

City of Greeley, Colorado
CITY COUNCIL WORK SESSION PROCEEDINGS
January 23, 2024
6 p.m.

1. Call to Order

Mayor John Gates called the meeting to order at 6 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

Mayor Pro Tem Dale Hall

Councilmember Brett Payton

Councilmember Johnny Olson

Councilmember Melissa McDonald

Mayor John Gates

4. Reports from Mayor and Council Members

Mayor Gates provided the following reminders to Council:

- Reminder to Housing and Homelessness, Recreation Center, January 25, 5:30 p.m.
- Reminder that there is no council meeting on Tuesday, January 30 as it is the 5th Tuesday of the month.
- The Council Retreat for strategic planning will be February 1-2

5. Master Tourism Study and Recommendations Update

Communication & Engagement Director Winna MacLaren introduced the item at 6:08 p.m. Image and Branding Manager Jaqueline Villegas was available for questions.

HUB Consultants Bryan Buenacosa-Brooks and Jen Guibord presented informational updates and findings from their assessment for the City of Greeley's Tourism Master Plan.

The City of Greeley hired the consultant, HUB Collective, to help assess Greeley's tourism landscape in preparation to build a master tourism plan as identified in the City's Council Vision 2037.

HUB Collective, aligning with Greeley's overarching objective to stimulate economic activity, envisions a transformative multi-year master tourism plan. This blueprint positions Greeley as a compelling destination to visit, reside in, or establish a business. Key goals outlined by HUB Collective for Greeley's tourism include:

- Preserving and enhancing Greeley's identity through thoughtful expansion and rebranding.
- Amplifying awareness and offerings in both quantity and quality.
- Fostering innovation to define unique regional perspectives.
- Actively promoting existing attractions while developing new and immersive experiences.
 - Sports
 - Conferences
 - Events
 - Destination Development

Councilmember DeBoutez inquired if music or sports generate the most return on investment. Ms. MacLaren shared that the plus-one events generally generate the most revenue. Ms. Guibord expounded that the recommendation is more for the performing arts and defining the City's role in the arts ecosystem of Northern Colorado.

Councilmember Hall requested additional information on agricultural aspects of marketing and rodeo. Ms. MacLaren clarified that the recommendation is not for the agricultural piece to go away, but rather develop it to a broader scope of offerings. The branding will be geared towards making sure we are not losing the historical elements.

Councilmember Butler asked about the timeline for the master tourism plan. Ms. MacLaren shared it will take about a year, starting with the branding and ensuring alignment. She confirmed that the City of Greeley's logo is approximately 20 years old.

Mayor Pro Tem Hall expressed the importance of looking at several options and not restricting our review to a single vision. Ms. MacLaren confirmed that the intent is to thoroughly investigate and have many discussions throughout the process of this evolution.

6. Finance Update – 2022 and 2023 Audits; Finance Department

Interim Finance Director Debbie Reid introduced the item at 6:25 p.m.

The City's 2022 annual audit and Annual Comprehensive Financial Report (ACFR) were not completed by the required deadline of June 30, 2023. The City filed for and received an extension to file the report by September 30, 2023. Due to staff turnover and other related issues, the extended deadline to file was also missed.

The Interim Finance Director updated City Council on the status of the 2022 audit and ACFR along with the plan for completing a timely 2023 audit and ACFR. There have been several changes in staffing within the Finance Department over the past several months, along with changes in the overall organizational structure. The Interim Finance Director also provided an update on these changes.

Councilmember Olson asked if the current audit schedule is on track. Ms. Reid said that she will assist the team to ensure that the schedule is met. Based on the plan that has been laid out, the team is committed to getting to the finish line. Chief Information Officer Bret

Naber added that the most critical piece is staff, the processes and the system that is in place.

Councilmember McDonald thanked staff for their hard work. Councilmember Olson added the importance of keeping Council posted on any delays or concerns of not meeting expected deadlines.

7. Greeley 2075 - City-Wide Focus Areas

Deputy City Manager Don Tripp and Director of Economic Development and Urban Revitalization John Hall introduced the item at 6:45 p.m.

The City of Greeley is committed to creating and maintaining a great community. To accomplish this, the City Council has created an aggressive vision for the future of our community: "Greeley will be a future-focused city. One that is intentionally developed, safe, affordable, innovative, sustainable, healthy and inclusive."

A great city is a safe community with high-quality parks and public spaces. Great cities have schools, affordable public utilities, and housing for all. Great cities have jobs for residents and high-quality transportation systems with pleasant commutes. Growth is occurring rapidly in the city and current market pressures are not always consistent with the City Council's vision. It can also be challenging to have patience while achieving our vision and the public is not always accepting of the investments necessary to achieve a long-term vision.

