



Wellington Colorado Main Streets Program Board Meeting MINUTES

Board of Directors Meeting: Monday, April 19, 2021 | Wellington Fire Protection District & Zoom

Call to Order

- Anita called the meeting to order at 8:07am

Roll Call

- Present: Anita, Sarah, Megan, Bryan, Gary, Emma, Erin, Nic & Curtis
- Not Present: Tracey & John
- Guests Present: Patti Garcia, Town Administrator

Additions to or deletions from the agenda

- No additions or deletions brought forward

Conflicts of Interest

- No conflicts brought forward

1. Consent Agenda

- Approval of Minutes from last meeting
- Financial Report
 - i. Kallie noted that in the financial report that \$3,500 reflected for Well-O-Rama was from last year's sponsorship dollars
- Committee reports & Director's report
- Nic moves to approve the Consent Agenda; Gary seconds
 - o Yeas: Anita, Sarah, Megan, Bryan, Gary, Emma, Nic & Curtis
 - o Nays: None
 - o Motion Carries Unanimously

2. Committee Updates

- Promotions / Megan: #ShopWellington bag sales are the big focus for the committee right now. We are meeting Wednesday to talk about other ways to incentivize purchasing bags.
- Design / Erin: The sign grant survey is finalized and going out soon. The Earth Day clean-up is this week, pending weather cooperation. The committee is starting to work on planning a spring town clean-up. The flower planters have been sold and emptied and new planters are on order.
- Organization-Financial Sustainability / Bryan: \$1,925 has been brought in through our direct mail campaign and the employee handbook is a work in progress. Nic attended the recent Main Street conference and DEIA (diversity, equity, inclusion, access) statements were a hot topic. We do not currently have a DEIA statement in our board or

employee materials but it's definitely something we will work toward weaving into our documents.

- Main Street Market / Gary: The committee is meeting every other Monday and there is an excited group of volunteers involved, with new folks looking to help every week. Permits are due at the end of April. There were 8 vendors signed up as of Friday but more came through over the weekend.
- Well-O-Rama / Kallie: \$9,000 raised in sponsorships so far. Food vendors have been booked and we will be seeking approval from Larimer County for the event, as it may be over 500 people. Overland Sertoma has been booked, as well as 2 musical acts, Matt Skinner and Mountain Duo. 20 other performers have expressed interest and we have room for 2 more.
- Front Porch Friday / Sarah: Sarah will be stepping back from this committee for now as she has more on her plate than she can't comfortably handle. She is either requesting we put these events on a temporary hold or pass on to somebody else who has time and interest. We can always add it back onto the Promotion Committee's plate as well. It's suggested that we take a break through the summer and all of our events and resume in the fall/winter months.

3. Director's Report

- USDA Development Grant
 - i. Letters of support have been submitted by both the Town of Wellington and the Wellington Main Street program. They are in the review process now.
 - ii. If selected, the process will likely start in June.
 - iii. This grant would offer a great deal of opportunities for community engagement.
- Revitalizing Main Street Grant
 - i. The Town will be writing the \$2 million public works infrastructure grant, including downtown sidewalk updates. The deadline for that grant application is May 14th, 2021.
 - ii. Wellington Main Street program will be writing the grant for the \$150k grant to help address the downtown lighting, replacing benches throughout downtown, and updating/replacing trash cans to include clearly marked trash & recycling containers.
 - iii. If we receive the \$150k grant, we have 8 months to complete the updates.
 - It's asked if this will pose an issue if our lighting work is completed before the Town potentially tears up and replaces sidewalks. Luckily, all the lighting, bench and bin updates we'd be making are fairly mobile and flexible, so it wouldn't be an issue.
 - iv. This grant request was not formally brought to the board, so please speak up if there are any issues. A committee made up of Sarah, Anita & Kallie have worked through the grant requests. No concerns from the board.
 - v. We do have the opportunity to apply for a total of \$250k, even through a separate grant application, so if there are ideas, please bring them forward.
- DOLA Consultative Services
 - i. We are drafting an application to use DOLA consultative services to hire professionals (Mead & Hunt) to review the grant applications mentioned above.

- ii. This would be of no cost to Main Streets & is part of our annual pool of consultant dollars from DOLA. If anything, we may need to move next year's board retreat until after the new fiscal year (July 2021).
- iii. Thank you to Kallie for all the hard work and time put into these grant applications. The community will benefit greatly!

4. Adjourn

- Gary moves to adjourn the meeting at 8:46am; Nic seconds
 - o Motion Carries Unanimously

Next Meeting: Monday, May 17th from 8-9am. Location to be determined with a Zoom option available.