WELLINGTON MAIN STREET PROGRAM
Board Meeting Agenda
Date: Monday, December 16, 2024 at 9:00 AM
Location: Wellington Fire Protection District
Join Zoom Meeting:
https://us06web.zoom.us/j/89004873944?pwd=L3wujtarp53hK9sQHD2MnB7kz7j3nS.1

Call to order
Additions to or deletions from the agenda
Conflicts of interest
Guest introductions

Board Working Session (9:00-9:45 am)

1. **New Board Member Onboarding and Orientation (45 minutes)**
    a. Welcome and introductions
    b. Introduction to organizational structure, staff, and key resources
    c. Review of Board member roles, responsibilities, and expectations
    d. Discuss committees
    e. Q&A

*****Board Working Session ends and regular Board Meeting begins*****

1. **Consent Agenda (5 minutes)**
    a. November Board Meeting Minutes
    b. Financial Report: November Financials
    c. December Promotions Committee Minutes
    d. December Design Committee Minutes

2. **Updates (15 minutes)**
    a. Board of Trustees Liaison – Trustee Rebekka Dailey (5 minutes)
    b. Cleveland Ave. Construction Project (5 minutes)
        i. Monthly meetings in 2025
        ii. Steering Committee
    c. Main Street and Events Coordinator (5 minutes)
        i. 2024 Annual Report
        ii. ‘24-’26 Strategic Plan and Workplan
        iii. Mini-grant Plan Resolution

3. **Upcoming Events and Meetings (5 minutes)**
    a. Elf Hunt (11/30-12/24)
    b. 2025 Events Schedule
    c. January Board meeting (date - TBD)

    d. Board of Trustees & Wellington Chamber Working Session (1/21 from 6:00-7:30 pm)

4. **Sign & Awning Grant Applications** (*see attached applications from Your Home and Indie & Co.*) **(15 minutes)**
    a. Review new applications from Your Home and Indie & Co. and make funding decisions
    b. Review funded applications and budget for program

5. **Board and Committee Composition (15 minutes)**
    a. Discuss Staff Liaison from Parks and Recreation Department
    b. 2025 Board Alternate
    c. Committee recruitment needs

6. **Immediate Workplan Needs (15 minutes)**
    a. Mini-grant
        i. Shop Local Campaign RFP
        ii. Mural
        iii. District Signs
    b. St. Paddy's Day
    c. 2025 Budget
    d. Fundraising Plan

The board may call an executive session if needed to discuss personnel or other private matters.

WELLINGTON MAIN STREET PROGRAM
Board Meeting Agenda
Monday, November 18, 2024 at 9:00 AM

Call to order: 9:07am
Additions to or deletions from the agenda: None
Conflicts of interest: None
Guest introductions: Curtis Smelker (Wellington Auction), Ed Cannon (ToW BoT)

1. **Consent Agenda: Kelly motions to accept consent agenda, Blair seconds, all approve**
    a. October Board Meeting Minutes
    b. Financial Report: September and October Financials
    c. November Promotions Committee Minutes
    d. November Design Committee Minutes

2. **Updates**
    a. Updates from Board of Trustees Liaison – Trustee Rebekka Dailey
        - Budget - One step closer to approving next year's budget
        - PROST - Invited to Annual Dinner
        - Fundraising for the Veteran' Memorial was successful, at least partially due to Front Porch Friday
    b. Cleveland Ave. Construction Project updates
        i. Monthly meetings in 2025 - Regular connection for project stakeholders, potentially fourth week of the month at Leeper Center.
        ii. Steering Committee - Representatives from local groups (CoC, WMS, ToW, etc.). Looking for representatives.
    c. WCMSP/BOT Working Group Progress
        - Caitlin discussed alignment of Strategic Plan with Town's with Matt (Ayres). Mainstreets Plan aligned well with Town's, with alignment in each of five categories listed.
        - Matt will help finalize plan.
        - Mainstreets Plan will be presented to BoT on December 10.

3. **Upcoming Events**
    a. Annual Dinner
        i. Updates & outstanding tasks: Nine confirmed food vendors. Need beverages. Blair can help collect food and setup. Caitlin asked Ridley's about contributing drinks. Board members be at the Leeper Center between 3:30-5:30pm.
        ii. Discussion regarding Volunteer and Business of the Year Awards: Questions from the public about who has been selected. "Standards" document created outlining how award recipients are/were selected. Document possibly added to By-Laws. Community nominates people/businesses, Board will select recipients.
        Kristen motions that award criteria be added to the By-Laws, nominations board of 3 people will make nominations in September to be presented to the Board in October for selection. Kelly seconds. All approve.
        iii. Event schedule and expectations: 30 minutes mingle, presentations and Committee talks, nominee introductions, vote for nominees.

b. Small Business Saturday (11/30): Need to order more elves. How to get people to visit Cleveland businesses more on SBS? Live musicians, caroling?
c. Elf Hunt (11/30-12/24): Kicks off on SBS
d. Holiday Magic (12/7): Wellington Lights Parade and other town events.
e. 2025
    i. St. Paddy's Day: Potentially adding another event prior to Cleveland construction due to possibility of impacts to 4th of July and Trick-or-Treat. Kristen motions to add a St. Paddy's Day event, Blair seconds, all approve. Tentative date Saturday, March 15.

4. **Board & Committee Recruitment**
    a. Nominations Committee – Kelly
    Seven people have submitted applications, six others expressed interest but have not submitted applications. Term lengths will be discussed in January and decided in early 2025. Patti suggested idea of basing term length on number of votes obtained at Annual Dinner.
    b. Committee recruitment - several people interested in committee positions but not Board positions.

5. **Mini-Grant**
    a. Revisit options and approve final plan
        - Added Mural(s) and Signage to replace alleyway asphalt project.
        - Kelly H. can ask Bob (engineering) to come to a future meeting to provide info on lighting options.
        - ToW will add matching funds from Cleveland Ave Construction Design Services ($8,000)
        - Roy motions to approve Mini-Grant Plan, Kelly seconds, all approve.
    b. Review Shop Local RFP
        - Kelly H. presented draft of RFP.
        - Board will review and make recommendations for edits.

6. **Holiday Storefront Decorating Contest**
    a. Discuss contest and approve award amounts
        - Changed award categories to add People's Choice voted on by the public via QR codein store windows.
        - Judging ends on Dec 19th, winners announced on the 20th.
        - Blair motions to approve award amounts, Kristen seconds, all approve.

