



**MAIN STREET PROGRAM**  
WELLINGTON, CO • EST. 2014

---

**Wellington Colorado Main Streets Program**  
**Board Meeting MINUTES**  
**Board of Directors Meeting: Monday, March 22<sup>nd</sup>, 2021 via Zoom**

Call to Order

- Anita called the meeting to order at 8:01am

Roll Call

- Present: Megan, Anita, Gary, Bryan, John, Sarah, Curtis, Erin, Emma, Tracey (joined at 8:07am)
- Not Present: Nic

Additions to or deletions from the agenda

- Gary requested to add a discussion about meeting in person to the agenda. Item will be added after the Director's Report.
- Anita requested to add a discussion about the CDOT grant to the Director's Report.

Conflicts of Interest

- No conflicts brought forward

1. Consent Agenda

- Approval of Minutes from last meeting (February 2021 – attached)
- Financial Report (attached)
- Committee reports & Director's report (attached)
- Gary moves to approve the Consent Agenda; Bryan seconds
  - o Yeas: Megan, Anita, Gary, Bryan, John, Emma, Sarah, Curtis, Erin.
  - o Nays: None
  - o Motion Carries Unanimously

2. Committee Updates

- Promotions / Megan: #ShopWellington bags are now on the website for sale and will be distributed to businesses this week.
- Design / Erin: Nothing to add to the presented report.
- Organization/Financial Sustainability / Bryan: Nothing to add to the presented report. We will be meeting tomorrow, 3/23.
- Main Street Market / Gary: Nothing to add to the presented report.
- Well-O-Rama / Kallie: \$7,600 raised so far. Two bands have been booked, we are good on budget and the county has approved the event.

3. Director's Report

- Realities Ride / Realities For Children Motorcycle Rally:
  - i. Christine Forester, a local event planner, is working with Realities For Children to produce their annual Realities Ride fundraiser. Christine approached Kallie and the Main Street Program to help facilitate having Wellington be one of the stops on the ride.

- ii. The only thing Christine is asking of the Main Streets program is for help making connections to local vendors and serve as a permitting liaison between the Town and Realities For Children.
  - iii. Logistically speaking, there are 5 different stops for the event. Each stop is 2 hours, with a ride between stops. The community, as a whole, would serve as the stop location. They are estimating 175 riders per stop.
  - iv. There may also be a fundraising opportunity for Main Streets through our help with this event. More to come on that.
  - v. If the board is in support of helping with this event, Kallie will pass on to the Promotions Committee.
  - vi. No official vote needed to move forward, but those voicing support include Sarah, Emma, John, Megan, Gary, Curtis and Tracey. No opposition brought forward.
- 4<sup>th</sup> of July
    - i. The CAC has chosen to keep the parade route along Cleveland Avenue but has moved the vendor event and other activities to the Wellington Community Park, near the Buffalo Creek neighborhood.
    - ii. Does Main Streets want to be represented in the parade, through a float or vehicle?
      - Could we do something simpler than a float? Just a car in the parade with volunteers handing out candy and information about Main Streets and Well-O-Rama.
    - iii. The CAC has offered Main Streets a free vendor booth at the event at the Community Park. Should we utilize a booth?
      - It'd be nice to have a presence, especially to help push attendees back to downtown to support the businesses.
      - Tracey mentioned the potential of creating a "Mini Main Street" at the vendor booth, where all the main street businesses are located. Logistically, this would be a question for the vendor event organizers. It would also be a question about which downtown businesses plan on being part of this vendor event.
      - If we are able to get a few shifts of volunteers to staff the booth, it would be a worthy cause. Potential booth hours could be: 9-11am, 11am-1pm and 1-3pm. It would be wise to have more than one person to help with set-up and tear-down.
- Brewfest and 0.5K Fundraisers
    - i. Brewfest is being planned for June 5<sup>th</sup>, with some modifications. Main Streets will be the beneficiary, applying for the liquor license and purchasing the alcohol.
    - ii. The 0.5K committee is working with the T-Bar to utilize their space for the event, which will be held on October 9<sup>th</sup>. Main Streets will be the beneficiary and a liquor license will not need to be applied for as the T-Bar already has one.
- USDA Development Grant
    - i. Downtown Redevelopment Services (DRS) is seeking letters of interest from communities for a grant available to help with redevelopment and revitalization planning and implementation.
    - ii. Rather than being a grant that provides funding, this grant will provide roughly 25-30 hours of professional time and will cost Main Streets nothing.
    - iii. Kallie is seeking permission from the board to submit a letter of support for Wellington. This would be in conjunction with the Town of Wellington.
    - iv. Once submitted and approved, we could expect a final document in 15 weeks.
    - v. No official vote is needed but those voicing support to move forward with submitting the letter include Emma, Erin, Curtis, Tracey, Gary, Megan and Sarah.

No opposition is brought forward.

#### 4. Meeting In-Person

- Gary brought forward a discussion regarding in-person board meetings moving forward. He has also offered the Fire Department as a meeting space large enough to accommodate our board.
- Those voicing support for meeting in person, starting April 2021, while keeping a Zoom option include: Megan, Erin, Gary, Emma, Curtis and John.
- Some hesitation was brought forward but keeping a Zoom option for those who are uncomfortable or unable to meet in person will suffice.
- Since Zoom is already set up for our meetings, it will not be any more work to do both. We will probably want to move to the webinar set-up for the meetings though.
- There was some question about whether an official vote was needed to move to meeting in-person. It was determined that, since we didn't vote on moving to Zoom last year, that we do not need to vote to move back to our regular meetings.

#### 5. Bonus Structure

- Anita, Nic and Gary have been working on determining an Executive Director bonus structure.
- In addition to the Executive Director's existing compensation package, a qualitative and targeted bonus is recommended. This bonus would be based on the annual budget.
- The recommended Executive Director bonus would be 8% of the net income of the prior year. This bonus will be evaluated in February of each year and will go into effect in December 2021, the first bonus being offered in early 2022.
- John asks if it will be a disservice to Kallie to use 2020's numbers to decide that 8% benchmark. It's determined that, since the net income changes every year, there shouldn't be any issues and that 2020's net income is actually better than year's past.
- This bonus is an incentive for the Executive Director to be fiscally prudent and manage expenses, while bolstering income through grants, fundraising and community partnerships.
- John moves to approve a yearly bonus for the Executive Director, effective December 2021. The 8%, one-time/yearly bonus will be based on the program's net income from the prior year; Emma seconds.
  - i. Yeas: Megan, Anita, Gary, John, Emma, Sarah, Curtis, Erin and Tracey
  - ii. Nays: None

#### 6. Adjourn

- Gary moves to adjourn the meeting at 8:35am; John seconds
  - o Motion Carries Unanimously

Next Meeting: Monday, April 19th from 8-9am. Location to be determined with a Zoom option available.