Health.
- Like many municipalities, Greeley is designating its entire award as revenue loss which allows for increased flexibility in how funds are spent and has less burdensome reporting requirements.

Greeley ARPA Award \$21 Million

- Obligated Funds (10%)
- Available Funds (90%)



ARPA Program Development

- **Eighteen million** in available funds will be open for applications
 - Anticipate \$2 million for outside agency projects (10% of total)
 - Remaining for city priority projects and administrative costs
- **Four priority areas identified**



Building Community Resilience



Enhancing Mobility



**Creating Community, Quality of Life
and Destinations**



Activating Economic Corridors

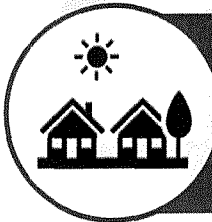
- **Community engagement** will focus on the priority areas and their sub priorities. Results will be incorporated into the project scoring process.
- **Project applications** will be scored by committees and recommended to Council as part of the annual budget process.

Successful Projects

- ✓ Align with City Priorities
- ✓ Community Support
- ✓ Financially Sustainable
- ✓ Feasible & Timely
- ✓ Return on Investment
- ✓ Equitable Outcomes



ARPA Priority Areas - Detail



Building Community Resilience – Council Priority: Housing For All & Safe and Secure Communities

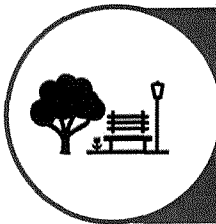
Community resilience is the capacity of a community's systems, businesses, institutions, and individuals to survive, adapt and thrive when met with challenges. The vision for a resilient Greeley is one where residents of all socio-economic levels can secure quality housing, where residents and visitors work in partnership with public safety to ensure neighborhoods are well-maintained, safe, and secure, and where all members of the community have access to the services they need to be safe, healthy and successful.

Sub-Priorities: Homeless Services / Affordable Housing Support / Community Policing / Social Services / Emergency Preparedness / Public Health

Planned Funding Allocation:

**\$2M
anticipated to
external
partners**

**~ \$16M
remaining for
City priority
projects and
admin costs**



Creating Community, Quality of Life and Destinations – Council Priority: Quality of Life Amenities

Greeley is a destination where all residents and visitors enjoy the arts, social engagement, outdoor pursuits, beautiful vistas, and natural areas. Neighborhoods thrive with parks, trails, and recreational facilities within walking distance. Annual festivals, museums, and celebrations reflect a rich cultural heritage and welcome new traditions. Educational opportunities for lifelong learning are abundant. Creative industries, arts and entertainment programs offer regional destinations and foods, experiences, and products from around the world to ensure a high quality of life.

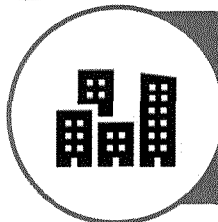
Sub-Priorities: Distinctive Community Events / Investment in Natural Areas / Youth development / Cultural programs / public art/ Tourism & Visitor Support



Enhancing Mobility – Council Priority: Infrastructure and Mobility

How will people get around 10, 20, or 30 years from now? It is important for the City to anticipate and adapt to innovations such as connected and autonomous vehicles, transit, rideshare like Uber and Lyft, e-bikes, changes in travel mode, and other advancements when planning future infrastructure. Mobility planning addresses the need to reduce emissions through improved system efficiencies and encouraging a variety of different modes of travel.

Sub-Priorities: Multi-modal Investments (bike/ped) / Transit Services / Sidewalk improvements / ADA accessibility improvements



Activating Economic Corridors – Council Priority: Business Growth & Community Vitality

Greeley's economic corridors and employment centers are important gathering spaces for people to work, shop, eat, drink and connect. These spaces should be safe, walkable and inviting, encouraging residents and visitors to explore and interact with local businesses and members of their community. When designed and maintained effectively, economic corridors attract investment and generate economic activity.

Sub-Priorities: Small business support / Investment in targeted economic corridors/ New Primary Business Attraction

Community Outreach

Launched February 3rd

ARPA Landing Page - [Understanding the City of Greeley's receipt of ARPA funds \(greeleygov.com\)](http://greeleygov.com)

- Provides general information about Greeley's ARPA program and answers FAQs
- Will be the public-facing location for statistics and reporting on how money is spent

Speak Up Greeley Community Survey – [American Rescue Plan Act \(ARPA\) | Speak Up Greeley](#)

Asks the public to rank the four priority areas and associated sub-priorities

- Results will feed into the application scorecard
- The priority area with the most community support will be weighted heavier

Help Greeley Decide How to Spend \$18.8 Million

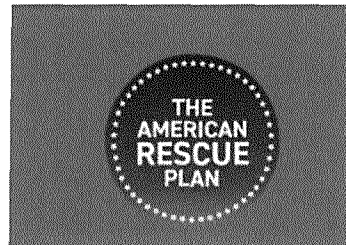
The city wants your feedback in determining how to spend funds awarded by the federal government.