7. **End of Year Fundraising**
    a. Love Where You Live Campaign: Sell stuff
    b. Colorado Gives Day (December 10): Crowdfund campaign?

Meeting adjourned at 10:45am.

The board may call an executive session if needed to discuss personnel or other private matters.

Wellington Colorado Main Streets Program
Promotions Committee Meeting Agenda

12/03/2024

***PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.*

New Business:

1. A look toward 2025
   a. Communications plan
      i. Social media posts, newsletters, localable, other places to advertise. Decide who owns what. Create master spreadsheet for all events to be able to plug info and generate posts
   b. New members
      i. Expanding the committee, ensuring overlap with other committees and board members to create more unity
         1. Blair – chair
         2. Brian – photography
         3. Jane – power in connections/Mingle director/boots on the ground
         4. Mike and Lorilyn –
         5. ?NEED – secretary, someone good at advertising/social media
         6. ?POTENTIAL CHAMBER MEMBER to help with collaboration
         7. ?JERRY – ToW marketing and communications
2. Upcoming events -
   a. Christmas Parade
      i. Invite all MS businesses to participate, add banners, etc
      ii. Meet on 1st street at noon to start decorating
   b. Storefront decorating contest
      i. 3 businesses signed up already, reaching out to others to try to generate interest
   c. Mingle on Main
      i. Entire December event. Starts with parade on 12/7, holiday open house on 12/12 (chamber and tbar, try to expand it to the whole street) Mingle on 12/20. Idea of all businesses that are participating having a red bow to signify
   d. Cleveland construction project
      i. Creating a monthly meeting time for the town and stakeholders to get together to keep in the know about how the construction is progressing

Old Business:

3. Revisit “Love where you live”
   a. Recap of sales
      i. Need to simplify the process of selling through Thistle and other retailers. Create a venmo?

Program Manager Update

4. Check in with Caitlin
   a. BoT approved the mini grant – marketing campaign, mural, district signage
   b. 7 new board members
   c. Caitlin to present to the BoT annual report on 12/10

Program Manager Report

- **New Board Members**: Seven new board members have been added, and an introductory meeting will be scheduled.
- **Mini Grant Presentation**: Caitlin will be presenting to the Board of Trustees regarding the mini grant.
- **Mini Grant Approval**: The mini grant proposal is being presented for approval.
    - **Amount**: $25,000 for a *Shop Local* campaign. We are in the process of selecting a marketing team, with proposals due in January.
    - **$10,000 for Mural**: Funding for a mural to be completed by June 2025.
    - **District Signage**: Plans for new signage on the east and west ends of town, plus additional signage near Ridley's on 6th Street.

Old Business

- **Flower Planters**:
    - Planters will be refreshed by removing fall decor and replacing it with Christmas-themed decorations.
    - Consideration of potential decor from ARC for the holiday season.
- **Window Decorating Contest**:
    - Five businesses at this moment have committed to participating in the window decorating contest.
    - **Photography**: Brian Graves will serve as the official photographer for the event.
    - **Judging**: Judging will take place through December 13th.
    - **Community Voting**: The public will vote on the entries until December 19th.
    - **Judging Meeting**: A meeting will be held on December 11th to select the winner.
- **Byron White Memorial**:
    - Currently checking with Jim about the memorial's setting and any necessary updates or changes.
- **Leeper Center Signage**:
    - Discussion about potential signage for the Leeper Center to enhance visibility and recognition.
- **Centennial Park Tree**:
    - Proposal to acquire a large tree for Centennial Park to add a focal point and enhance the park's atmosphere.

Action Items

- **Marketing Team for Shop Local Campaign**: Move forward with selecting a marketing team for the mini grant initiative.
- **Finalize Christmas Decorations**: Confirm new decor for the flower planters and proceed with installation.
- **Window Contest**: Finalize details for judging and voting, ensuring the community is engaged.

Wellington Colorado Main Streets Program
Balance Sheet Prev Year Comparison
As of November 30, 2024

	Nov 30, 24	Nov 30, 23	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
10001 · Points West Community Bank	46,512.06	72,824.21	-26,312.15	-36.1%
10002 · Square Checking Account	36,704.73	19,838.00	16,866.73	85.0%
Total Checking/Savings	83,216.79	92,662.21	-9,445.42	-10.2%
Total Current Assets	83,216.79	92,662.21	-9,445.42	-10.2%
TOTAL ASSETS	**83,216.79**	**92,662.21**	**-9,445.42**	**-10.2%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
25100 · Sign & Awning Grant	3,854.15	4,841.65	-987.50	-20.4%
25200 · Byron White Eagle Scout Grant	2,296.53	4,835.21	-2,538.68	-52.5%
Total Other Current Liabilities	6,150.68	9,676.86	-3,526.18	-36.4%
Total Current Liabilities	6,150.68	9,676.86	-3,526.18	-36.4%
Total Liabilities	6,150.68	9,676.86	-3,526.18	-36.4%
Equity				
32000 · Unrestricted Net Assets	82,241.80	90,206.80	-7,965.00	-8.8%
Net Income	-5,175.69	-7,221.45	2,045.76	28.3%
Total Equity	77,066.11	82,985.35	-5,919.24	-7.1%
TOTAL LIABILITIES & EQUITY	**83,216.79**	**92,662.21**	**-9,445.42**	**-10.2%**

