

City of Greeley, Colorado  
**COUNCIL WORKSESSION REPORT**  
May 26, 2020

The Worksession began at 6:00 p.m. via a remote Zoom Meeting between City Staff and the City Council. It was live-streamed on the City of Greeley's YouTube Channel.

**1. CALL TO ORDER**

Mayor Gates called the Zoom Meeting to Order.

**2. PLEDGE OF ALLEGIANCE**

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

**3. ROLL CALL**

Cheryl Aragon, Interim City Clerk, called the roll. Those present were Mayor John Gates and Councilmembers Tommy Butler, Ed Clark, Michael Fitzsimmons, Dale Hall, Brett Payton and Kristin Zasada.

**4. REPORTS FROM MAYOR AND COUNCILMEMBERS**

Councilmember Hall reported that he participated in a Colorado Municipal League meeting and shared that while the annual conference has been cancelled, there is still a requirement for a business meeting to elect new board members for the coming year, and asked for Councils' consensus to participate in this virtual meeting and vote on behalf of Greeley.

Councilmembers reached consensus on Councilmember Halls' representation of Greeley at this business meeting.

Councilmember Clark reported that he received several emails over the weekend from Downtown business owners who want to close 8<sup>th</sup> and 9<sup>th</sup> Streets for outdoor seating and alcohol consumption.

Mayor Gates stated that he wants to be able to assist businesses expanding their outdoor seating areas, and also wants to consider the input from businesses and residents most impacted.

Councilmember Hall emphasized the importance of being sensitive to non-restaurants as well.

Councilmember Payton asked that a fee waiver be pursued at the State level, and also expressed a desire to see the posting requirement waived.

Councilmember Zasada expressed a desire to see streets open only after 5 p.m., not for lunch, and shared that this is a great opportunity to be creative and design a fun atmosphere downtown.

In response to a question from Councilmember Butler, Ms. Aragon clarified that the City's Liquor Licensing Authority would be approving temporary modifications for outdoor alcohol consumption and not the City Council.

## 5. COVID-19 UPDATE

### Pandemic Response Activities

Roy Otto, City Manager, stated that staff is looking to reduce the daily Situation Reports to Tuesdays and Thursdays.

Mayor Gates indicated that he would be fine with that as long as the data does not get away from Council between reports.

Dan Frazen, Emergency Manager, stated that if there is a surge in the hospital data, a structure will be put into place to return to daily reports.

Consensus was reached by Council to move to Tuesday/Thursday Situation Reports.

Mr. Frazen clarified that Friday and Tuesday Briefings would continue, and then Tuesday and Thursdays would be the emailed. He went on to provide the days' data and State/County COVID-19 numbers.

## 6. BUSINESS RETENTION & EXPANSION

Ben Snow, Economic Health & Housing Director, reported that part of any successful economic development strategy is conducting frequent, consistent outreach to companies. He added that having strong working relationships with existing businesses can be the difference between that investment happening here in Greeley or somewhere else.

He stated that the methods of conducting Business Retention & Expansion (BR&E) visits have evolved over the years, but the most important element of a successful BR&E program is nurturing high-quality relationships with the local business base.

Mr. Snow advised that last winter, his office conducted targeted outreach to Greeley's top 100 employers, by industry sector. He noted that the top 5 industry sectors are manufacturing, health care, education, construction and energy. He proceeded to review reports highlighting the results of those visits.

He went on to review the survey that was conducted amongst the businesses hardest hit by the crisis and made mention of the Greeley Area Recovery Fund that was established to address many of the concerns expressed in the survey.

## 7. APRIL FINANCIAL REPORT

Robert Miller, Interim Finance Director, reported on the April Monthly Financial Report, which provides the revenue and expenditure for the first four months of 2020, and contains details on major revenue streams and expenditures by fund and overall City performance.

He stated that in April, the City Council was presented with the possible General Fund revenue reduction scenarios relative to the potential financial impact of the COVID-19 virus on City revenues.

With the collection and analysis of tax revenue generated during the month of March, he stated that it represents the first month of data pertaining to direct impacts from the current COVID-19 related economic conditions. When compared to the revised projections and scenarios, the overall April results (March generated) are consistent with Scenario A – the most favorable revenue reduction scenario with the lowest financial impact to the City (approximately \$10 million loss). While the revenue data for revenue generated in March is positive, the revenue data for revenue generated in April will provide a better measure of the City’s current and future financial condition. He stated that it is important to note that the scenarios involve a best case scenario of an economic recovery period of three to five years to generate revenues equal to a pre-COVID-19 level.

Mr. Miller went on to advise that the City’s reserves remain sufficient to meet reserve requirements and has the ability to adjust for unforeseen circumstances and may be an influence in service level reset discussions scheduled with the Council in June.

Paul Fetherston, Assistant City Manager, stated that this financial information is critical and is interconnected with so many other things including COVID-19. He stated that all components are being looked at and that service levels are being looked at versus an across-the-board cut.

In response to a question from Councilmember Payton, Mr. Fetherston advised that when he says COVID-19 is being considered, he means that staff is looking at triggers and watching how the virus shows itself and how it impacts the City of Greeley.

## **8. SCHEDULING OF MEETINGS, OTHER EVENTS**

No additional meetings or events scheduled.

Mr. Otto stated that he is conducting an all-employee Zoom Webinar to discuss employee survey results.

## **9. ADJOURNMENT**

There being no further business to come before the Council, Mayor Gates adjourned the meeting at 7:17 p.m.




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Cheryl Aragon Interim City Clerk