A stimulus program known as the American Rescue and Recovery Act (ARPA) allocated \$21 million to the city. The available funds of \$18.8 million must be spent on eligible expenses directed at recovery efforts related to the pandemic.

The city has identified four categories for allowable expenses:

- Building Community Resilience
- Enhancing Mobility
- Creating Community, Quality of Life, and Destinations
- Activating Economic Corridors

Please take five minutes to rank priorities in the four categories. The city will review responses to help inform where to invest.



Process Flow and Committee Makeup



Successful Projects

✓ **Aligns with City Priorities**

Project aligns with at least one of the established ARPA priority areas and by extension a City Council priority.

✓ **Has Community Support**

Project supports an existing city plan/initiative that included public engagement and the broader topic ranked well on the ARPA Community Survey (survey results will be shared before applications close in May).

✓ **Is Financially Sustainable**

Project is financially sustainable with little to no ongoing cost to the City (ARPA dollars are one-time).

✓ **Is Feasible & Timely**

Project will be completed with all funds expended no later than December 31, 2026. Think “shovel ready”.

✓ **Demonstrates Return on Investment**

Project is shown to be impactful to the community through detailed metrics, high quality evidence and analysis. Upfront investment will yield longer term gains (financially, through improved quality of life, efficiency gains, etc.)

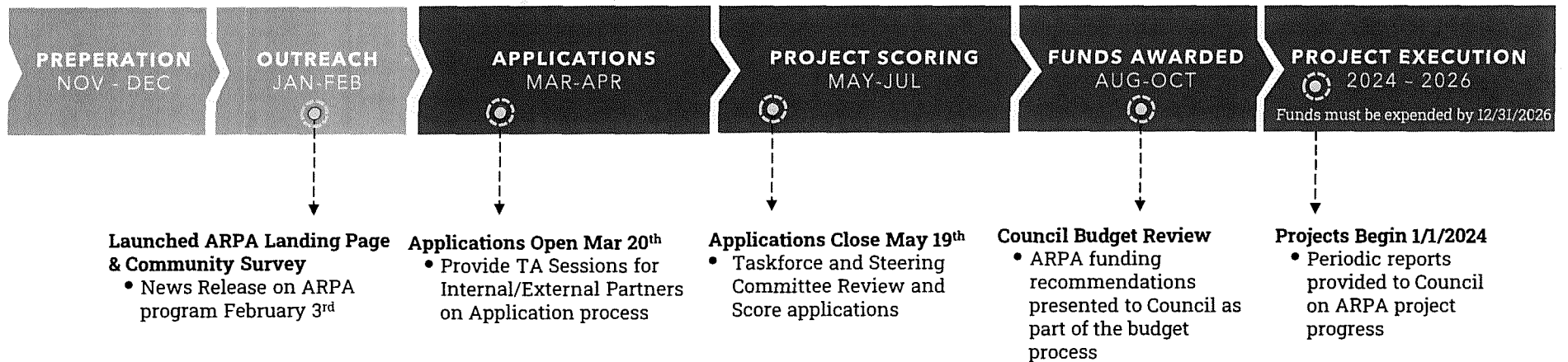
✓ **Promotes Equitable Outcomes**

Project is designed to positively serve one or more disproportionately impacted populations and provides clearly linked proposed outcomes.

Avoid projects that are:

- ⊗ Highly Programmatic (staffing/admin costs)
- ⊗ Not Timely (multi-year efforts)
- ⊗ Don't align with established priority area
- ⊗ Have another established funding source

Program Timeline and Next Steps



Questions and Discussion



Talking points for American Rescue Acts 2023

Appropriate Purpose

Creating Community, Quality of Life and Destinations Council Priority: Quality of Life Amenities

- **Community engagement** will focus on the priority areas and their sub priorities. Results will be incorporated into the project scoring process.
- **Creating Community, Quality of Life and Destinations – Council Priority: Quality of Life Amenities**
- Greeley is a destination where all residents and visitors enjoy the arts, social engagement, outdoor pursuits, beautiful vistas, and natural areas. Neighborhoods thrive with parks, trails, and recreational facilities within walking distance. Annual festivals, museums, and celebrations reflect a rich cultural heritage and welcome new traditions. Educational opportunities for lifelong learning are abundant. Creative industries, arts and entertainment programs offer regional destinations and foods, experiences, and products from around the world to ensure a high quality of life.
- *Sub-Priorities: Distinctive Community Events / Investment in Natural Areas / Youth development / Cultural programs / public art/ Tourism & Visitor Support*

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Things to Consider:

Capital projects for betterment of the Center

Seating/Equipment/Rest Rooms/Elevator

Enhanced Entertainment Budget for Diversity Objective

New sign for inclusion (Possibly rename the center)

Dual Language Resources

Community Education

Sponsorships for School Groups/Lower Income Groups/Seniors to encourage Diversity