Wellington Colorado Main Streets Program
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
43400 · Direct Public Support				
43410 · Corporate Contributions	8,103.11	5,000.00	3,103.11	162.1%
43450 · Individual Contributions	480.00	500.00	-20.00	96.0%
Total 43400 · Direct Public Support	8,583.11	5,500.00	3,083.11	156.1%
44800 · Indirect Public Support				
44830 · Municipal Support	0.00	5,000.00	-5,000.00	0.0%
Total 44800 · Indirect Public Support	0.00	5,000.00	-5,000.00	0.0%
46400 · Other Types of Income				
46410 · Event Ticket, Shirt, Merch Sale	2,898.00			
46430 · Miscellaneous Revenue	0.00	1,000.00	-1,000.00	0.0%
46400 · Other Types of Income - Other	0.00	5,000.00	-5,000.00	0.0%
Total 46400 · Other Types of Income	2,898.00	6,000.00	-3,102.00	48.3%
47400 · Main Street Market	8,650.00	8,000.00	650.00	108.1%
48000 · Sponsorships				
48200 · Annual Color Sponsor	2,300.00	4,000.00	-1,700.00	57.5%
48455 · Brewfest	500.00			
48510 · Trick Or Treat Sponsor	3,550.00	3,000.00	550.00	118.3%
48000 · Sponsorships - Other	675.00	15,000.00	-14,325.00	4.5%
Total 48000 · Sponsorships	7,025.00	22,000.00	-14,975.00	31.9%
49000 · Grants Received	2,210.00	19,000.00	-16,790.00	11.6%
Total Income	29,366.11	65,500.00	-36,133.89	44.8%
Gross Profit	29,366.11	65,500.00	-36,133.89	44.8%
Expense				
60900 · Program Expenses				
60920 · Business Fees, Licenses, Permit	10.00	500.00	-490.00	2.0%
60930 · Dues & Memberships	63.96			
Total 60900 · Program Expenses	73.96	500.00	-426.04	14.8%
62100 · Contract Services				
62110 · Accounting Fees	1,550.00	1,800.00	-250.00	86.1%
62150 · Outside Contract Services	8,852.50	7,658.35	1,194.15	115.6%
Total 62100 · Contract Services	10,402.50	9,458.35	944.15	110.0%
62800 · Facilities and Equipment				
62850 · Repairs & Maintenance	33.00			
62890 · Rent	990.00			
Total 62800 · Facilities and Equipment	1,023.00			
65000 · Operations & Administration				
65005 · Advertising & Promotion	1,152.01	2,500.00	-1,347.99	46.1%
65010 · Subscriptions, Software, Books	562.41	700.00	-137.59	80.3%
65020 · Postage, Mailing Service	0.00	100.00	-100.00	0.0%
65030 · Printing and Copying	42.60			
65040 · Office Supplies	12.79	300.00	-287.21	4.3%
65050 · Telephone & Internet	93.97			
65055 · Webpage	3,317.00	400.00	2,917.00	829.3%
65060 · Bank Service Charges	583.38	500.00	83.38	116.7%
Total 65000 · Operations & Administration	5,764.16	4,500.00	1,264.16	128.1%

Wellington Colorado Main Streets Program
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	$ Over Budget	% of Budget
65070 · Event Expenses				
65071 · Fees, Licenses, Permits	300.00			
65072 · Advertising & Promotion	64.67			
65076 · Event Merchandise	5,551.29			
65080 · Miscellaneous Event Supplies	5,978.61	12,850.00	-6,871.39	46.5%
65070 · Event Expenses - Other	0.00	3,500.00	-3,500.00	0.0%
Total 65070 · Event Expenses	11,894.57	16,350.00	-4,455.43	72.7%
65095 · Program Supplies				
65092 · Flower Pot-Annual Color Supplie	14.95	2,500.00	-2,485.05	0.6%
65096 · Annual Dinner	1,038.23	2,500.00	-1,461.77	41.5%
65097 · Spring Clean Up	129.35			
65098 · Anniversary Celebration	0.00	2,000.00	-2,000.00	0.0%
65095 · Program Supplies - Other	1,999.92	1,000.00	999.92	200.0%
Total 65095 · Program Supplies	3,182.45	8,000.00	-4,817.55	39.8%
65100 · Insurance				
65110 · Board Liability Insurance	842.00			
65120 · Event Liability Insurance	539.00			
65140 · Program Liability Insurance	452.00			
65100 · Insurance - Other	0.00	1,500.00	-1,500.00	0.0%
Total 65100 · Insurance	1,833.00	1,500.00	333.00	122.2%
67000 · Meals	318.16			
68000 · Utilities	50.00			
68300 · Travel and Meetings				
68310 · Conference,Convention,Training	0.00	4,000.00	-4,000.00	0.0%
Total 68300 · Travel and Meetings	0.00	4,000.00	-4,000.00	0.0%
69000 · Grant Matching Funds	0.00	12,000.00	-12,000.00	0.0%
Total Expense	34,541.80	56,308.35	-21,766.55	61.3%
Net Ordinary Income	-5,175.69	9,191.65	-14,367.34	-56.3%
Net Income	**-5,175.69**	**9,191.65**	**-14,367.34**	**-56.3%**

Wellington Colorado Main Streets Program
Profit & Loss by Class
January through November 2024

	4th of July	Annual Color	Board Membe...	Brew Fest	Love Where Y...	Main Street M...	Trick Or Treat	Unclassified	TOTAL
Ordinary Income/Expense									
Income									
43400 · Direct Public Support									
43410 · Corporate Contributions	0.00	0.00	0.00	8,103.11	0.00	0.00	0.00	0.00	8,103.11
43450 · Individual Contributions	0.00	0.00	30.00	0.00	0.00	0.00	0.00	450.00	480.00
Total 43400 · Direct Public Support	0.00	0.00	30.00	8,103.11	0.00	0.00	0.00	450.00	8,583.11
46400 · Other Types of Income									
46410 · Event Ticket, Shirt, Merch Sale	0.00	0.00	0.00	1,865.00	1,033.00	0.00	0.00	0.00	2,898.00
Total 46400 · Other Types of Income	0.00	0.00	0.00	1,865.00	1,033.00	0.00	0.00	0.00	2,898.00
47400 · Main Street Market	0.00	0.00	0.00	0.00	0.00	8,650.00	0.00	0.00	8,650.00
48000 · Sponsorships									
48200 · Annual Color Sponsor	0.00	2,300.00	0.00	0.00	0.00	0.00	0.00	0.00	2,300.00
48455 · Brewfest	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	500.00
48510 · Trick Or Treat Sponsor	0.00	0.00	0.00	0.00	0.00	0.00	3,550.00	0.00	3,550.00
48000 · Sponsorships - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	675.00	675.00
Total 48000 · Sponsorships	0.00	2,300.00	0.00	500.00	0.00	0.00	3,550.00	675.00	7,025.00
49000 · Grants Received	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,210.00	2,210.00
Total Income	0.00	2,300.00	30.00	10,468.11	1,033.00	8,650.00	3,550.00	3,335.00	29,366.11
Gross Profit	0.00	2,300.00	30.00	10,468.11	1,033.00	8,650.00	3,550.00	3,335.00	29,366.11
Expense									
60900 · Program Expenses									
60920 · Business Fees, Licenses, Permit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	10.00
60930 · Dues & Memberships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	63.96	63.96
Total 60900 · Program Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.96	73.96
62100 · Contract Services									
62110 · Accounting Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,550.00	1,550.00
62150 · Outside Contract Services	0.00	412.50	0.00	0.00	0.00	1,690.00	4,750.00	2,000.00	8,852.50
Total 62100 · Contract Services	0.00	412.50	0.00	0.00	0.00	1,690.00	4,750.00	3,550.00	10,402.50
62800 · Facilities and Equipment									
62850 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.00	33.00
62890 · Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	990.00	990.00
Total 62800 · Facilities and Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,023.00	1,023.00
65000 · Operations & Administration									
65005 · Advertising & Promotion	0.00	0.00	0.00	0.00	0.00	306.31	0.00	845.70	1,152.01
65010 · Subscriptions, Software, Books	0.00	0.00	0.00	0.00	0.00	0.00	0.00	562.41	562.41
65030 · Printing and Copying	0.00	42.60	0.00	0.00	0.00	0.00	0.00	0.00	42.60
65040 · Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.79	12.79
65050 · Telephone & Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.97	93.97
65055 · Webpage	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,317.00	3,317.00
65060 · Bank Service Charges	0.00	68.90	0.00	72.55	31.59	290.28	86.75	33.31	583.38
Total 65000 · Operations & Administration	0.00	111.50	0.00	72.55	31.59	596.59	86.75	4,865.18	5,764.16

