



## Wellington Colorado Main Streets Program Board Meeting MINUTES

Board of Directors Meeting: Monday, May 17, 2021 | Wellington Fire Protection District & Zoom

### Call to Order

- Anita called the meeting to order at 8:04am

### Roll Call

- Present: Anita, Sarah, Megan, Bryan, Gary, Emma, Erin, Nic & Curtis
- Not Present: Tracey, John & Bryan
- 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
- Committee reports & Director's report
- Gary moves to approve the Consent Agenda; Sarah seconds
  - Yeas: Anita, Sarah, Megan, Bryan, Gary, Emma, Nic & Curtis
  - Nays: None
  - Motion Carries Unanimously

### 2. Committee Updates

- Promotions / Megan: #ShopWellington bag sales are the main focus – 30 bags have been sold to-date. Committee member, Molly Box, volunteered to put together our monthly email newsletter and the first iteration went out earlier this month. We'll also be working through plans for the YIFTEE gift card program, should it be approved today.
- Design / Erin: The new flower planters are out and the flowers come on June 1<sup>st</sup>. The sign grant survey had 70 responses and results included interest in protecting the character of downtown and consistency/uniformity.
- Organization-Financial Sustainability / Gary & Anita: The committee is working through the employee handbook. This handbook is visionary and helps set the organization up for the future.
- Main Street Market / Gary: Vendors are full and there is a great variety! There has been lots of great participation from volunteers and vendors.

- Well-O-Rama / Kallie: Music has been finalized: Matt Skinner, Mountain Duo and Titonic will be playing. Sponsorships have been very successful and this event will be looking at raising around \$7,000 for the program. Ace Entertainment will be helping with audio set-up.
- 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

- Kallie submitted 2 grants recently, in collaboration with the Town of Wellington
  - i. Grant opportunity #1 was submitted for \$1.9m with Town support, through resources and in-kind.
    - This opportunity addresses infrastructure and parking changes, including stormwater drainage, curb, gutter, sidewalks, bulb-outs with ADA accessible ramps, and adding 45 parking spaces.
    - There's a lot of coordination that goes into this grant, should we receive it, including engineering, environmental study and an IGA with CDOT.
    - We will know toward the end of June whether we've received the grant and the project would aim to be completed by the end of 2022/early 2023.
  - ii. Grant opportunity #2 was submitted for \$150k
    - This opportunity would address lighting and cosmetic updates like new benches, solar lighting, trash cans/recycle bins, picnic tables & hydration stations.
  - iii. Grant opportunity #3 is one that has not be submitted for yet but would be another great opportunity to garner funds (\$100k) for our town.
    - This opportunity has a rolling deadline but it would be wise to submit earlier, if possible.
    - The premise of the grant is to address safety, economic vitality and multi-modal transportation.
    - Pedestrian safety and wayfinding is a very expensive and drawn-out process and probably wouldn't be a good fit for this particular opportunity.
    - The board agreed that exploring a bike lane/path from Washington to Cleveland would be a beneficial upgrade for our downtown.
- YIFTEE Gift Card Program
  - i. This idea came from the Promotion Committee after participation in the Main Street conference.
  - ii. There is no cost to Main Street and no cost to businesses aside from the regular credit card fees.
  - iii. We would partner with the Chamber on getting the word out about the gift cards.
  - iv. YIFTEE makes money by charging a small fee on actual gift card purchases.

- v. There's also a potential to sell ad space on our individualized website or event have businesses sponsor a perk or additional incentive to buy gift cards.
- vi. The only work for us and the Chamber would be to help get businesses set up. Businesses do need to sign up to be part of the program, but getting signed up is very easy.
- vii. One of the great things about the program is that we can actually pull reports and see where money is spent in town. This program will really encourage spending at local businesses.
- viii. We will continue to brand the program as #ShopWellington and could potentially tack on the website Megan created, [shopwellingtoncolorado.com](http://shopwellingtoncolorado.com).
- Nic moves to move forward with the YIFTEE gift card program in partnership with the Chamber; Gary seconds
  - Yeas: Anita, Sarah, Megan, Bryan, Gary, Emma, Nic & Curtis
  - Nays: None
  - Motion Carries Unanimously
- Reminder: Kallie needs help cleaning out the storage unit this Friday morning, the 21<sup>st</sup>.
- We need volunteers to help staff the Main Street tent at Wellington Brewfest on June 5<sup>th</sup> from 2-5pm.
  - i. Anita will do one hour and Nic will do one hour.

#### 4. Adjourn

- Curtis moves to adjourn the meeting at 9:05am; Nic seconds
  - o Motion Carries Unanimously

Next Meeting: Monday, June 21st from 8-9am at the Wellington Fire Protection District with a Zoom option available.