



**Wellington Colorado Main Streets Program
Board Meeting MINUTES
Board of Directors Meeting: Monday, April 18, 2022
Soul Squared Brewing Company**

Call to Order

- Anita called the meeting to order at 9:10am

Roll Call

- Present: Erin J, Sarah, Megan, Mary, Anita, Nic, Tracey
- Not Present: Roy, Emma, Erin R
- Guests: Kallie Cooper (Town of Wellington); Matt Ashby (Ayers Associates)

Additions to or deletions from the agenda

- None

Conflicts of Interest

- None

Town of Wellington Updates

- The election is over and new trustees & mayor will be sworn in on the 19th
- Updates on the Main Street Open For Business grant were provided
- There are openings on the following boards & commissions: Planning Commission, Community Activities Commission, Parks Advisory Board & Board of Adjustments
- There is a public transportation survey being distributed. Please complete by the 22nd.
- 4th of July parade & festival registrations are now open
- On April 27th, there will be a town hall meeting on the strategic plan.

Wellington Area Chamber of Commerce Updates

- WOW will be at Align Medical Center on Wednesday
- They are hosting a Fire Board forum on Thursday

1. Consent Agenda

- a) Approval of minutes from March 2022
 - b) Financial report with variances
 - o Nic noted that some of the percentages are funky due to some things surrounding events being re-classed
 - c) Committee reports & director's report
- Nic moves to approve consent agenda; Sarah seconds
 - o Motion Carries Unanimously

2. Committee Updates

- a) Promotion - Megan

- Working with the committee to hammer out any 4th of July details. Megan will also be meeting with Kallie from the town this week to come up with a plan for promoting 4th of July events throughout town.
 - We welcomed a new committee member, Mick Nussbaum.
 - Volunteers are tracking their hours in Track it Forward.
 - The newsletter went out as scheduled.
- b) Design
- The Earth Day clean-up is Friday
 - The committee has been discussing flower watering issues
 - The sign grant tracking has been a challenge & we still have more than \$10,000 in funds to distribute.
 - Is there an opportunity to revise the grant to make it more accessible?
 - Volunteers are also needed to help the businesses who've applied through the process. Anita will send a list of businesses who have applied and where they're at in the process.
- 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. Organizational Structure Process Update/Vote
- a) The Main Street board would like to start collaborating more with the new Town leadership, especially with new trustees & mayor on the board.
 - Potential to host a facilitated joint work session in July. Can DOLA funds be used to facilitate?
 - Anita plans to review the MOU with the new mayor as well
 - b) Through conversations with the Town, we should anticipate that Main Street would not be funded by the municipality come 2023.
 - c) Each board member elaborated on their hopes & plans for the program moving forward, touching on pros and cons for the 2 options we've laid out over the last few months.
 - d) How can we utilize existing town services to maximize the Main Street program?
 - e) What is it the Main Street program provides to the Town & overall community that is most valuable? Is this something we can discuss in the work session with the town?
 - f) Through the process, we, as a board, need to assess our program's risks and start taking some positive steps forward with potentially having the Town take over management of the program in the future.
 - Nic moves to work toward exploring further collaboration & program management options with the Town; Tracey seconds
 - Motion Carries Unanimously
4. Board Retreat is May 2nd from 9 to 1
- a) This retreat will focus on our plans for moving forward as a program
5. Non Main Street Event Updates
- a) No issues to report. Kallie & Megan will be meeting this week regarding the 4th of July.
6. Community/Business Outreach

a) Please see the list Tracey put together. We will divide and conquer as a board.

7. Leadership Report

a) Quarterly Reports

○ Our quarterly reports to DOLA have been submitted

b) Office Space & Cell Phone

○ The landlord of the office has agreed to allow us out of our lease with no penalty. We just need to pay for it until it's leased out by another entity.

○ We will keep the office until June 30th.

○ We will keep the cell phone

c) Update on RMS & MSOFB Grants

○ Grant updates went out in the newsletter. Businesses are starting to see their updates being made.

d) Presentation to the Board of Trustees on May 10th

8. Adjourn at 10:35am

Next meeting: Monday, May 2nd, at the beginning of our retreat, we will host a shortened meeting at Soul Squared Brewing Company.