Wellington Colorado Main Streets Program
Profit & Loss by Class
January through November 2024

	4th of July	Annual Color	Board Membe...	Brew Fest	Love Where Y...	Main Street M...	Trick Or Treat	Unclassified	TOTAL
65070 · Event Expenses									
65071 · Fees, Licenses, Permits	0.00	0.00	0.00	200.00	0.00	0.00	100.00	0.00	300.00
65072 · Advertising & Promotion	0.00	0.00	0.00	0.00	0.00	18.70	0.00	45.97	64.67
65076 · Event Merchandise	0.00	0.00	0.00	0.00	5,551.29	0.00	0.00	0.00	5,551.29
65080 · Miscellaneous Event Supplies	652.67	122.25	0.00	0.00	481.77	379.64	2,851.00	1,491.28	5,978.61
Total 65070 · Event Expenses	652.67	122.25	0.00	200.00	6,033.06	398.34	2,951.00	1,537.25	11,894.57
65095 · Program Supplies									
65092 · Flower Pot-Annual Color Supplie	0.00	14.95	0.00	0.00	0.00	0.00	0.00	0.00	14.95
65096 · Annual Dinner	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,038.23	1,038.23
65097 · Spring Clean Up	0.00	0.00	0.00	0.00	0.00	0.00	0.00	129.35	129.35
65095 · Program Supplies - Other	0.00	1,999.92	0.00	0.00	0.00	0.00	0.00	0.00	1,999.92
Total 65095 · Program Supplies	0.00	2,014.87	0.00	0.00	0.00	0.00	0.00	1,167.58	3,182.45
65100 · Insurance									
65110 · Board Liability Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	842.00	842.00
65120 · Event Liability Insurance	0.00	0.00	0.00	539.00	0.00	0.00	0.00	0.00	539.00
65140 · Program Liability Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	452.00	452.00
Total 65100 · Insurance	0.00	0.00	0.00	539.00	0.00	0.00	0.00	1,294.00	1,833.00
67000 · Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	318.16	318.16
68000 · Utilities	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	50.00
Total Expense	652.67	2,661.12	0.00	861.55	6,064.65	2,684.93	7,787.75	13,829.13	34,541.80
Net Ordinary Income	-652.67	-361.12	30.00	9,606.56	-5,031.65	5,965.07	-4,237.75	-10,494.13	-5,175.69
Net Income	**-652.67**	**-361.12**	**30.00**	**9,606.56**	**-5,031.65**	**5,965.07**	**-4,237.75**	**-10,494.13**	**-5,175.69**

4:25 PM

12/12/24

Accrual Basis

Wellington Colorado Main Streets Program
Profit & Loss
January through November 2024

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	TOTAL
Ordinary Income/Expense												
Income												
43400 · Direct Public Support												
43410 · Corporate Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,103.11	0.00	8,103.11
43450 · Individual Contributions	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	315.00	135.00	0.00	480.00
Total 43400 · Direct Public Support	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	315.00	8,238.11	0.00	8,583.11
46400 · Other Types of Income												
46410 · Event Ticket, Shirt, Merch Sale	0.00	0.00	225.00	96.00	25.00	2,040.00	220.00	210.00	32.00	50.00	0.00	2,898.00
Total 46400 · Other Types of Income	0.00	0.00	225.00	96.00	25.00	2,040.00	220.00	210.00	32.00	50.00	0.00	2,898.00
47400 · Main Street Market	0.00	0.00	1,300.00	1,650.00	300.00	3,940.00	1,310.00	75.00	75.00	0.00	0.00	8,650.00
48000 · Sponsorships												
48200 · Annual Color Sponsor	0.00	0.00	0.00	1,800.00	300.00	100.00	100.00	0.00	0.00	0.00	0.00	2,300.00
48455 · Brewfest	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00
48510 · Trick Or Treat Sponsor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	2,850.00	600.00	0.00	3,550.00
48000 · Sponsorships - Other	0.00	0.00	0.00	300.00	300.00	75.00	0.00	0.00	0.00	0.00	0.00	675.00
Total 48000 · Sponsorships	0.00	0.00	500.00	2,100.00	600.00	175.00	100.00	100.00	2,850.00	600.00	0.00	7,025.00
49000 · Grants Received	0.00	0.00	0.00	0.00	0.00	2,210.00	0.00	0.00	0.00	0.00	0.00	2,210.00
Total Income	0.00	0.00	2,025.00	3,876.00	925.00	8,365.00	1,630.00	385.00	3,272.00	8,888.11	0.00	29,366.11
Gross Profit	0.00	0.00	2,025.00	3,876.00	925.00	8,365.00	1,630.00	385.00	3,272.00	8,888.11	0.00	29,366.11
Expense												
60900 · Program Expenses												
60920 · Business Fees, Licenses, Permit	0.00	0.00	0.00	0.00	0.00	10.00	0.00	0.00	0.00	0.00	0.00	10.00
60930 · Dues & Memberships	0.00	0.00	0.00	0.00	0.00	15.99	15.99	15.99	15.99	0.00	0.00	63.96
Total 60900 · Program Expenses	0.00	0.00	0.00	0.00	0.00	25.99	15.99	15.99	15.99	0.00	0.00	73.96
62100 · Contract Services												
62110 · Accounting Fees	125.00	0.00	125.00	0.00	425.00	0.00	375.00	0.00	0.00	0.00	500.00	1,550.00
62150 · Outside Contract Services	0.00	0.00	0.00	0.00	0.00	2,000.00	550.00	952.50	600.00	0.00	4,750.00	8,852.50
Total 62100 · Contract Services	125.00	0.00	125.00	0.00	425.00	2,000.00	925.00	952.50	600.00	0.00	5,250.00	10,402.50
62800 · Facilities and Equipment												
62850 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.00	0.00	0.00	0.00	33.00
62890 · Rent	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	0.00	180.00	990.00
Total 62800 · Facilities and Equipment	90.00	90.00	90.00	90.00	90.00	90.00	90.00	123.00	90.00	0.00	180.00	1,023.00
65000 · Operations & Administration												
65005 · Advertising & Promotion	0.00	50.00	0.00	994.51	0.00	76.50	31.00	0.00	0.00	0.00	0.00	1,152.01
65010 · Subscriptions, Software, Books	40.99	40.99	184.99	40.99	30.00	30.00	30.00	30.00	30.00	45.00	59.45	562.41
65030 · Printing and Copying	0.00	0.00	0.00	0.00	0.00	0.00	0.00	42.60	0.00	0.00	0.00	42.60
65040 · Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.79	0.00	0.00	0.00	12.79
65050 · Telephone & Internet	52.52	52.40	-10.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93.97
65055 · Webpage	279.00	309.00	309.00	757.00	209.00	219.00	219.00	219.00	219.00	359.00	219.00	3,317.00
65060 · Bank Service Charges	0.00	0.00	48.43	106.65	31.99	219.19	57.41	12.61	100.22	6.88	0.00	583.38
Total 65000 · Operations & Administration	372.51	452.39	531.47	1,899.15	270.99	544.69	337.41	317.00	349.22	410.88	278.45	5,764.16
65070 · Event Expenses												
65071 · Fees, Licenses, Permits	0.00	0.00	0.00	0.00	100.00	100.00	0.00	0.00	0.00	100.00	0.00	300.00
65072 · Advertising & Promotion	0.00	0.00	0.00	0.00	0.00	48.70	0.00	10.00	0.00	0.00	5.97	64.67
65076 · Event Merchandise	0.00	3,041.52	0.00	937.50	0.00	0.00	0.00	1,572.27	0.00	0.00	0.00	5,551.29
65080 · Miscellaneous Event Supplies	0.00	0.00	558.27	629.78	0.00	514.90	501.87	202.09	-28.78	3,017.80	582.68	5,978.61
Total 65070 · Event Expenses	0.00	3,041.52	558.27	1,567.28	100.00	663.60	501.87	1,784.36	-28.78	3,117.80	588.65	11,894.57

