MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Board Meeting Agenda
Date: Monday, January 27, 2025 at 4:00 PM
Location: Leeper Center Board Room (3800 Wilson Ave, Wellington, CO 80549)
Join Zoom Meeting:
https://us06web.zoom.us/j/84040923416?pwd=J6Qe9cdYPQZZmFao99Wf762nXQDQDu.1

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

1. **Consent Agenda (5 minutes)**
   a. December Board Meeting Minutes
   b. Financial Report: December Financials
   c. January Promotions Committee Minutes
   d. January Design Committee Minutes
   e. January C3 Committee Minutes

2. **Presentation from DOLA - (55 minutes)**
   a. Main Street onboarding presentation by Gayle Langley and Traci Stoffel

3. **Updates (15 minutes)**
   a. Town of Wellington - Patti Garcia/Kelly Houghteling (5 minutes)
   b. Board of Trustees Liaison – Trustee Rebekka Dailey (5 minutes)
   c. Program Manager (5 minutes)

4. **Committee Reports (15 minutes)**
   a. Design Committee - Emma Payton (3 minutes)
   b. Promotions Committee - Blair Silverberg (3 minutes)
   c. Main Street Market Committee - Melanie Murphy (3 minutes)
   d. C3 Committee - Caitlin Morris (3 minutes)

5. **Upcoming Events Review (10 minutes)**
   a. Mingle on Main (third Friday of each month from 4-8)
   b. St. Paddy's Parade & Festival (March 15)
   c. Earth Day Spring Clean Up (April 22)
   d. Wellington Brewfest & Wine Tasting (June 7)

6. **Mini-grant: District Signs (10 minutes)**
   a. Discuss proposed sign design and locations, and provide feedback to inform next steps

7. **Board and Committee Composition (10 minutes)**
   a. Vice President role
   b. 2025 Board Alternate
   c. Committee recruitment needs

*****Board Meeting ends and Working Session begins at 6:00 pm*****

1. **2025 Budget & Fundraising Plans**

2. **St. Paddy's Parade & Festival Plan**

3. **Main Street Now Conference/scholarship funding**

4. **Sign & Awning Grant Program**
   a. Revisit guidelines
   b. Temporary Signs

5. **Roles & Responsibilities Matrix**

6. **Mini-grant projects**
   a. Shop Local Campaign RFP
   b. Mural Plan
   c. District Signs

7. **Wellington's Front Porch Team**

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

MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

WELLINGTON MAIN STREET PROGRAM
Board Meeting Minutes
Date: Monday, December 16, 2024 at 9:00 AM
Location: Wellington Fire Protection District

Call to order: 9:10am
Additions to or deletions from the agenda: None
Conflicts of interest: None
Guest introductions: New members

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

1. New Board Member Onboarding and Orientation

a. Welcome and introductions
b. Introduction to organizational structure, staff, and key resources
c. Review of Board member roles, responsibilities, and expectations

- Changed meeting time to 4-6pm (still 3rd Monday, location TBD)
- Term limit plan: People in officer positions will have a 3 year term, officer positions would be for 2 years. All other board positions would be 1-2 years. Would help keep most of the board from turning over in a single year. Will be put into Bylaws.

* Remaining items will be discussed at the next meeting or via Basecamp.
d. Discuss committees
e. Q&A

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

Call to order: 10:09am

1. Consent Agenda: Blair motions to approve constent agenda, Kelly seconds, all approve.

a. November Board Meeting Minutes
b. Financial Report: November Financials
c. December Promotions Committee Minutes
d. December Design Committee Minutes

2. Updates

a. Board of Trustees Liaison – Trustee Rebekka Dailey

b. Cleveland Ave. Construction Project: Kelly H.

- 60% design complete
- Monthly meetings in 2025 - tentatively set for 4th Monday from 4-6pm. Next step: complete 90% design and hire construction contractor. Construction will start after 4th of July, 2025.
- Steering Committee
  Emma - Design Committee would like input to design once engineering-level design is complete.

c. Main Street and Events Coordinator

i. 2024 Annual Report

ii. '24-'26 Strategic Plan and Workplan - presented to ToW BoT last Tuesday.

iii. Mini-grant Plan Resolution - Plan was approved by ToW BoT

3. Upcoming Events and Meetings

- Elf Hunt (11/30-12/24) - Four elves harvested, need to be replaced.

