



**Wellington Colorado Main Streets Program  
Board Meeting MINUTES  
Board of Directors Meeting: Monday, January 24, 2022  
Soul Squared Brewing Company & Zoom**

Call to Order

- Anita called the meeting to order at 9:05am

Roll Call

- Present: Anita, Sarah, Megan, Roy, Mary, Emma, Erin J., Annie, Erin R., Nic
- Not Present: Tracey
- Staff: Kallie Cooper
- Guests: Mary McCaffrey & Naomi Russo (Wellington Chamber) and Patti Garcia (Town of Wellington)

Additions to or deletions from the agenda

- Adding to the Director's Report: MOU with the Town of Wellington

Conflicts of Interest

- No conflicts brought forward

Wellington Chamber updates – Mary McCaffrey

- Hosting a breakfast with the new high school football coach on February 1<sup>st</sup> at Sparge Brewing
- Naomi started on January 12<sup>th</sup>. Naomi has background in medical office management
- Working on a new website through Chamber Masters. Should be ready in a couple months.
- The Chamber golf tournament will be on June 25<sup>th</sup> from 7:30am to 1:30pm at Mountain Vista Greens
- Casino Night Fundraiser will be March 10<sup>th</sup> at Sparge Brewing
- The Chamber plans to have a booth at the Main Street Market this summer
- Commented that the Cleveland Crawl was a great event!

Town of Wellington Updates – Patti Garcia

- January 24<sup>th</sup> was the last day for citizen petitions for mayor and trustee to be submitted for the April election. So far, there are a handful of applicants for both mayor and trustee.
- Continuing to work through water & sewer rates and have been sharing lots of information and addressing the misinformation.

1. Consent Agenda

- a) Approval of Minutes from last meeting
- b) Financial Report with variances
- c) Committee reports & Director's report

- Anita noted that we need to update the financials. The flower planters are accounted for twice. The municipal support should be \$77,500, less that \$2,500 since that figure is already listed in another line item.
- Nic noted that the Tree Lighting & Parade should be December 2<sup>nd</sup> and 3<sup>rd</sup> – and Well O Rama should be listed as August 13<sup>th</sup> not April 13<sup>th</sup>
- Nic moves to approve the Consent Agenda with updates; Sarah seconds
  - Motion Carries Unanimously

## 2. Committee Updates

- a) Promotions / Nic & Erin: Nic shared updates from the latest committee meeting and mentioned that a sub-committee is being formed to help put together ongoing Front Porch Friday events. These will be re-branded to Fourth Friday events.
  - Kallie will be attending the CAC meeting to talk about the 4<sup>th</sup> of July events downtown
  - Erin shared that Saturday's Cleveland Crawl was successful and raised around \$1,000. Overall, the businesses seemed to be happy about it and Erin would like to send out a survey to those businesses. She also mentioned that she'd like to have more businesses and participants on the east end of Cleveland next year.
- b) Design / Erin: Working on finding all the planter inserts after the wind took them for a ride last month.
  - The sign grant is still in progress with 2 applicants who are working through the town code and permitting items.
  - Potentially looking at purchasing a gator. Currently, the town lets us use theirs, in-kind. The town would allow us to store it on their property and they could use it during the wintertime.
- c) Organization & Financial Sustainability / Anita: Annie, Roy & Nic Will be joining this committee.
  - It's a goal this year to complete the policies and procedures document as well as work on a plan to become financial sustainable and self-sufficient.

## 3. Executive Board Vote

- a) All the executive board positions (President, Vice President, Secretary, Treasurer) are annual positions.
  - b) Sarah is unable to take on VP again this year.
  - c) It's the goal to get a VP in who can work with Anita for the next year to move into the president role in 2023.
- Sarah nominates Anita for President; Nic seconds
    - Motion Carries Unanimously
  - Erin nominates Annie for Vice President; Megan seconds
    - Motion Carries Unanimously
  - Nic nominates Megan for Secretary; Erin J. seconds
    - Motion Carries Unanimously
  - Sarah nominates Nic for Treasurer; Erin J. seconds
    - Motion Carries Unanimously

## 4. Review 2022 Event Calendar

- a) Take note of the date changes brought forward in the Consent Agenda

- b) Can we get vests or shirts for visibility at events? Main Street has purchased the set-up fee for having the logo printed and embroidered. Let Kallie know if you'd like to order something. We also have name tags for board members to wear at events.
  - c) Potentially put together a magnet with a calendar of events for the year
5. Wellington Brewfest – Liquor License and Special Event Permit
- a) The Wellington Brewfest committee is requesting Main Street be in charge of applying for the liquor license and working through the special event permit. In return, the Main Street program will receive all profits from the event.
  - b) We pay a \$100 fee and insurance (which is reimbursed from Brewfest)
  - Nic moves that the Main Street program apply for & hold the liquor license and special event permit for Wellington Brewfest; Erin R. seconds
    - Megan, Mary & Sarah abstain
    - Motion Carries Unanimously
6. Executive Director Annual Bonus Review
- a) As a board, we decided that we would like to reward efforts of the Executive Director to help reduce expenses & increase income.
  - b) We implemented an 8% (of net income) bonus to be awarded from the previous fiscal year.
  - c) The 2021 net income was \$11,643.68. The 8% bonus is \$931.49 & will be paid to Kallie.
7. Executive Director Report – Kallie Cooper
- a) Kallie provided a review of the DOLA report highlights
    - Those highlights include reports on business sales/openings, staffing & ownership changes, & business relocations
    - Also includes a highlight of public infrastructure improvements, volunteer hours, event attendance. These are reported quarterly
  - b) Annual Report
    - Thanks to Megan with M Rock Creative for designing this year's snapshot of 2021
    - Kallie would like to display at businesses and have a digital version to be shared anywhere
  - c) Revitalizing Main Street (RMS) Grant
    - We have ended up around \$19,000 over budget with Xcel increases
    - Thanks to Kelly Houghteling with the Town, we can use admin fees from the grant to cover those overages
    - The bike racks and tables have been installed
    - The trash cans & benches will be delivered soon
    - We will be applying for Opportunity 1 again (the \$2M grant). That is due February 4<sup>th</sup> and the Town and Kelly Houghteling have taken the lead on that grant
    - A question was asked about whether the Town could be applying for this grant without being a Main Street community. RMS is a CDOT grant, and there is a section of the grant that gives points for being a Main Street community, so it definitely helps!
  - d) Presentation to the Board of Trustees on 1/25
    - Kallie will be sharing her quarterly Main Street update and Anita will be presenting the MOU for consideration

e) Handouts to add to the board binders

- Please add the handouts distributed to your board packet
- Also, this is a reminder that as a board member, you are asked to contribute at least \$15 to the program every year, in a show of support. Amounts given are kept confidential.

8. Adjourn at 10:26am.

Next Meeting: Friday, February 25<sup>th</sup>, from 9am to noon, will serve as our annual Board Retreat.