

City of Greeley, Colorado
City Council Work Session Proceedings
July 22, 2025

1. Call to Order

Mayor 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 Heid Leatherwood called the roll.
The following were present:

Councilmember Tommy Butler
Councilmember Deb DeBoutez
Mayor Pro Tem Hall
Councilmember Brett Payton
Councilmember Melissa McDonald
Mayor John Gates

Councilmember Johnny Olson was absent and excused.

4. Reports from Mayor and Councilmembers

Councilmember McDonald reminded everyone to visit businesses on 16th Street, particularly those affected by the current construction.

5. June 2025 Polling Results and November Ballot Decision

Interim Budget Director Kalen Myers and Alex Dunn from Aspect Strategic introduced the item at 6:01 p.m.

Ms. Myers reminded council that the polling included:

- the public safety tax increase,
- a tax increase for affordable housing and homeless solutions,
- a combined measure for both public safety and homeless solutions, and
- an economic development measure.

Mr. Dunn shared that the poll surveyed 600 city residents with a 4% margin of error and tested four revenue proposals.

Results indicated:

- Public safety had 53% support,
- Housing and homelessness received 51%,
- Combined public health and safety garnered 56%, and
- Economic development got 42% support.

Mr. Dunn explained that none of the proposals reached the traditional viability threshold of 50% strong support (without including "leaners"). The housing and homelessness measure generated the most intensity among supporters.

Mr. Dunn shared both concerns and reasons for optimism. The poll showed support increases after voters learned more about city needs, with public safety support rising from 53% to 59% after presenting pro/con arguments.

Councilor Butler asked about the need for public safety positions, and suggested the ultimate decision should be left to voters.

Councilmember McDonald stated that public safety was a need and noted that surrounding communities had a 0.5% tax rate and Greeley should match that. Mayor Pro Tem Hall added that economic development could generate revenue but polled lowest, and suggested the timing was wrong due to economic uncertainty.

Mayor Gates sought consensus on each potential ballot measure individually:

- Economic development: No consensus
- Affordable housing and homeless solutions: No consensus
- Public safety: No consensus
- Combined public safety and homeless solutions: Tied support/nonsupport

Mayor Gates noted that Councilmember Olson, who was absent, had indicated via prior communication, that his preference would be to forego all options. Based on this input, Council concluded that no measures would advance to the November ballot.

Mayor Gates thanked staff and the consultant for the information.

6. 2025 'Your Thoughts on Greeley: Non-resident Survey'

Communications and Engagement Director Winna Ironkwe and Public Engagement Manager Nelvis Alvarez introduced Robert Heacock from ETC Institute. He presented the results of the non-resident survey at 6:39 p.m.

Mr. Heacock reported that the survey received 807 responses from residents across Colorado and Wyoming (excluding Greeley, Evans, and Garden City), producing a margin of error of plus or minus 3.4%.

Key findings included:

- 89% of respondents had visited Greeley before;
- Visitors had very positive perceptions of Greeley, particularly regarding higher education, agricultural opportunities, healthcare, dining options, and cost of living;
- Respondents most frequently came to Greeley to visit family/friends, dining, and shopping;
- The Greeley Stampede was the most recognized event, followed by Union Colony Civic Center shows, UNC athletics, and the Weld County Fair;
- Lack of knowledge about what Greeley offers visitors was identified as one of the top barriers to visitation;

Councilmembers asked about specific findings, particularly around the meaning of "agricultural opportunities" which ranked high in perceptions. Ms. Alvarez suggested

this could relate to business opportunities or people's association with Greeley's agricultural heritage and events like the Greeley Stampede.

Councilmember McDonald suggested conducting a comparative survey with cities perceived as more desirable in Northern Colorado.

Councilmember Butler questioned the “action-ability” of the data, stating he wasn't sure what to do with the information, while acknowledging it provided a useful baseline.

Ms. Ironkwe noted that from a marketing standpoint, the results were helpful in identifying where to focus limited marketing dollars to expand Greeley's reach.

Mayor Gates thanked staff and the consultant for the information.

7. West Greeley General Improvement District (GID) Update

Community Development Director Brian McBroom, provided an update on work being done to create a General Improvement District in West Greeley at 6:54 p.m.

Mr. McBroom explained that the presentation would catch Council up on the work done so far and prepare them for actions they would likely need to take as the GID Board of Directors should Council create the GID.