Wellington Colorado Main Streets Program
Profit & Loss
January through November 2024

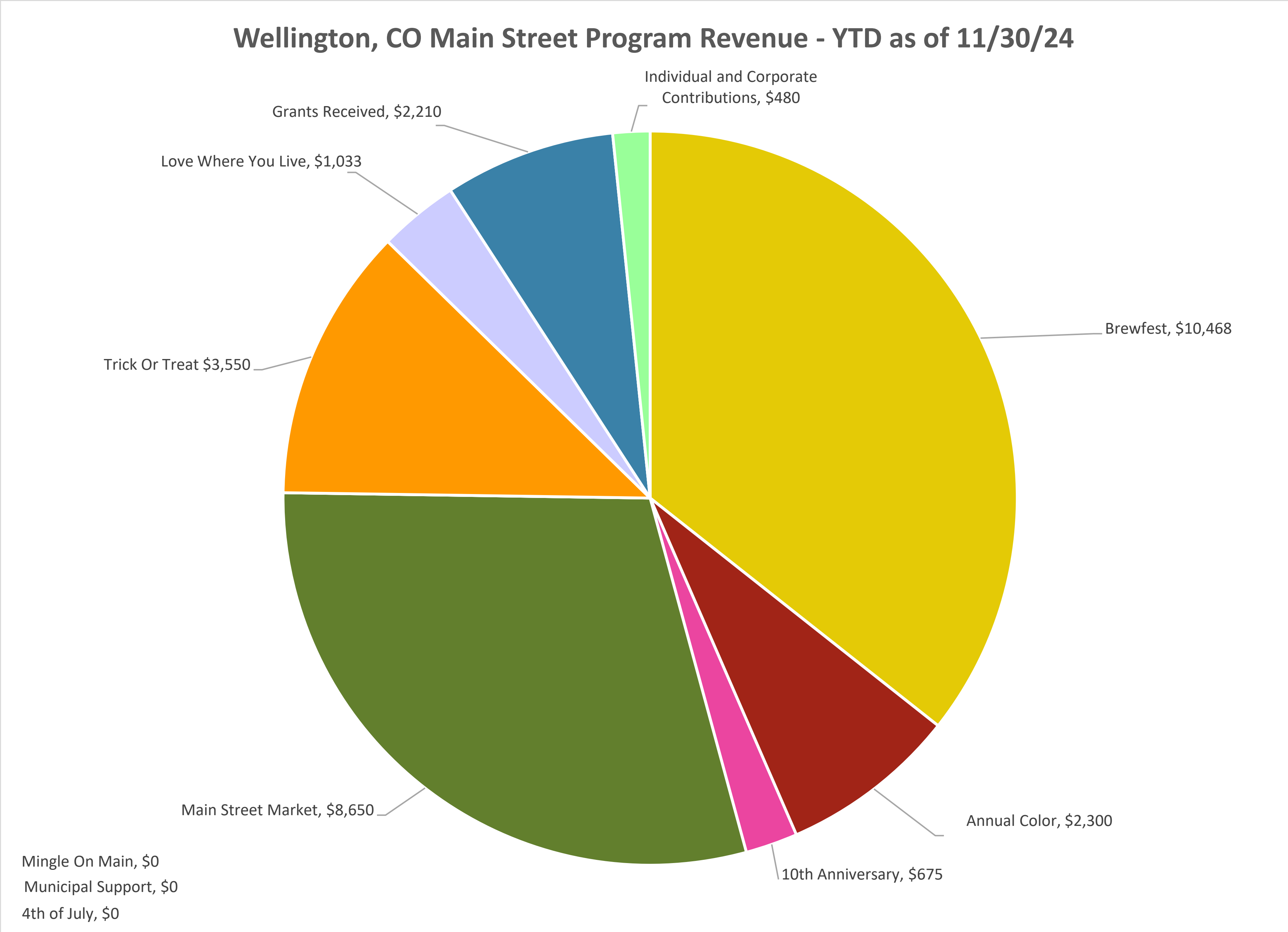
	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	TOTAL
65095 · Program Supplies												
65092 · Flower Pot-Annual Color Supplie	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.95	0.00	14.95
65096 · Annual Dinner	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,038.23	1,038.23
65097 · Spring Clean Up	0.00	0.00	0.00	129.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	129.35
65095 · Program Supplies - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,999.92	0.00	0.00	0.00	1,999.92
Total 65095 · Program Supplies	0.00	0.00	0.00	129.35	0.00	0.00	0.00	1,999.92	0.00	14.95	1,038.23	3,182.45
65100 · Insurance												
65110 · Board Liability Insurance	0.00	0.00	842.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	842.00
65120 · Event Liability Insurance	0.00	0.00	0.00	0.00	539.00	0.00	0.00	0.00	0.00	0.00	0.00	539.00
65140 · Program Liability Insurance	112.98	0.00	339.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	452.00
Total 65100 · Insurance	112.98	0.00	1,181.02	0.00	539.00	0.00	0.00	0.00	0.00	0.00	0.00	1,833.00
67000 · Meals	46.27	13.10	23.05	0.00	235.74	0.00	0.00	0.00	0.00	0.00	0.00	318.16
68000 · Utilities	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Total Expense	746.76	3,597.01	2,558.81	3,685.78	1,660.73	3,324.28	1,870.27	5,192.77	1,026.43	3,543.63	7,335.33	34,541.80
Net Ordinary Income	-746.76	-3,597.01	-533.81	190.22	-735.73	5,040.72	-240.27	-4,807.77	2,245.57	5,344.48	-7,335.33	-5,175.69
Net Income	**-746.76**	**-3,597.01**	**-533.81**	**190.22**	**-735.73**	**5,040.72**	**-240.27**	**-4,807.77**	**2,245.57**	**5,344.48**	**-7,335.33**	**-5,175.69**