2025 Events Schedule

- March 15 - St. Paddy's Day
- April 22 - Earth Day Spring Cleanup (3:30-6:30pm)
- June 1 - Wellington Brewfest (2-6pm)
- June 15 - 10-yr Anniversary Celebration (11am-3pm)
- July 11 - Sep 19 Main Street MArket (Thursdays from 4:30-7:30pm)
- Sep 21 - Fall Downtown Clean-up/NAtional Clean-up Day (TBD)
- Oct 31 - Trick or Treat Down Main Street (TBD)
- Nov 14 or Nov 21? Annual Dinner (TBD)
- Nov 30 - Shop Small Saturday (all day)
- Nov 30 - Dec 24 Elf Hunt

Collaborative Events:

- 4th of July
- Parade of Lights

c. January Board meeting (1/20 4-6pm)

d. Board of Trustees & Wellington Chamber Working Session (1/21 from 6:00-7:30 pm, Leeper Center): we were invited to meeting, dinner will be served

4. Sign & Awning Grant Applications

a. Review new applications from Your Home and Indie & Co. and make funding decisions

- Your Home: Blair motions to deny approval, new guy seconds, all

approve motion (deny approval) due to work already being done.
- Indie & Co: Blair motions to approve pending approval from ToW, Emma seconds, all approve.

b. Review funded applications and budget for program

5. Board and Committee Composition

a. Discuss Staff Liaison from Parks and Recreation Department
- Kristen approved by ToW to be liaison.

b. 2025 Board Alternate
- new board members informed of ability to step down if they decide it's not for them.
- Alternate chosen during vote, will be invited to meetings as a non-voting member.
- Change Bylaws to make formal?
- Curtis - Bylaws are usually only changed once per year. Caitlin will work all potential Bylaw changes into next meeting.

c. Committee recruitment needs

- Curtis motions to close discussion for officers to be voted on.
- Jane nominates Blair for President, Emma seconds, all approve
- Blair motions Adam for VIce, Sophia seconds, all approve
- Sophia nominates Linda for Treasurer, Blair seconds, all approve
- Emma motions Sophia for SEcretary, Emma seconds, all approve

6. Immediate Workplan Needs

a. Mini-grant: will discuss during next Leadership meeting

i. Shop Local Campaign RFP: $25k budgeted to hire marketing firm for ads/brochures/etc. Send recommendations to Caitlin. Kelly H will send list of RFP recipients as of today.

ii. Mural: mural currently being reviewed by Design Comm

iii. District Signs - Kate will help review district sign options.

b. St. Paddy's Day

c. 2025 Budget - Caitlin and Linda will meet regarding budget.

d. Fundraising Plan

Meeting closed at 11:36am

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

8:44 AM
01/09/25
Accrual Basis

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

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 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	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	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	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	60.00	2,958.00
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	60.00	2,958.00
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	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	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	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	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	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	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	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	60.00	29,426.11
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	60.00	29,426.11
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	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	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	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	0.00	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	0.00	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	0.00	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	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	90.00	1,080.00
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	90.00	1,113.00
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	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	139.11	701.52
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	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	82.71	95.50
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	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	219.00	3,536.00
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	2.13	585.51
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	442.95	6,207.11

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

	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	TOTAL
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	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	0.00	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	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	0.00	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	0.00	11,894.57
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	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	0.00	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	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	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	0.00	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	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	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	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	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	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	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	532.95	35,074.75
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	-472.95	-5,648.64
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**	**-472.95**	**-5,648.64**

