



**Wellington Colorado Main Streets Program
Board Meeting MINUTES**
Board of Directors Meeting: Monday, November 15, 2021 | Zoom

Call to Order

- Anita called the meeting to order at 8:05am

Roll Call

- Present: Megan, Emma, Anita, Sarah, Nic, Tracey, Curtis
- Not Present: Gary, Bryan & Erin
- Guests: Annie Lindgren, Darin Luze, Kristi Cannon (Wellington Chamber), Patti Garcia (Town of Wellington), Traci Stoffel (DOLA), Will Cundiff (DOLA)

Additions to or deletions from the agenda

- None

Conflicts of Interest

- No conflicts brought forward

Town of Wellington updates – Patti Garcia

- There will be a special trustee meeting on 11/16 that includes a potential to pass the budget and non-residential water rates.
- The town is working with the T-Bar to utilize their parking lot for town staff once the new building is occupied.
- Seeking public comment on the land-use code
- Residents' sewer rate round tables are currently happening

Wellington Chamber updates – Kristi Cannon

- Working through strategic plans including resources and member support
- Hired an Executive Director and are looking for an admin assistant soon
- Member survey, membership drive, and directory publication are coming up
- Hosted a successful annual dinner event
- Partnering with Main Street to host the holiday lighting contest
- Adding 3 new board members in January

1. Consent Agenda

- a) Approval of Minutes from last meeting
 - b) Financial Report with variances
 - c) Committee reports & Director's report
- Nic moves to approve the Consent Agenda; Sarah seconds
 - Motion Carries Unanimously

2. Committee Updates

- a) Promotions / Megan: Cleveland Crawl details are coming together and the committee is meeting on Wednesday to hash out details for the event, which will be hosted on January 22nd.
 - b) Design / Kallie: Holiday decorating happening soon. Also working through plans for a mural at Rust Vintage Marketplace.
 - c) Organization & Financial Sustainability / Anita: Working through the policy and procedures document. Also researching grant opportunities. Budget and becoming financially sustainable are also a focus for the upcoming year, as well as information gathering from our downtown businesses (ROI, Sales Tax, etc)
3. DOLA Presentation – Traci Stoffel & Will Cundiff
- a) DOLA is adding an interactive main street map that we can embed on our website
 - b) Provided an overview of the assistance the Wellington Main Street Program has received from DOLA, including mini grants, scholarships, and consulting services.
 - c) Wellington Main Street was named the Main Street Community of the Year and Kallie was named the Main Street Manager of the year!
 - d) We had a brief discussion on successes and goals, including events, grant funding, self-sufficiency, collaboration, and community engagement & support.
 - e) DOLA offers specialized services like parking studies, architecture consulting and wayfinding. The board highlighted board education, community education and grant support as areas we'd like to take advantage of for 2022.
4. Director's Update – Kallie Cooper
- a) Annual Dinner – November 18th from 5-8pm.
 - b) Trick or Treat Event hosted around 3,000 people downtown + 50 businesses participated
 - c) Wellington's Christmas Event is planned for December 3rd & 4th, including the tree lighting and parade
 - Ross from the Library is seeking \$30 to fund little stockings. The board agreed that the Main Street program will provide the stockings to be distributed at the Tree Lighting.
 - Rather than creating a Main Street float, we will partner with the Chamber to give out mini candy canes and hot chocolate during the parade from the Wellington Hotel building.

5. Adjourn

- Nic moves to adjourn. Regular meeting adjourned at 9:19am.

Next Meeting: Monday, December 13 from 8-9am at Old Colorado Brewing Company.