



MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Wellington Colorado Main Streets Program
Board Meeting MINUTES
Board of Directors Meeting: Monday, February 8th, 2021
via Zoom – Added to scheduled Board Retreat

Call to Order

- Anita called the meeting to order at 10:05am

Board and Staff in Attendance

- Kallie Cooper, Megan Larson, Tracey Jensen, Anita Hardy, Nic Redavid, Sarah Braun, Erin Ramler, Curtis Smelker, Bryan Thomas and Emma Hanson

1. Website Updates

- M Rock Creative has completed the website updates. Please take a moment to review and send any updates/requests you have to Kallie & Megan.

2. Discussion on Fundraising Letter

- Per the last board meeting, we are moving forward with mailing of a fundraising letter to 5,000 addresses in Wellington.
- The cost for printing and postage for the letter is \$2,870. Kallie received a few other prices. This was the lowest cost.
- We are hoping for at least a 9% return.
- There was some discussion about why there were no dates on the letters.
 - i. Since this is a year-round fundraising effort, there isn't a deadline for donation. People can support our program year-round by sending a check or visiting our website.
- Nic moves to approve the \$2,870 expenditure for the fundraising letters; Megan seconds
 - o Motion Carries Unanimously

3. Email Voting

- Since we are not hosting a formal meeting this month, are there any objections to holding any votes by email between now and the March meeting?
 - i. No objections

4. Adjourn

- Nic moves to adjourn the meeting at 10:16am; Curtis seconds
 - o Motion Carries Unanimously

Next Meeting: Board Retreat session 2 on Monday, February 22nd from 8-10am via Zoom