



**Wellington Colorado Main Streets Program
Board Meeting MINUTES
Special Board of Directors Meeting: Friday, February 11, 2022
Meridian Trust Federal Credit Union**

Anita Called Executive Session at 9:06am
Exited Executive Session at 9:19am

Call to Order

- Anita called the meeting to order at 9:24am

Roll Call

- Present: Anita, Sarah, Megan, Roy, Mary, Emma, Erin R., Nic
- Not Present: Tracey & Erin J.
- Staff: Kallie Cooper
- Guests: Annie Lindgren & Matt Ashby (Ayers Associates)

Additions to or deletions from the agenda

- Kallie added the mini grant information to the accompanying list
- Anita would like to discuss the board retreat at the end (item 8)

Conflicts of Interest

- Mary identified conflicts with action items 4a & 4c (Hoppy Go Lucky & Wellington Brewfest)
- Megan identified conflicts with action item 4c (Wellington Brewfest)
- Sarah identified conflicts with action items 4b & 4c (0.5K & Wellington Brewfest)

1. Vote – Director Position

a) Vice President

- What do we do about Treasurer if Nic steps up to Vice President? Treasurer is a very important role and we need somebody in that position with knowledge & interest.
- It's suggested that the executive team works more closely together over the next year, especially.
- Nic is interested in either serving as Treasurer or Vice President, with a goal of becoming President in the future.
- Sarah is open to serving as the Vice President for a year, so Nic can remain Treasurer through our transition. Sarah does not have interest in becoming president.
- Nic nominates Sarah as Vice President; Roy seconds
 - Motion Carries Unanimously

2. Discussion

a) Priorities for 2022

- b) Options for moving forward
 - c) Succession plan
 - d) Board Retreat
1. Before diving into individual discussion items, Matt Ashby was invited to provide feedback on his experience in working with Main Street Programs who are under the Town/City umbrella.
 - a) Matt noted that the most stable & successful Main Street Programs are those that have a strong relationship with the Town.
 - b) Programs that are not under a Town or municipality umbrella often have a heavier focus on fundraising & working toward sustaining the program financially.
 - c) It's suggested that we look at our events and really determine if the ROI is worth it for both the Main Street Program, financially, as well as the downtown businesses.
 - d) It's also recommended that we do not hire somebody permanently to replace Kallie right now & that we are prepared for some uncertainty for a while.
 - e) Our main focus should be looking forward and striving for sustainability.
 2. Anita asked Matt for some feedback on a Town-employed program vs. hiring a new Executive Director
 - a) Matt mentioned that the nonprofit (Main Street) and the Town are two different organizations but could potentially have the same / overlap in board members
 - b) One of the biggest hurdles would be positioning the spending & ensuring that the nonprofit side of things is communicating that it's supporting tangible projects
 3. Anita asked Matt how board members would be selected in a Town-employed program
 - a) This would really be established by the program and approved by the Town through an MOU. We could structure this how we want.
 4. Erin asked: Currently, residents & business owners in our district vote on the board. Is that lost if we move into a more town-managed program?
 - a) Since this wouldn't be a taxing district, we would have more wiggle room regarding who votes.
 - b) It's likely the Town would want liaisons on the board, similar to how other Town boards are run (CAC, Parks, etc) – then have interviews with those wanting to serve on the board & go through a selection process
 - c) We, as a board, can craft how we want this structured and present to the town
 5. Sarah wondered if the conversation about a Town managed program is premature when we really need to figure out what we're going to do to manage the program over the next 6-12 months.
 6. Matt noted that if we did move under the Town, it'll likely be an existing Town staff member, and this would simply be an oversight person – not somebody who is executing plans. The program would look much different.
 7. There is very little overlap in Kallie's new position and her current position as Executive Director. It's also unknown because her new position is brand new and will evolve.
 8. Matt noted that in Windsor, the Main Street Program does not deal with planters, banners, account, and they run very few events. Their program is more development driven.
 9. How do we, as a board, step up and keep momentum in the interim?
 - a) Kallie suggests we delay our Board Retreat & bring Matt in (and/or Gail or Tracey from DOLA) to help facilitate.
 10. We have work to do & how are we going to do it? As a board, we need to figure out what we can't let go.

