



Wellington Colorado Main Streets Program
Board Meeting MINUTES
Board of Directors Meeting: Monday, May 18th
Via Zoom – 8:00am – 9:00am

Call to Order

- 8:04 am via Zoom
- Board and Staff Present: Megan, Gary, Anita, Brian, Karin, Kallie, John, Bryan and Tracey
- Guests: Jon Gaiter

Additions to or deletions from the agenda

- Updated error on item 1A – Changed March to April
- Addition of DOLA update – Item 4C

Conflicts of interest

None

1. Consent Agenda (seeking motion to approve) (3 minutes)
 - a. Approval of Minutes from last meeting (April, 2020) (see attached)
 - b. Financial Report (see attached)
 - c. Committee reports and Director's report (see attached)

Gary moves to approve Consent Agenda; John Seconds. Motion passes unanimously.

2. Well-o-Rama (5 minutes)

Kallie is working with the committee, Chris K (music booking) and Overland Sertoma to cut costs. As of now, planning to make a final decision on the event around June 15th.

One request from the committee includes to allow local businesses to host a free vendor booth instead of some of the other sponsorship benefits.

3. Strategic Plan – Survey from Matt Ashby (5 minutes)

In an interest of saving time and being more efficient, Matt Ashby and Ayers Associates have created a survey regarding the direction our strategic plan. Kallie will be sending that survey today (5/18) and requests that all the directors please complete within a week.

4. Directors Update (10 minutes)

Some of the current things going on: Show Your Mask Challenge, Serve 6.8 fundraiser, Virtual Business Think Tank Networking Event on 5/29, Window Decorating in June and the new mural unveiling on 5/22.

- a. Reminder for May 22nd Meeting

- i. The May 22nd meeting was a misunderstanding. Please disregard.
 - b. NoCo Recovers Board
 - i. Kallie is requesting that the board consider allowing her to join the NoCo Recovers board as the current appointee, Michelle Vance, will be leaving her position on June 1.
 - ii. Anita will check in with Kelly Houghteling regarding the process of that appointment. Overall, the board agrees that Kallie would be a good fit for that temporary board.
 - c. DOLA Update
 - i. Kallie presented some recent updates from DOLA including:
 - 1. Mini grant funding available on a 5-year contract basis. Should we request more than the allotted \$5k per year, we will need to ensure good standing through that yearly funding. For example, should we request \$15k in 1 year, we would need to be in good standing for 3 years, otherwise those funds would need to be repaid.
 - 2. Scholarship funding available on a 5-year contract basis, similar to mini grant funding.

5. Guest Questions

- a. Jon Gaiter, Town of Wellington Trustee had the following questions/comments for the board:
 - i. How can we help encourage downtown residents to spruce up their properties?
 - 1. As a program, we have talked about potentially doing something along the lines of a competition or incentive program.
 - 2. Tracey mentioned potentially getting youth involved; maybe through the Boys & Girls Clubs of Larimer County.
 - 3. Karin (design committee) and Jon are going to connect about next steps.
 - ii. Jon runs a weekly podcast on his Trustee Facebook page and is interested in partnering with local businesses. He'd like a way to connect with the local businesses and have them join him on a podcast. Can Main Streets help facilitate that connection?
 - 1. This would be something that the Promotions committee could help facilitate. Megan will get on the agenda for Wednesday's committee meeting (5/20)
 - 2. Jon is also encouraged to work with the Chamber as their footprint includes all of Wellington.

6. Adjourn

Megan moves to adjourn at 8:41am. John seconds. Motion passes unanimously.

Anita moves into Executive Session at 8:41am. Executive Session adjourns at 9:04am.