



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

**Board of Directors Meeting: Monday, August 16, 2021 | Wellington Fire Protection District & Zoom**

### Call to Order

- Anita called the meeting to order at 9:03am

### Roll Call

- Present: Anita, Tracey, Nic, Bryan, Megan, Sarah, Erin, Emma & Gary – Staff: Kallie
- Not Present: Curtis

### Additions to or deletions from the agenda

- No additions or deletions

### Conflicts of Interest

- No conflicts brought forward

### 1. Consent Agenda

- Approval of Minutes from last meeting
- Financial Report
- Committee reports & Director's report
- Nic moves to approve the Consent Agenda; Gary seconds
  - Motion Carries Unanimously

### 2. Committee Updates

- Promotions / Megan: The Yiftee gift card program is the main focus right now and we are working toward helping get businesses signed up. So far, there are about 20 signed up.
- Design / Erin: The flowers got some hail but they seem to be coming back. There's a clean-up day scheduled for September 11<sup>th</sup> and the committee is nominating 6 properties as well-cared for examples. The sign grant is launching on September 1<sup>st</sup>.
- Organization-Financial Sustainability / Kallie: The committee is working to finalize the employee handbook/policy manual and should have a document to present to the board at the next meeting.
- Main Street Market / Gary: The Market is continuing to gain traction and have good involvement from vendors, the community and public. Restaurants and downtown businesses have also praised the Market for bringing people out downtown. Vendor registration for next year's Market will begin in January, in hopes that we'll catch some of the vendors before they commit to other markets.

### 3. Policy Manual

- Once the Org. Committee approves the employee handbook/policy manual (hoping for the 8/24 Org. Committee meeting), Kallie will send onto the board to review for vote at September's board meeting.
- Next, we'll need to create an org. policy & procedure document for 2022.

#### 4. Board Member Openings

- We need to put together a nominating committee for the upcoming board openings. Right now, we have 3 seats opening (2 regular seats terming out and one resignation).
- Nic and Emma have volunteered to serve on the nomination/election committee.
- Since we did have a resignation, the board has the option of appointing somebody to fill the seat or wait until the general election. It is recommended by the board to wait, as long as there isn't a huge need to fill the role now. Elections are in 3 months and we'd like to do some work to find the right candidates and fill the roles thoughtfully.

#### 5. Director's Update

- CDOT Grant Update
  - Lights have been purchased and furniture will be purchased within the next week. The deadline for installation is March 2022 and the Town doesn't see any issues with that.
- Façade Grant Update
  - Today (8/16/21) is the deadline for applications. Right now, we're looking at around \$300k as the ask amount. The application will be submitted on the 23<sup>rd</sup>.
- Well-O-Rama Update
  - The fundraiser was a success and we're looking at around \$7,300 in profits back to the program.
  - There were around 300 people in attendance and some of the feedback suggested included having some sort of event signage on Cleveland – potentially a large banner over Cleveland.
- Trick or Treat Down main Street Update
  - CAC was approached about helping to fund the \$4,000 road closure cost from CDOT. CAC denied that ask.
  - As an organization, Main Street needs to decide whether we are willing to fund \$4,000 for road closures alone or simply go back to how it used to be, with no road closures.
  - We are looking to partner with other organizations for this event, including the Chamber, the Town and potentially the Wellington Fire Protection District. Kallie will be reaching out formally to the Town, Chamber and FPD boards.
  - The Promotion Committee will handle sponsorships, bags and promotions for this event.
- Annual Dinner/Meeting
  - A few dates were floated around, including Friday, November 12<sup>th</sup>. No formal date has been set yet, pending the ability of the T-Bar to host.
  - This event will be brought to the Promotion Committee to ask for help in planning.

#### 6. 2022 Work Plan (only changes to the work plan presented + discussion will be noted here)

- Community Interest & Engagement in Downtown

- i. Some discussion about whether the Trick or Treat event needs to be its own line item or not, should it not be a collaborative event anymore. This is pending the decision by the Chamber, Town & FPD to partner.
- Downtown Education & Outreach
  - i. What options do we have for communications through different avenues? Some ideas include: A large, more general banner over Cleveland that highlights event dates for the summer, utilizing some of the smaller, vertical banner spaces for event promotion, an app, mailed quarterly newsletters, quarterly insert in North Forty News, magnet with calendar of events attached, volunteer force handing out postcards.
  - ii. This will be discussed by the Org. Committee on 8/24.
- Increase Methods of Financial Sustainability
  - i. Continuing the discussion and education on a URA & DDA.
  - ii. This board needs to decide if we want to move forward with those community education pieces or not.

## 7. Adjourn

- Bryan moves to adjourn the meeting at 10:50am; Nic seconds
  - o Motion Carries Unanimously

Next Meeting: Monday, September 20th from 8-9am at the Wellington Fire Protection District with a Zoom option available.