



Wellington Colorado Main Streets Program Board Meeting MINUTES

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

Call to Order

- Sarah called the meeting to order at 8:03am

Roll Call

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

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; Tracey seconds
 - Yeas: Nic, Megan, Tracey, Sarah, Emma, Curtis, Erin
 - Nays: None
 - Motion Carries Unanimously
- Kallie would like to note the budget variance report included. Moving forward, the funds from special events like the Farmers' Market will be separated out into their own event line items, so things shouldn't look as strange.

2. Committee Updates

- Promotions / Megan: The Yiftee gift card program is the main focus right now. We will also be talking about the Trick or Treat event at our meeting on Wednesday.
- Design / Erin: Taking care of the flowers and finalizing the sign grant application is the main focus. The next clean-up day will be September 11th.
- Organization-Financial Sustainability / Kallie: The committee is continuing to work through the handbook. Should have a document to present to the board soon.
- Main Street Market / Kallie: Everything is going very well and we've received great feedback. Downtown businesses have been busy on Thursdays, which is an added bonus.
 - i. There were some questions about the visibility of the market as many people don't know it's happening.

- ii. Could we potentially use the town's feather "event" flags on the day of the event and position along Cleveland to help direct people to the market?
- iii. What about adding balloons to the yard signs we already have up?
- iv. Could we potentially move some of the vendors to the south side of the skate park to help with visibility?
- Well-O-Rama / Kallie: Everything is on track. There have been 200 tickets sold so far.

3. Sign Grant Application Review and Approval

- Asking for board approval on the attached sign grant application.
- This is a rolling grant, with hopes for an initial launch date of September 1st.
- Right now, we have \$12,000 available to support at least 12 businesses with signs.
- The way the application is set up now leaves us with some flexibility in making changes for 2022.
- Tracey moves to approve the Sign Grant Application presented by the Design Committee; Erin seconds
 - Yeas: Nic, Megan, Tracey, Sarah, Emma, Curtis, Erin
 - Nays: None
 - Motion Carries Unanimously

4. Director's Report

- Crosswalks are complete and working.
 - i. The Town is working on potentially creating a promo video, showing people they're there and how to use them.
 - ii. We're also working to create some sort of unveiling celebration for the crosswalks. More to come.
- Market/Well-O-Rama volunteer sign-ups
 - i. All board members should be signed up for at least one Market and at least one shift at Well-O-Rama
- CDOT Grant Update
 - i. We've received the PO and are finalizing the permit with CDOT
 - ii. Timing-wise, there may be issues with the downtown holiday lighting, depending on when Excel uninstalls. We can address solutions should we get to that point.
- Façade Grant Update
 - i. Applications are due August 23rd
 - ii. So far, 14 commercial properties have applied. We potentially have up to \$1m per community to invest.
 - iii. Our program should work to delineate between this grant (state funded) and the sign grant (community and Main Street funded).

5. Adjourn

- Nic moves to adjourn the meeting at 8:55am; Curtis seconds
 - o Motion Carries Unanimously

Next Meeting: Monday, August 16th from 8-9am at the Wellington Fire Protection District with a Zoom option available.