Wellington Colorado Main Streets Program
Profit & Loss Prev Year Comparison
January through November 2024

	Jan - Nov 24	Jan - Nov 23	$ Change	% Change
Ordinary Income/Expense				
Income				
43400 · Direct Public Support				
43410 · Corporate Contributions	8,103.11	3,039.87	5,063.24	166.6%
43450 · Individual Contributions	480.00	50.00	430.00	860.0%
Total 43400 · Direct Public Support	8,583.11	3,089.87	5,493.24	177.8%
46400 · Other Types of Income				
46410 · Event Ticket, Shirt, Merch Sale	2,898.00	1,330.50	1,567.50	117.8%
Total 46400 · Other Types of Income	2,898.00	1,330.50	1,567.50	117.8%
47400 · Main Street Market	8,650.00	7,575.00	1,075.00	14.2%
47410 · Mingle On Main	0.00	105.00	-105.00	-100.0%
48000 · Sponsorships				
48200 · Annual Color Sponsor	2,300.00	3,225.00	-925.00	-28.7%
48455 · Brewfest	500.00	1,000.00	-500.00	-50.0%
48510 · Trick Or Treat Sponsor	3,550.00	2,300.00	1,250.00	54.4%
48525 · 4th of July	0.00	250.00	-250.00	-100.0%
48000 · Sponsorships - Other	675.00	0.00	675.00	100.0%
Total 48000 · Sponsorships	7,025.00	6,775.00	250.00	3.7%
49000 · Grants Received	2,210.00	1,500.00	710.00	47.3%
Total Income	29,366.11	20,375.37	8,990.74	44.1%
Gross Profit	29,366.11	20,375.37	8,990.74	44.1%
Expense				
60900 · Program Expenses				
60920 · Business Fees, Licenses, Permit	10.00	10.00	0.00	0.0%
60930 · Dues & Memberships	63.96	0.00	63.96	100.0%
Total 60900 · Program Expenses	73.96	10.00	63.96	639.6%
62100 · Contract Services				
62110 · Accounting Fees	1,550.00	1,675.00	-125.00	-7.5%
62150 · Outside Contract Services	8,852.50	4,466.56	4,385.94	98.2%
Total 62100 · Contract Services	10,402.50	6,141.56	4,260.94	69.4%
62800 · Facilities and Equipment				
62850 · Repairs & Maintenance	33.00	0.00	33.00	100.0%
62890 · Rent	990.00	819.00	171.00	20.9%
Total 62800 · Facilities and Equipment	1,023.00	819.00	204.00	24.9%
65000 · Operations & Administration				
65005 · Advertising & Promotion	1,152.01	150.00	1,002.01	668.0%
65010 · Subscriptions, Software, Books	562.41	494.91	67.50	13.6%
65020 · Postage, Mailing Service	0.00	78.00	-78.00	-100.0%
65030 · Printing and Copying	42.60	525.28	-482.68	-91.9%
65040 · Office Supplies	12.79	283.74	-270.95	-95.5%
65050 · Telephone & Internet	93.97	575.67	-481.70	-83.7%
65055 · Webpage	3,317.00	2,337.00	980.00	41.9%
65060 · Bank Service Charges	583.38	389.35	194.03	49.8%
Total 65000 · Operations & Administration	5,764.16	4,833.95	930.21	19.2%
65070 · Event Expenses				
65071 · Fees, Licenses, Permits	300.00	500.00	-200.00	-40.0%
65072 · Advertising & Promotion	64.67	1,350.00	-1,285.33	-95.2%
65076 · Event Merchandise	5,551.29	2,052.90	3,498.39	170.4%
65077 · Bank Service Charges	0.00	0.00	0.00	0.0%
65080 · Miscellaneous Event Supplies	5,978.61	2,597.42	3,381.19	130.2%
65070 · Event Expenses - Other	0.00	6,300.00	-6,300.00	-100.0%
Total 65070 · Event Expenses	11,894.57	12,800.32	-905.75	-7.1%

Wellington Colorado Main Streets Program
Profit & Loss Prev Year Comparison
January through November 2024

