



**Wellington Colorado Main Streets Program  
Board Meeting MINUTES  
Board of Directors Meeting: Monday, March 21, 2022  
Meridian Trust Federal Credit Union**

Call to Order

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

Roll Call

- Present: Anita, Sarah, Megan, Nic, Erin J., Emma, Erin R., & Tracey
- Not Present: Mary & Roy
- Guests: Kallie Cooper & Patti Garcia (Town of Wellington); Logan (Ayers Associates)

Additions to or deletions from the agenda

- None

Conflicts of Interest

- None

Town of Wellington Updates

- The Election is coming up on April 5<sup>th</sup> and ballots were mailed out last week
- The Land Use Code discussions continue with the public & Board of Trustees. There will be another public hearing on 3/22.
- The Parks Advisory Board is meeting on 3/23 to discuss the new parks signs & equipment for Centennial park.
- Discussions are ongoing with CDOT regarding a potential roundabout on County Road 9, near the new high school.
- The Town will be hosting a Community Town Hall in April as well as the Easter Egg Hunt on April 16<sup>th</sup>
- Business license renewals haven't gone out for this year yet. There are some changes coming and staff is working through those.

Wellington Area Chamber of Commerce Updates

- The latest fundraiser, Casino Night, was a success with around 85 attendees
- Hosting the final Candidate Forum on 3/24
- Planning another fundraiser, a golf tournament, on June 25<sup>th</sup>
- The next Women of Wellington event will be hosted at Align Medical Center

1. Consent Agenda

- a) Approval of minutes from January and February 2022
  - o The date on the February 11<sup>th</sup> meeting minutes needs to be changed from January 11, 2022 to February 11, 2022
- b) Financial report with variances

- c) Committee reports & director's report
  - Nic moves to approve consent agenda, with date change noted above; Erin seconds
    - Motion Carries Unanimously
2. Committee Updates
- a) Promotion - Megan
    - Moved our meeting from the 16<sup>th</sup> to the 23<sup>rd</sup> & will be meeting this week.
    - Focusing on helping our businesses and promoting our program outside of our district at different community events.
    - Will discuss volunteer time tracking on the 23<sup>rd</sup> as well.
  - b) Design – Erin R.
    - The committee approved a sign grant application for a local business. Just need to work through what paperwork needs to be submitted for reimbursement.
    - Hired a community member to help with the seasonal flowers
    - Working on a proposal to present to the town regarding the purchase of a new Gator. The TOW noted that there are some storage options at the public works building as this Gator will be a shared piece of equipment.
    - April 22<sup>nd</sup> is the next clean-up day & we will be seeking volunteers.
  - c) Organization & Financial Sustainability – Anita
    - The committee hasn't met recently but Anita is working regularly with Matt & Ayers Associates to get back up and running.
    - The executive committee has also been meeting regularly.
3. Volunteer Tracking
- a) We are going to be using a program called Track It Forward for our volunteer sign-ups and tracking moving forward. Each board member should've received an email with sign-up instructions.
  - b) We are asking that all board & committee members track per functional area. Once signed in, you will see what those areas are.
  - c) Committee chairs, please send committee email addresses to Sarah so they can sign up and track for the first quarter.
4. Event Recap
- a) Non MS Events
    - Hoppy Go Lucky 5K was hosted by Soul Squared on March 12<sup>th</sup>. Overall, it felt like a success! We don't have final fundraising numbers in yet.
    - Wellington Brewfest is on track with around \$10,000 in sponsorships so far.
    - Old Colorado/BBQ Love Shack's 0.5k is coming up. Please help push registrations! The funds raised here will go toward covering Trick or Treat costs.
  - b) MS Events
    - Main Street Market planning is well under way with 29 applications (of 33 capacity) so far. Emma, Kelly Carroll & Sarah have split duties & Erin J. is planning events for each Market. The layout has changed to be around the perimeter, so it will look a little bit different.
5. Review 2022 Event Calendar
- a) Volunteers will be needed for Brewfest, 4<sup>th</sup> of July, & flower planting. Emails will go out at a later date.
6. Board Retreat

- a) A recommendation for Gail & Tracey (DOLA) and Matt (Ayres Associates) meet with the board during a 2-3 hour session to lend their professional expertise & experience. We would ask that they present pros & cons regarding all the options for the program we have presented so far and add any other options they deem suitable for our program & unique community.
    - Potential date: April 11<sup>th</sup> at 9am. Anita will confirm with DOLA & Ayres Associates on this schedule and report back.
  - b) We would then have a regular board meeting where we will vote on a direction on April 18<sup>th</sup>.
  - c) Once we vote on a direction, we will have a full, 4-hour retreat with our facilitator, Melissa. She will help us dig into next steps.
    - Potential dates: April 25<sup>th</sup>, May 2<sup>nd</sup> or the afternoon of May 9<sup>th</sup>. Anita will check with Melissa to see if any of these dates work & will report back.
7. Organizational Report
- a) Ayres Associates Updates
    - Anita & Nic are meeting with Matt from Ayres every Friday morning, reviewing grants & needs for quarterly reports.
    - Matt will be reaching out to all committee chairs to see how he can be of assistance.
  - b) Grant Updates
    - Information regarding a \$5,000 grant was sent to business owners recently. It's due this week.
    - Anita is receiving grant updates from DOLA regularly and forwarding onto businesses as appropriate.
  - c) 2022-2023 Mini Grant
    - We have the potential to apply for our \$10,000 mini grant funds from DOLA for us downtown. Some potential options for this grant to go to include:
      - Murals at Rust Vintage Marketplace, Knaack Automotive, or Old Colorado / BBQ Love Shack.
      - We can also hold onto those funds and pool them with future years' funds to tackle a larger project, up to \$40,000.
  - d) Walk Main
    - Without a staff member, we need to divide and conquer the business touch-points within our district. It's important that we reach our businesses owners regularly.
    - One suggestion is to break down our program area businesses by location and assign out to board members. This is a great opportunity for board member who aren't on the leadership team to get involved.
    - We can create blank business cards to write our names on & also work together to create a one-pager with all pertinent information to drop off.
    - Tracy is going to take the downtown business list and divvy up & send out to board members.
  - e) Task Reminders & Operations
    - How to begin the transfer of knowledge with 2 long-time board members leaving later this year.
      - We will make this part of our retreat and work with Melissa to make sure we have everything covered moving forward.

f) Community Collaborations

- We'll be working as a board and program to be collaborative with other organizations and businesses in the community & especially outside our program area. This is a big focus of the Promotion Committee moving forward.

8. Adjourn at 10:36am

Next regular meeting: Monday, April 18<sup>th</sup> at Soul Squared Brewing Company.