



**Wellington Colorado Main Streets Program
Board Meeting MINUTES**

**Board of Directors Meeting: Monday, December 14, 2020
via Zoom – 8:00am – 10:00am**

Call to Order

- Anita called the meeting to order at 8:05am

Additions to or deletions from the agenda

- No additions or deletions from the agenda

Conflicts of interest

- No conflicts of interest were brought forward

Board and Staff in Attendance

- Kallie Cooper, Megan Larson, Tracey Jensen, John Jerome, Gary Green, Bryan Thomas, Anita Hardy and Curtis Smelker
- Incoming board members in attendance: Emma Hanson, Sarah Braun, Erin Ramler and Nic Redavid
- Welcome new board members and Patti Garcia, the new town administrator

1. Consent Agenda (seeking motion to approve)

- Approval of Minutes from last meeting, November 2020
- Financial Report
- Committee reports & director's report
- Gary moves to approve Consent Agenda; John seconds
 - o Motion Carries Unanimously

2. Welcome New Board Members

3. MOU with Town of Wellington

- Please review edits made by town attorney, Brad March.
- John requested that, moving forward, the board sees a final document for approval rather than a mark-up.
- Kallie will add the approved and final document to our OneDrive.
- Bryan moves to approve updated MOU with Town of Wellington; John seconds
 - o Motion Carries Unanimously

4. Branding Decisions

- Kallie and Megan worked together to present some new logo options to the Promotion Committee.
- The three options presented were edited, reviewed and narrowed down by the committee.
- The main purpose for updating the logo is for ease of use. The current logo is too complicated and difficult to use in many instances.
- Sarah personally likes options 1 & 3 best.
- Tracey likes option 3 best.
- Bryan wonders if we can incorporate the "EST 2014" into option 1, like option 3 has.
- Gary likes options 1 & 3 best.
- Megan will update option 1 with the "EST 2014" text and send for an email vote this week.

5. Committee Updates

a. Committee Assignments for 2021

- Anita is inviting new board members to attend some of the different committee meetings to get a feel of which committee they'd be interested in joining.
 - The committee list presented in the meeting had some duplications and omissions. Kallie will update the list to remove the duplicate members of Organization/Financial Sustainability & add Megan to that committee.
- Bryan will chair Organization/Financial Sustainability moving forward
- Gary will no longer chair Organization/Financial Sustainability but will be a member. He would also like to either chair or serve on the Main Street Market committee.
- Sarah will chair the Front Porch Friday committee but is also interested in joining the Promotion Committee.
- Nic is interested in joining the Promotion Committee meeting.
- Tracey will step up and fill in where the biggest needs are.
- Anita asks that all new board members let her know by February 2021 where they'd like to fill in on committee(s).

b. Combining Financial Sustainability & Organization Committees

- Gary outlined a potential to combine the organization and financial sustainability committees citing overlap in personnel and duties.
 - There is no board opposition to combining those two committees.

6. Direct Contributions

- The Organization/Financial Sustainability committee would like to seek input on asking board members for minimal financial contributions. This direct contribution would help show commitment to the program.
- It is the hopes of the board that there would be a minimum contribution and that donations would be kept confidential.
- Since we are partners with the Chamber, can we ask their board to step up and contribute also?
- Curtis asks why we don't just bring memberships back.

- i. Per our MOU with the Chamber, we no longer have memberships.
 - ii. In order to qualify for some grants, Main Streets would need to significantly increase membership.
- As a board, we will plan on also sending a direct contribution letter to residents of Wellington.
- Bryan moves to add a \$15 minimum yearly donation amount to the Board of Directors agreement; Megan seconds.
 - Yeas: Megan, John, Gary, Bryan, Tracey, Anita
 - Nays: Curtis
 - Motion carries
- Kallie will add minimum contribution information to new Board agreements.
- 7. COVID Update
 - The COVID Task Force is working on some 10 minute parking signs to go downtown this week.
 - The Town distributed another \$100k to downtown businesses from CARES funding.
- 8. Director's Update and Events Discussion
 - No board questions brought forward.
 - Kallie will be out of state from the 26th through the new year.
- 9. 2021 Board Meetings and Board Retreat Date Options
 - Kallie will send a doodle poll for options for both of those meetings.
- 10. Board of Directors Executive Roles Nominations
 - Bryan will continue as Treasurer
 - Megan will continue as Secretary
 - Gary will step down as Vice President and focus on the committee work
 - Sarah Braun will step in as Vice President
 - i. Gary moves to nominate Sarah Braun as Vice President; Bryan seconds
 - Motion carries unanimously
 - Anita will remain as President
- 11. Adjourn regular board meeting at 9:00am
- 12. Anita calls the board into Executive Session at 9:06am. The board may call an executive session if needed to discuss personnel or other private matters.
- 13. Anita adjourns the Executive Session at 9:49am and resumes regular board meeting at 9:49am.
- 14. Executive Director Compensation Adjustment
 - Gary moves to approve the Executive Director's Compensation Adjustment; John seconds.
 - Yeas: Megan, Tracey, Curtis, John, Gary, Anita
 - Nays: None
 - Motion carries unanimously

Next Meeting: TBD, depending on results of Doodle poll