	Jan - Nov 24	Jan - Nov 23	$ Change	% Change
65095 · Program Supplies				
65092 · Flower Pot-Annual Color Supplie	14.95	136.67	-121.72	-89.1%
65096 · Annual Dinner	1,038.23	0.00	1,038.23	100.0%
65097 · Spring Clean Up	129.35	0.00	129.35	100.0%
65095 · Program Supplies - Other	1,999.92	1,818.00	181.92	10.0%
Total 65095 · Program Supplies	3,182.45	1,954.67	1,227.78	62.8%
65100 · Insurance				
65110 · Board Liability Insurance	842.00	842.00	0.00	0.0%
65120 · Event Liability Insurance	539.00	343.00	196.00	57.1%
65140 · Program Liability Insurance	452.00	338.94	113.06	33.4%
Total 65100 · Insurance	1,833.00	1,523.94	309.06	20.3%
67000 · Meals	318.16	332.60	-14.44	-4.3%
68000 · Utilities	50.00	0.00	50.00	100.0%
68300 · Travel and Meetings				
68310 · Conference,Convention,Training	0.00	-819.22	819.22	100.0%
68320 · Travel	0.00	0.00	0.00	0.0%
68330 · Travel Meals	0.00	0.00	0.00	0.0%
Total 68300 · Travel and Meetings	0.00	-819.22	819.22	100.0%
Total Expense	34,541.80	27,596.82	6,944.98	25.2%
Net Ordinary Income	-5,175.69	-7,221.45	2,045.76	28.3%
Net Income	**-5,175.69**	**-7,221.45**	**2,045.76**	**28.3%**


Wellington, CO Main Street Program Revenue - YTD as of 11/30/24
Individual and Corporate Contributions, $480
Grants Received, $2,210
Love Where You Live, $1,033
Trick Or Treat $3,550
Brewfest, $10,468
Main Street Market, $8,650
Annual Color, $2,300
10th Anniversary, $675
Mingle On Main, $0
Municipal Support, $0
4th of July, $0

MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Board Member Onboarding & Orientation

Agenda

1. Welcome and introductions

2. Introduction to organizational structure, staff, and key resources

3. Review of Board member roles, responsibilities, and expectations

4. Discuss committees

5. Q&A

What is Main Street?

...a movement.

Main Street America has been helping revitalize older and historic commercial districts for more than 45 years!

It is the leading voice for preservation-based economic development and community revitalization across the country.

COLORADO Department of Local Affairs Division of Local Government

COLORADO MAIN STREET

MAIN STREET AMERICA®

"There is simply no more cost-effective economic development program of any type, on any scale, anywhere in the country than Main Street…"

Donovan Rypkema
Author of "The Economics of Historic Preservation"

MAIN STREET PROGRAM
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MISSION

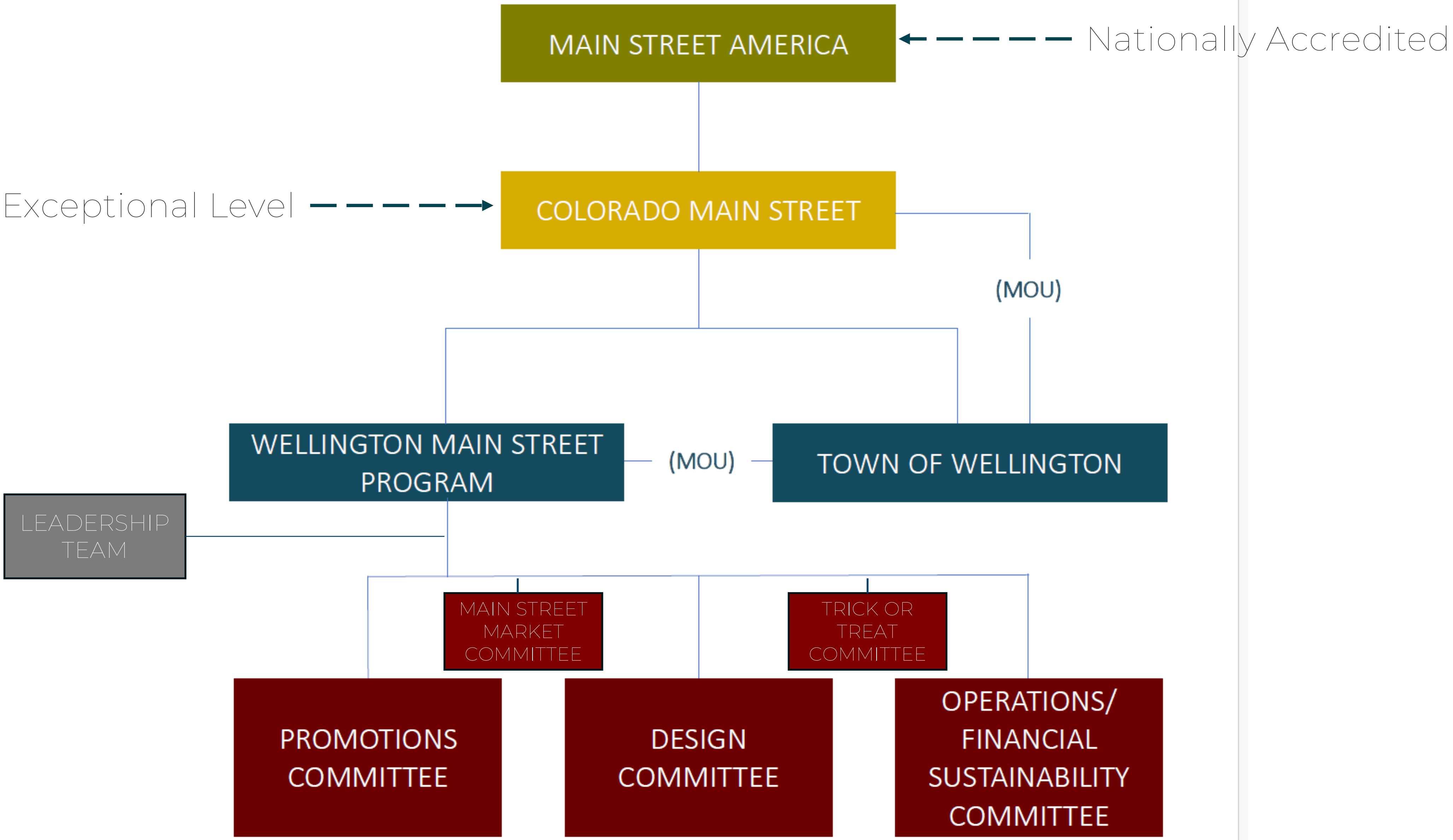
As Wellington grows outward, the Main Street Program is doubling down on making the heart of our community vibrant and unique, differentiating us from the rest of Northern Colorado.

VISION

We've launched and are evolving a new organizational model to provide leadership and collaboration in solving complex community challenges with a focus on building a vibrant downtown.

