



**Wellington Colorado Main Streets Program
Board Meeting MINUTES
Board of Directors Meeting: Monday, December 19, 2022
Town of Wellington Municipal Services Building**

Call to Order

- Matt Ashby (in for Anita Hardy) called the meeting to order at 9:10am

Roll Call

- Present: Erin J, Megan, Mary, Nic, Roy, Emma, Sarah, & Erin R
- Guests: Caitlin, Mahalia, Patti, Matt

Additions or Deletions from the Agenda

- Add to Consent Agenda the meeting minutes from the November 2022 meeting
- Add as item 4d, Web Maintenance Plan Discussion and Vote
- Note that item 4a is a duplicate of item 4c
 - o Erin J moves to approve amended agenda. Emma seconds.
 - Motion carries unanimously

Conflicts of Interest

- Megan notes a conflict of interest with newly added item 4d, Website Maintenance Plan Discussion and Vote. She will abstain from any vote.

Guest Introductions

- Matt Ashby from Ayres Associates filling in for Anita today. Patti & Mahalia from the Town of Wellington are present as well as Caitlin Morris, a new member of the board starting in January.

1. Consent Agenda

- a) Approval of minutes from last meetings (October and November 2022)
- b) Financial Report
 - o Nic notes that 2 months of financials are available for approval & we are in good standing financially moving into 2023.
- c) Committee & Director Report
 - o Design Committee – see report in packet
 - Biggest needs are a potential president & somebody to serve as secretary. Really needing new members!
 - o Promotion
 - No meetings held the last 2 months. Waiting to see needs as the new board & staff come online in 2023.

- Megan has let the committee know that she's looking to step down as president but will remain on the committee. Currently looking for new members & a potential president.
 - d) Email votes
 - Nic moves to approve the consent agenda. Erin J seconds.
 - Motion carries unanimously
- 2. Committee Updates
 - a) See updates for both Design Committee and Promotion Committee in this month's report and above.
- 3. 2023 Work Plan Approval
 - a) This is a working document that can be updated as the new board and staff deems necessary.
 - b) We need to go through the work plan and designate who will take on the different sections as far as submitting the detail sheets to be submitted to DOLA.
 - Annual color, Cleanup, Mural, Sign & Awning = Erin R
 - Main Street Market = Emma
 - Trick or Treat = Nic
 - Fundraising Event Collaboration, Publications / Newsletter, Direct Mail = Megan
 - Volunteer Tracking = Erin J
 - All other not noted above are TBD by staff member & new board
 - Erin J moves to approve the work plan. Nic seconds.
 - Motion carries unanimously
- 4. Financial Report
 - a) Allocation of funds for Ayers Associates support in 2023
 - Ayers Associates currently charges hourly, and bills monthly. As a board we can allocate a certain number of dollars to go toward this expense.
 - It is recommended that we start with \$5,000 and go from there. The board can always add funds, if needed.
 - Erin J moves to allocate \$5,000 toward a contract with Ayers Associates for 2023, with the contract to be executed by the Board President. Erin R seconds.
 - Motion carries unanimously
 - b) Allocation of funds for Sign & Awning Grant in 2023
 - We currently have a little over \$4,800 in the fund with 2 potential applications still out there. \$4,800 will more than cover those 2 applications should they come through.
 - It's discussed that the board will hold off on allocating any more funds to this program until after the new staff comes on board and any additional needs are addressed through a more town-wide program.
 - c) This item is a duplicate of 4a
 - d) Website Maintenance Plan Discussion and Vote
 - Over the years, M Rock Creative (Megan Larson) has hosted the Main Street Website for free and provided ongoing updates, as needed, on a pro-bono basis through her involvement with the Board and Promotion Committee.
 - M Rock Creative is suggesting a month-to-month maintenance plan for the new year. This would ensure that there is time dedicated to keeping the website updated, minutes recent, & WordPress functioning well.

- There are 3 plan options and the board can choose any plan, change plans on a month-to-month basis, or cancel altogether. There is not long-term contract.
 - M Rock Creative suggests Plan 2 at \$75 per month to complete updates.
 - Mary moves to approve a \$900 allocation toward Website Maintenance in 2023, with the contract to be executed with M Rock Creative by the Board President.
- Erin J seconds.
- Motion carries with 7 yes votes
 - Megan Larson abstains from the vote

5. New Board

- a) Introductions: Caitlin Morris, new board member. Blair Silverberg was unable to attend today.
- b) Bylaws
 - Erin R, Emma & Mary will meet to go over suggested ByLaw changes and bring to the January meeting.
- c) Roberts Rules Review
- d) Leadership Roles Review

6. Leadership Nominations/Votes

- a) President
 - Nic nominates Erin Leesley (Jerome) as Board President. Mary seconds.
 - Motion passes unanimously
- b) Vice President
 - Erin J nominates Caitlin for Vice President. Nic seconds.
 - Motion passes unanimously
- c) Treasurer
 - Nic nominates Emma as Treasurer. Megan seconds.
 - Motion passes unanimously
- d) Secretary
 - Megan nominates Roy as Secretary. Erin J seconds.
 - Motion passes unanimously.
- e) Signing Authority
 - Mary moves to give signing authority at Points West Bank to the newly elected President, Erin Leesley (Jerome) and Vice President, Caitlin Morris. Nic seconds.
 - Motion passes unanimously.

7. Committee Review & Assignments

- a) Design
 - As mentioned previously, the Design Committee needs members, potentially folks who can take over President and Secretary roles.
- b) Promotion
 - Blair is interested in joining. Megan will reach out.
- c) Operations & Financial Sustainability
 - Leadership team.

8. Strategic Planning Dates for the New Board

- a) It'd be preferable that the new staff member be in place for the strategic planning session. Patti estimates they'll be on board by mid-February.
- b) Hold February 27th for a 9am to noon planning session. More details to come.

- Megan moves to adjourn the meeting at 10:36am. Erin J seconds.

- Motion passes unanimously.

Next meeting:

Monday, January 16th at Soul Squared Brewing Company. Town offices are closed that day, so please note the meeting location change.