City of Greeley, Colorado
**COUNCIL WORKSESSION REPORT**
July 9, 2019

## 1. CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Mayor John Gates, in the Council's Chambers at the City Center South Campus, 1001 11th Avenue.

## 2. PLEDGE OF ALLEGIANCE

Mayor Gates led the Pledge of Allegiance to the American Flag.

## 3. ROLL CALL

Cheryl Aragon, Deputy City Clerk, called the roll. Those present were Mayor Gates and Councilmembers Robb Casseday, Michael Fitzsimmons, Dale Hall, Jon Smail, Brett Payton and Stacy Suniga.

## 4. UNIVERSITY OF NORTHERN COLORADO UPDATE

Dr. Andrew Feinstein, University of Northern Colorado President, was present and provided a brief update regarding the University as he celebrates his first year in this role.

He reviewed statistics relative to student population and various programs and noted that he is working to be transparent and create an open environment that engages the community and builds collaborative relationships.

As far as long-term planning, he made note of the work to build a strategic plan for the next ten years and a vision that will make UNC distinctive.

Councilmember Fitzsimmons expressed that Downtown businesses want to see a UNC presence in Downtown, and Dr. Feinstein stated that there will be a big effort to engage students and to find ways to have a bigger presence Downtown.

In response to a question from Councilmember Smail about the Greeley/UNC relationship during the strategic planning process, Dr. Feinstein indicated that the relationship will continue to be a focus and noted that UNC is an anchor tenant in Greeley and wants to be a good community citizen in the retail arena as well as welcoming the community to the Campus.

Dr. Feinstein stated that he plans to continue to engage in areas such as the Creative District, will pull together a delegation from the City and the University to go to the State Capital to discuss legislation, and will work to bring students Downtown as already mentioned.

Mayor Gates stated that he was honored to have spoken at Dr. Feinstein's Investiture, and added that he wants to make sure that the City does all it can to come alongside UNC in their ventures.

## 5. WORKPLACE CULTURE DEVELOPMENT

Roy Otto, City Manager, provided an overview of the current effort to create a workplace culture of excellence, known as PROpel, thus becoming a community of excellence. Examples of ways the City has

achieved this already is the engagement of School District 6 and the Greeley Unexpected Campaign as well. He reminded the Council that Greeley was recently named as the 8th most dynamic city in the Country.

He went on to state that Workplace Culture, defined as the values and behaviors that contribute to the unique social and psychological environment of an organization, is an important component to the recruitment and retention of employees. For a number of years, the City has been intentional in working to build and maintain a culture of high performance in support of community excellence. Culture development is a continual process with no beginning or end. Greeley's cultural work was elevated with the development of organizational values of: Applied Wisdom, Excellence, Accountability, Stewardship, Principled Relationships and Integrity. Our efforts to build relationships with the community known as Achieving Community Excellence ultimately became our organizational mission statement: We Aspire to be a City Achieving Community Excellence.

He concluded by stating that these elements of the continuous effort will build and maintain an intentional organizational culture that positions the City as an employer of choice. These efforts and investments will maximize the quality of life for and delivery of services and programs to the community.

## 6. GREELEY RETAIL MARKET ASSESSMENT

Ben Snow, Economic Development Director, reported that at the request of City Manager Otto and Councilman Hall, he has prepared a Retail Market Assessment for the City of Greeley. He stated that Greeley has enjoyed considerable success in retail development during the years since the Great Recession; however, there are still areas within the City that remain under-served by retail services. An assessment was conducted to provide a general state of conditions for retail development and to highlight some of the opportunities we could pursue going forward and proceeded to highlight that assessment.

He stated that his recommendation would be to be more aggressive than in the past and to send City representatives to the annual ICSC Conference via an additional appropriation of funding that has been requested in the amount of $15,000.

He reported that the Promentory area is in need of some commercial given that the roughly 3,500 employees are currently have to drive 15 minutes into Greeley or 15 minutes out to the Interstate. This area has the greatest potential for commerce.

Councilmembers offered their general support for Mr. Snow's recommendation to step up efforts and to participate in the ICSC Conference.

Mr. Snow added that he will continue its' professional memberships as well including with the Urban Land Institute where there are unlimited resources and networking opportunities to take advantage of.

## 7. 2018 FINANCIAL AUDIT REPORT AND COMPREHENSIVE ANNUAL FINANCIAL REPORT

Tyra Litzau, ACM, L.L.P., reported that they were engaged to conduct the the City's Audit, an effort to review the City's financial records, reports and processes, in compliance with City Charter Title 2 Chapter 12.090.

She stated that the City has received a "clean" opinion from ACM, L.L.P., which suggests that the financial report presented materially reflects the financial condition of the City and that it's important to City staff that City Council and the citizens of Greeley understand that Finance views the auditor's role as more than producing reports.

She went on to review the analysis done on many financial performance indicators and noted that they work to evaluate the financial condition trends of the City. Staff conducts an analysis of many financial performance indicators to monitor the City's financial position over a rolling ten years.

She went on to review the financial statement highlights including statements of net position; statements of revenues, expenses, and changes in net position; statements of cash flows and all enterprise funds.

Renee Wheeler, Finance Director, thanked the ACM team, as well as the City's executive teams and departments who are following this important policy very well.

Mayor Gates noted that this should be great news to the community and that he feels great about the clean opinion from the auditors.

## 8. SCHEDULING OF MEETINGS, OTHER EVENTS

No additional meetings or other events were scheduled.

Councilmember Casseday reported that the monthly MPO meeting that was postponed has been rescheduled to Thursday, July 11, 2019 hosted by Weld County.

## 9. ADJOURNMENT

There being no further business to come before the Council, Mayor Gates adjourned the meeting at 6:42 p.m.

Cheryl Aragon, Deputy City Clerk