OUR PROGRAM AREA

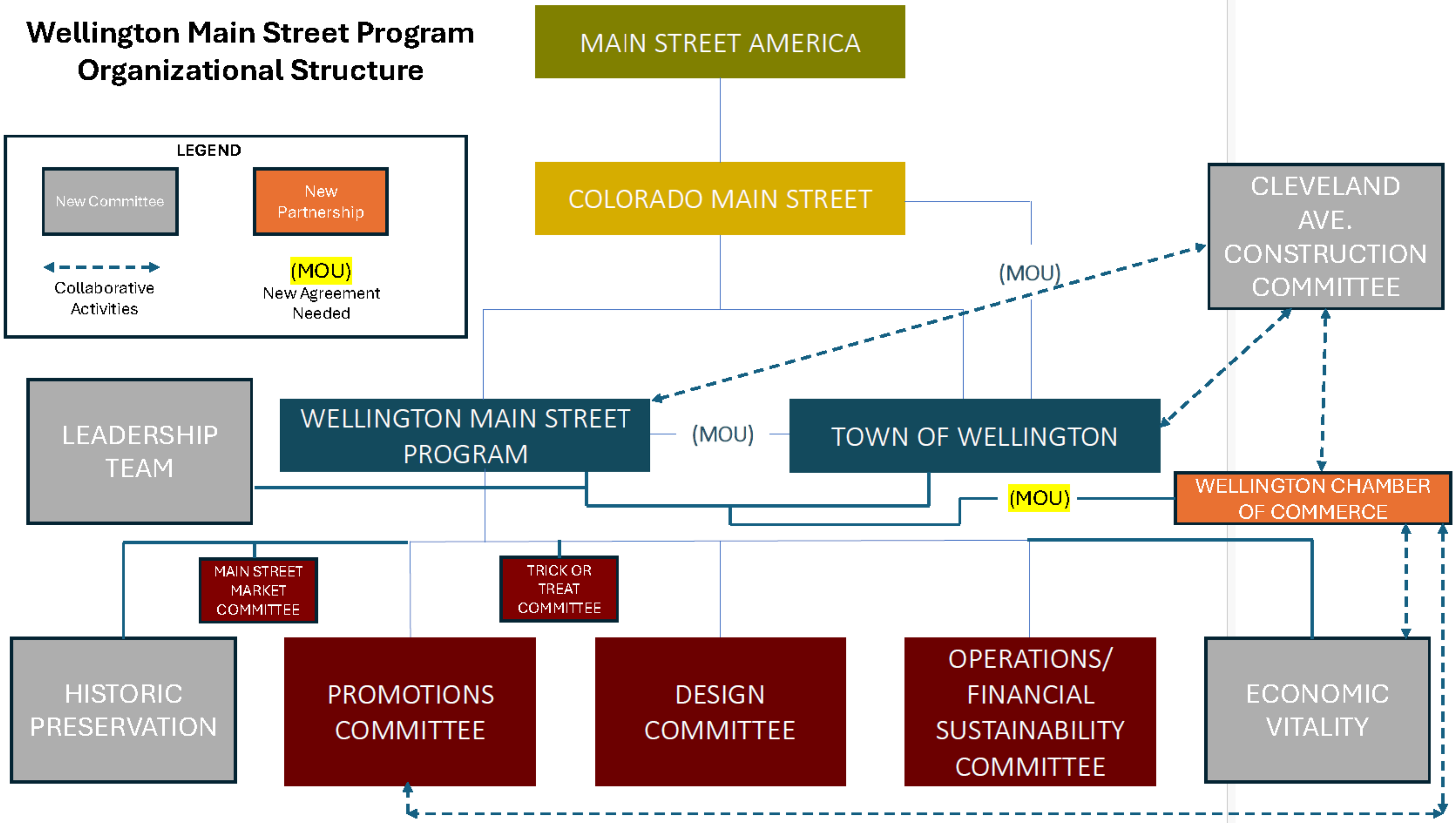
Program Structure



WELLINGTON MAIN STREET

WELLINGTON MAIN STREET

Wellington Main Street Program Organizational Structure



Key Resources

MAIN STREET AMERICA

- Knowledge & resources
- Templates & tools
- Main Street Now Conference

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- Scholarship Funding
- Technical Assistance
- Consulting Services
  - Board Retreat with Downtown Colorado, Inc.
  - Strategic Plan and Workplan Refresh with Ayers & Assoc.
  - Board of Trustees Working Session with S Brand Solutions
  - Board of Trustees and Main Street Board Working Group with Ayers & Assoc.
- Webinars
- Annual Main Street Managers Summit

TOWN OF WELLINGTON

- Staffing
- Community Events
- Fiscal Agent
- Marketing & Promotion

Key Resources Continued

- Board of Directors Handbook
- Program Guide
- Bob’s Rules of Order
- Bylaws
- Job Descriptions
- Best Practices Snapshot
- Strategic Plan
- Workplan
- Accomplishments & Impact
- Contact List

Board Roles and Responsibilities

- Working Board
- Volunteer-driven
- Primarily financed through fundraising, memberships, event revenue, donations, etc.
- Lead the direction of the Main Street Program
- Advocacy
- Funding and Financial Management
- Committee oversight
- Strategic partnerships

Board Roles and Responsibilities Continued

- Meeting Schedules
  - Board meetings – 3rd Monday of each month at 9:00 am
  - Leadership team – 2nd Monday of each month at 9:00 am
  - Promotions Committee – 1st Tuesday of each month at 9:00 am
  - Design Committee – 1st Wednesday of each month at 9:00 am

- Board meeting timeframe and structure

- Job Descriptions

- Term limits

Board Roles & Responsibilities Continued

[illegible]	[illegible]	[illegible]
President		N/A
Vice President		N/A
Treasurer		N/A
Secretary		N/A
Promotions Committee Chair	Blair Peterson	Jane Kincaid, Brian Graves, Mike & Lorilyn Bockelman
Design Committee Chair		Emma Payton, Tedde Bellmore, Holly Harrington, Linda Kinzli, Dian Pronko, Jane Kincaid
Main Street Market Chair		Sofia Moore, Melanie Murphy, Kelly Carroll, Kristen Hamill, Emma Payton
Trick or Treat Chair	Kaitlin Hottovy (TBC)	Blair Peterson, Mike & Lorilyn Bockelman
*Historic Presentation Chair		Melanie Murphy, Brian Graves, Linda Kinzli, Mark Gabbert, Sherry Leeper, Annie Lindgren
*Economic Vitality Chair		
*Cleveland Ave. Construction Steering Committee		

WELLINGTON MAIN STREET

Welcome 2025 Board members!