To this end, several key areas of work are necessary now, including future land use plans for specific areas of the city, large-scale capital projects, public/private partnerships, and meaningful engagement with our community all linked together in a city-wide effort. It's necessary to do this work now to take advantage of a window of opportunity created by higher-than-normal interest rates and the current state of market pressures. It's also necessary to leverage the city's unbeatable assets, including abundant available land, robust water reserves, and our unique history rooted in hard work and a focus on families. These efforts have been organized into nine key focus areas:

1. East Greeley, including Downtown and the Airport;
2. West Greeley;
3. Large area north of the Poudre River;
4. Greeley Mall and the US 34 Corridor;
5. Downtown-specific Redevelopment Efforts;
6. Island Grove Regional Park;
7. Poudre River Restoration Project;
8. UNC Campus-town Project; and
9. City of Greeley Public Facilities.

Staff requested feedback from the City Council to ensure alignment with the council's vision and key focus areas.

Councilmember Olson asked for clarification on redevelopment execution. Mr. Hall explained redevelopment execution refers to the areas that are visibly in need of the City's

attention. Mr. Tripp said Greeley is unique in that it has both infield and greenfield occurring, simultaneously with additional boundary growth.

Councilmember DeBoutez asked for an expansion of amenities beyond parks such as activities and restaurants. She commented that the statement that the “Region needs us to lead and succeed” needs to be operationalized. Mr. Lee explained it is a combination of both, from a growth perspective, Greeley is going to be the urban center of Northern Colorado, we must be partners for our community for the region.

Mayor Pro Tem Hall shared that he appreciates the proactive efforts to be a regional partner and intentional development for the benefit of the community. Mr. Lee shared that the City is taking an active, fast-paced approach to making strong policy decisions on growth management.

Mayor Gates shared that growth is inevitable and the staff’s proactive, responsible diverse growth planning, is necessary to control how the City grows.

Councilmember Butler expressed the importance of not being hostile to multi-family growth planning, it is necessary for the size of growth we are experiencing. Mr. Tripp added we are going to have multi-family housing, the important focus is creating a full-service community to keep people in Greeley and drive our economy, the City needs a balanced stratus of housing for everyone.

Mayor Gates confirmed for staff that there is alignment with the vision presented.

8. Scheduling of Meetings, Other Events

None.

9. Executive Session: Economic Development Project

Recommended Motion:

A motion to go into executive session to provide instructions to negotiators about possible real estate acquisition and economic development incentives for an economic development project, as provided C.R.S. § 24-6-402(4)(e)(I) and Greeley Municipal Code § 2-151 (a)(5).

Councilmember Butler moved to approve the motion. Councilmember Payton seconded the motion. The motion passed 7-0 at 7:41 p.m.

The mayor added that the Council will not be returning to the meeting after the adjournment of the Executive Session.

10. Adjournment

Mayor Gates adjourned the meeting at 7:41 p.m.

9. Executive Session

The Executive Session was called to order at 7:18 p.m. for the purpose of presenting information to City Council about possible real estate acquisition and economic development incentives for an economic development project.

Present at this executive session are the following persons:

All Members of City Council

City Manager Raymond Lee

Community Development Director Brian McBroom

Economic Development Director John Hall

Public Works Director Paul Trombino

Deputy City Attorney Stacey Aurzada

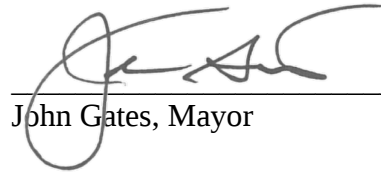
Chief of Staff Kelli Johnson

Mayor Gates cautioned each participant to confine discussion to the stated purpose and reminded that no formal action may occur in Executive Session. If at any point any participant believed that the discussion was going outside the proper scope of the Executive Session, participants were advised to interrupt the discussion and raise an objection.

The meeting concluded at 7:56 p.m.

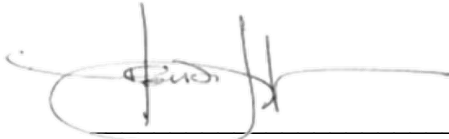
The recordings will be retained as provided in the City's records retention policy and in conformity with the Colorado Open Meetings Law for a period of 90 days.

Approved:

A handwritten signature in dark ink, appearing to be 'John Gates', written over a horizontal line.

John Gates, Mayor

Attest:

A handwritten signature in dark ink, appearing to be 'Heidi Leatherwood', written over a horizontal line.

Heidi Leatherwood, City Clerk