- a) Can we hire a consultant to help fill gaps in the interim? Anita asked Matt to provide some cost info regarding hiring Ayers Associates to help keep up with DOLA reports, regulations. Matt mentioned this would likely be an hourly job – 5-7 hours per month.
3. Vote - 2022 Path for Management of Program
- a) Nic moves to budget up to \$5,000 per month to hire Ayers Associates to help fill gaps & complete any regulatory items after Kallie leaves; Sarah seconds
 - o Motion carries unanimously
4. New Events/Fundraisers – Stop or Move Forward (moving this from item 5, since some people need to leave)
- a) Fourth Fridays
 - o We had received feedback from businesses that this is something they'd like to do on their own, so it makes sense to take off of the Main Street plate & pause for now.
 - b) Clean-up Days
 - o The Design Committee can take this on. A lot of the work is already done and it plays a big role in keeping our downtown looking nice & provides great visibility.
5. Existing Events – Stop or Move Forward (moving from item 6, since some people need to leave)
- a) Main Street Market
 - The committee has already put in a ton of time and energy
 - Most things have been done, including vendor registration
 - Mary moves to continue with this year's Main Street Market; Nic seconds
 - o Motion carries unanimously
 - b) Well O Rama
 - There has been 1 committee meeting so far and only 3 volunteers
 - Without a staff member in this position, it will be difficult to continue
 - There was a \$6,000 profit and that goes toward our match for the Revitalizing Main Street Grant
 - We need to chat with the committee before ending this event
 - Nic moves to table the vote on Well O Rama until we can talk to the committee; Sarah seconds
 - o Motion carries unanimously
 - c) Trick or Treat
 - The biggest expense is the road closure, which cost our program \$1,800.
 - We used the 0.5K funds to cover that expense and the Town & Chamber also helped cover a portion of the full expense.
 - This event is a minimal effort for what we, as a community, get out of it & it fulfills our mission.
 - The Promo Committee could take the lead on this event & needs to reach out to Wyatt Schwendeman-Curtis for partnership with the CAC
 - Mary moves to continue supporting Trick or Treat Down Main Street; Emma seconds
 - o Motion carries unanimously

6. Existing Financial Management Projects – Keep or Turn Over (moving from item 7, since some people need to leave)
 - a) Sign Grant
 - The town is not able to distribute funds, so we will keep this until funds are spent.
 - b) Byron White Memorial Eagle Scout Project
 - Reimbursement needs to be paid to Carter Larsen for expenses. Like the Town, the Library cannot hold and distribute those funds, so we will keep until the funds are spent.
 - c) Yiftee Gift Card
 - This is already set up under the Chamber so it isn't a drain of our time currently. The work is pretty much done on our end.
 - Nics moves to request that the Chamber take full ownership of Yiftee moving forward; Sarah seconds
 - Motion carries unanimously
7. Liquor Licenses/Permits – Maintain or Turn Over (moved from item 4)
 - a. Hoppy Go Lucky 5K
 - b. OCBC 0.5K
 - c. Wellington Brewfest
 - These events, while run and maintained outside of the Main Street Program, do require some significant coordination on our part
 - We have a handful of people on our board (Megan, Sarah, & Mary) with a stake in these events and it's preferred that those 3 stay "separate" as far as the involvement with Main Street & coordination for the events.
 - Megan, speaking specifically to Brewfest, is wondering where the funds raised would go if Main Streets doesn't have any projects planned. It is not a requirement from the Brewfest committee that funds be used for a specific project, but it is nice to be able to tell people where the money is going.
 - Anita noted that, in year's past, there hasn't been a project determined until much closer to the event & that's likely to happen this year.
 - Nic wondered if a portion of the funds raised could go to support administrative costs of the program, as there's always a need to fund administrative costs and staff time.
 - Roy moves to continue being the liquor license holder for the Hoppy Go Lucky 5K, OCBC 0.5K, & Wellington Brewfest for 2022. In return, Main Streets receives the profits as a donation; Erin R. seconds
 - Megan, Mary & Sarah abstain
 - Motion Carries Unanimously
8. Board Retreat
 - a. For our upcoming board retreat, let's shift that to more of a work session. We need to figure out many things:
 - i. Timelines
 - ii. Tasks & assignments – who is covering what
 - iii. What is Ayers Associates covering?
 - b. Please come with ideas and plans regarding what you can take on.

c. We will meet from 9am – 12pm on Friday, February 25th at Soul Squared.

9. Adjourn at 11:09am.

Next Meeting: Friday, February 25th, from 9am to noon. This will be a work session.