A GID was described as a unit of government whose primary purpose is to fund public infrastructure and potentially maintain that infrastructure. It can finance improvements through general obligation bonds, revenue bonds, and certificates of participation (COPs). Revenue is generated primarily through property taxes, with special assessments and other fees also possible.

The City was considering creating two GIDs in West Greeley - one for residential property and one for non-residential property. This would provide maximum flexibility for assessing fees differently for each property type.

The process begins with a petition from a property owner, which they expect to receive soon from the Water Valley Company. The City Council would then create the GID by ordinance, with first reading anticipated on August 5th. If the GID wishes to borrow money and fund infrastructure in 2026, a TABOR election would be necessary this November.

Mr. McBroom presented a map showing potential boundaries, emphasizing that creating the GID wouldn't automatically include these properties. Properties would join through petition, either voluntarily or potentially as a requirement if they need infrastructure the GID has funded. Discussion ensued among Council members about when and how properties might be required to join.

He shared financial models indicating a mill levy of 12 mills, although the ballot language would request authorization for up to 20 mills for flexibility. Immediate infrastructure needs were estimated at around \$129 million, and the ballot would request a much higher debt authorization to provide room for future needs.

Mayor Gates thanked staff for the information.

8. Scheduling of Meetings, Other Events

None.

Mayor Gates reminded Council that they would not meet the following Tuesday as it was the fifth Tuesday of the month.

9. Motion to go into Executive Session to discuss the potential purchase, acquisition, or lease of property

A motion to go into executive session to discuss the potential purchase, acquisition, or lease of property, and to determine positions and receive instructions regarding negotiations as provided for in CRS 24-6-402(4)(a) and 24-6-402(4)(e)(I) and Greeley municipal code 2-151(a)(1) and 2-151(a)(5), and if necessary, to receive advice from the city attorney related to these matters as provided for in CRS 24-6-402(4)(b) and Greeley municipal code 2-151(a)(2).

Councilmember McDonald moved to approve the motion. Councilmember Butler seconded the motion. The motion passed 6-0 at 7:31 p.m. with Councilmember Olson absent.

10. Adjournment

With no further business to come before the Council, Mayor Gates adjourned the meeting at 7:32 p.m.

9. Executive Session to Request and Receive Legal Advice from the City Attorney regarding the potential purchase, acquisition or lease of property in downtown Greeley

Mayor Gates started the Executive Session at 7:39 p.m. in the Colorado Room of City Center South. The meeting was electronically recorded as required by Colorado Open Meetings Law.

All Councilmembers were present, except for Councilmember Olson. City Manager Raymond Lee, City Attorney Stacey Aurzada, Chief Financial Officer Allena Portis, Assistant City Manager Kelli Johnson, Consultant John Hall, Walker Thrash and Adam Frazier with Richmark Vertikal were also present.

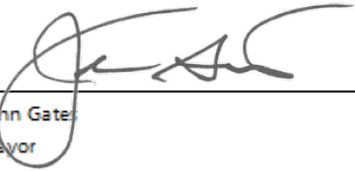
The executive session was for the purpose of discussing the potential purchase, acquisition, or lease of property as provided for in C.R.S. Section 42- 4-402(a) and Greeley Municipal Code Section 2- 151(a)(1); to determine positions, develop strategy, and instruct negotiators as provided for under C.R.S. Section 24-6-402(4)(e)(1) and Greeley Municipal Code Section 2-151(a)(5); and to receive legal advice related to these matters as provided for under C.R.S. Section 24-6-402(4)(b) and Greeley Municipal Code Section 2-151 (a)(2).

Mayor Gates cautioned each participant in this executive session to confine discussion to the stated purpose, and reminded everyone that no formal action may occur in executive session. He asked if at any point in the executive session any participant believes that the discussion was going outside the proper scope of the executive session, to please interrupt the discussion and raise an objection.

The Executive Session concluded at 8:40 p.m.

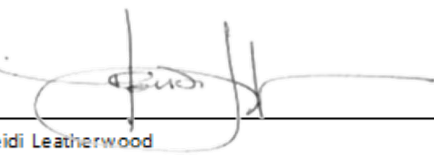
The recording of this executive session will be retained as provided in the City's records retention policy and in conformity with Colorado Open Meetings Law for a period of 90 days.

Approved

X 

John Gates
Mayor

Attest

X 

Heidi Leatherwood
City Clerk