City of Greeley, Colorado
City Council Work Session Proceedings
Tuesday, January 13, 2026

1. **Call to Order**
   Mayor Hall 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 Hall 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 Melissa McDonald
   Councilmember Johnny Olson
   Councilmember Brian Rudy
   Councilmember Ryan Roth
   Mayor Dale Hall

4. **Reports from Mayor and Councilmembers**
   Councilmember Olson requested Council consider rescheduling the February 12-13 Strategic Retreat since he would not be able to attend. Acting City Manager Brian McBroom indicated that staff would look into the possibility.

   Mayor Pro Tem McDonald thanked staff for organizing the basketball event at the University of Northern Colorado.

5. **West Greeley Project Update**
   Acting City Manager Brian McBroom introduced the West Greeley Project update. He emphasized that while the information presented may not be perfect, it represented the team's best effort to provide high-quality information and analysis. Mr. McBroom committed to honest, direct answers to Council's questions and to executing Council's direction while improving the project and reducing risk.

   Deputy City Manager Bret Naber provided an overview of the presentation structure, which would cover the project team approach, design updates, schematic timeline, studies, financial updates, and communication strategies. He indicated that the goal was to create a regular cadence of meetings to deliver information to Council.

   Legends Global Nations Project Director Jim Rodems presented details on the project components to include the arena, youth hockey center, hotel, waterpark, family entertainment center, beer garden, food hall and parking spaces.

Councilmember Butler asked for clarification about the potential Mattel branding partnership that had been mentioned. Mr. Rodems indicated that until contracts are signed, they would refer to it as a "potential" branding partner.

Mr. Rodems outlined the design timeline, noting that design concepts were approved in April 2025, schematic designs were worked on through September 2025, and design development drawings were recently delivered and are currently under evaluation.

Several feasibility studies were presented:
1. A residential property study analyzing market demand, pricing, absorption, and product mix for West Greeley
2. A commercial areas study by Economic and Planning Systems (EPS) evaluating long-term commercial demand
3. Economic feasibility studies by Hotel and Leisure Advisors (HNLA) evaluating market demand, financial performance, and economic benefits
4. A General Improvement District study by DTA Public Finance (still in process) evaluating infrastructure impacts and fair share cost responsibilities

David Sangree and Steve Szczygiel from Hotel and Leisure Advisors presented their feasibility study findings, showing that with Mattel branding, the hotel could achieve 79% occupancy with strong revenue projections. They noted that Colorado had a shortage of water park resorts, with Great Wolf Lodge being the only other quality indoor water park resort in the area.

Jason Simmons from Hilltop Securities provided a financial update, noting that:
1. Certificates of participation for predevelopment funding closed in 2025 for $115 million.
2. Additional expenses of $30 million were expected by the end of February 2026.
3. The revenue bond financing has a target closing date in early June 2026.
4. Current project costs for the catalyst project are approximately $668 million, up from $630 million estimated in March 2025.
5. The residential and commercial West Greeley General Improvement Districts have been created but are unlikely to issue debt by June 2026.
6. Funding for regional transportation improvements, particularly the US 34 and County Road 17 interchange, still needs to be identified.

Mr. Naber presented the communications plan, which included three phases:
- initial information sharing,
- increased public engagement after the election, and
- building excitement and attracting developers to the area.

Councilmember Olson asked about communication with citizens and the assumptions in the financial models. He noted that when combining the feasibility study with the economic study's tax revenue projections, the project appeared financially beneficial over time.

Councilmember DeBoutez noted the commercial demand study showing the project would only capture 20% of the retail space within the Regional Trade Area and 15% of office space demand. She questioned whether housing developments generate revenue for the City. Mr. McBroom responded that while residential development generates some revenue, it typically uses more in services than it provides in direct revenue.

Councilmember DeBoutez stated that the feasibility study concluded the project is not feasible on its own and that the City is taking all the risk while the state and county would receive significant tax benefits without contributing. Acting City Manager Brian McBroom responded that the city has not yet engaged other taxing entities regarding potential partnerships but would consider doing so, particularly when negotiating incentives with specific end users. He added that such discussions could include potential contributions from the state and county as part of incentive agreements for large-scale developments.

Mayor Pro Tem McDonald emphasized the importance of the youth hockey component and suggested the project would help capture retail leakage and attract executive-level housing to Greeley.

Councilmember Butler asked about competition from the Blue Arena in Loveland, which currently hosts approximately 200 events per year, and questioned the additional space requirements and costs for Mattel branding. Staff noted that while Blue Arena currently holds 200 events annually, the West Greeley project would offer more space and amenities with its four rinks, potentially increasing the event number. Regarding the Mattel branding, Jim Rodems and HNLA explained the additional space caters to expanded amenities that include more rides, interactive features, and themed attractions.

Councilmember Butler questioned the $102 million in unidentified funding for transportation improvements, particularly the $63.4 million needed for the Highway 34 interchange. Mr. McBroom acknowledged the importance of this interchange and mentioned ongoing discussions with local entities to share the cost through IGAs and future GID contributions while exploring phased financing options.

Mr. McBroom noted that an additional financial model incorporating all aspects of the project was being developed and should be ready by January 27th.

Councilmember Roth encouraged increased communication with constituents as the project moves forward.

6. Motion to go into Executive Session to receive legal advice and to instruct negotiators regarding the West Greeley project

A motion to go into an Executive Session to discuss the following matter as provided under C.R.S. Section 24-6-402(4)(b) and 24-6-402(4)(e)(I), Greeley Municipal Code Sections 2-151(a)(2) and 2-151(a)(5): To receive legal advice related to and determine positions, develop strategy, and instruct negotiators about the West Greeley project.

Councilmember Butler moved to approve the motion. Councilmember Olson seconded the motion. The motion passed 7-0 at 7:45 p.m.

7. Scheduling of Meetings, Other Events
None.

8. Adjournment
With no further business to come before the Council, Mayor Hall adjourned the meeting at 7:46 p.m.

6. Motion to go into Executive Session to receive legal advice and to instruct negotiators regarding the West Greeley project

Mayor Dale Hall started the Executive Session at 7:53 p.m. in the Executive Room. The meeting was electronically recorded as required by Colorado Open Meetings Law.

All Councilmembers were present along with City Attorney Stacey Aurzada and Acting City Manager Brian McBroom.

The executive session was for the purpose to determine positions, develop strategy, and instruct negotiators as provided for under C.R.S. Section 24-6-402(4)(e)(I) 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 Hall cautioned each participant in the 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 City Attorney made an announcement that the conversation was privileged communication. The recorder was turned off during the confidential attorney-client privileged conversation.

The Executive Session concluded at 8:34 p.m.

The recording of this executive session 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:

X

Dale Hall
Mayor

Attested:

X

Heidi Leatherwood
City Clerk