8:45 AM
01/09/25
Accrual Basis

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

	Jan - Dec 24	Jan - Dec 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	2,958.00	1,395.50	1,562.50	112.0%
Total 46400 · Other Types of Income	2,958.00	1,395.50	1,562.50	112.0%
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	2,550.00	1,000.00	39.2%
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	7,025.00	0.00	0.0%
49000 · Grants Received	2,210.00	1,500.00	710.00	47.3%
Total Income	29,426.11	20,690.37	8,735.74	42.2%
Gross Profit	29,426.11	20,690.37	8,735.74	42.2%
Expense				
60900 · Program Expenses				
60920 · Business Fees, Licenses, Permit	10.00	10.00	0.00	0.0%
60930 · Dues & Memberships	63.96	375.00	-311.04	-82.9%
Total 60900 · Program Expenses	73.96	385.00	-311.04	-80.8%
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	1,080.00	900.00	180.00	20.0%
Total 62800 · Facilities and Equipment	1,113.00	900.00	213.00	23.7%
65000 · Operations & Administration				
65005 · Advertising & Promotion	1,152.01	175.00	977.01	558.3%
65010 · Subscriptions, Software, Books	701.52	535.90	165.62	30.9%
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	95.50	283.74	-188.24	-66.3%
65050 · Telephone & Internet	93.97	628.19	-534.22	-85.0%
65055 · Webpage	3,536.00	2,616.00	920.00	35.2%
65060 · Bank Service Charges	585.51	391.24	194.27	49.7%
Total 65000 · Operations & Administration	6,207.11	5,233.35	973.76	18.6%
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	2,684.37	3,294.24	122.7%
65070 · Event Expenses - Other	0.00	5,300.00	-5,300.00	-100.0%
Total 65070 · Event Expenses	11,894.57	11,887.27	7.30	0.1%

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

	Jan - Dec 24	Jan - Dec 23	$ Change	% Change
65095 · Program Supplies				
65092 · Flower Pot-Annual Color Supplie	14.95	287.12	-272.17	-94.8%
65096 · Annual Dinner	1,038.23	927.16	111.07	12.0%
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	3,032.28	150.17	5.0%
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	371.19	-53.03	-14.3%
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	35,074.75	28,655.37	6,419.38	22.4%
Net Ordinary Income	-5,648.64	-7,965.00	2,316.36	29.1%
Net Income	**-5,648.64**	**-7,965.00**	**2,316.36**	**29.1%**

Wellington Colorado Main Streets Program
Balance Sheet Prev Year Comparison
As of December 31, 2024

	Dec 31, 24	Dec 31, 23	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
10001 · Points West Community Bank	45,981.24	70,767.55	-24,786.31	-35.0%
10002 · Square Checking Account	36,762.60	19,901.11	16,861.49	84.7%
Total Checking/Savings	82,743.84	90,668.66	-7,924.82	-8.7%
Accounts Receivable				
11000 · Accounts Receivable	0.00	250.00	-250.00	-100.0%
Total Accounts Receivable	0.00	250.00	-250.00	-100.0%
Total Current Assets	82,743.84	90,918.66	-8,174.82	-9.0%
Other Assets				
18600 · Other Assets	0.00	1,000.00	-1,000.00	-100.0%
Total Other Assets	0.00	1,000.00	-1,000.00	-100.0%
TOTAL ASSETS	**82,743.84**	**91,918.66**	**-9,174.82**	**-10.0%**
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	-5,648.64	-7,965.00	2,316.36	29.1%
Total Equity	76,593.16	82,241.80	-5,648.64	-6.9%
TOTAL LIABILITIES & EQUITY	**82,743.84**	**91,918.66**	**-9,174.82**	**-10.0%**

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	2,958.00			
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	2,958.00	6,000.00	-3,042.00	49.3%
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	29,426.11	65,500.00	-36,073.89	44.9%
Gross Profit	29,426.11	65,500.00	-36,073.89	44.9%
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	1,080.00			
Total 62800 · Facilities and Equipment	1,113.00			
65000 · Operations & Administration				
65005 · Advertising & Promotion	1,152.01	2,500.00	-1,347.99	46.1%
65010 · Subscriptions, Software, Books	701.52	700.00	1.52	100.2%
65020 · Postage, Mailing Service	0.00	100.00	-100.00	0.0%
65030 · Printing and Copying	42.60			
65040 · Office Supplies	95.50	300.00	-204.50	31.8%
65050 · Telephone & Internet	93.97			
65055 · Webpage	3,536.00	400.00	3,136.00	884.0%
65060 · Bank Service Charges	585.51	500.00	85.51	117.1%
Total 65000 · Operations & Administration	6,207.11	4,500.00	1,707.11	137.9%

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	35,074.75	56,308.35	-21,233.60	62.3%
Net Ordinary Income	-5,648.64	9,191.65	-14,840.29	-61.5%
Net Income	**-5,648.64**	**9,191.65**	**-14,840.29**	**-61.5%**

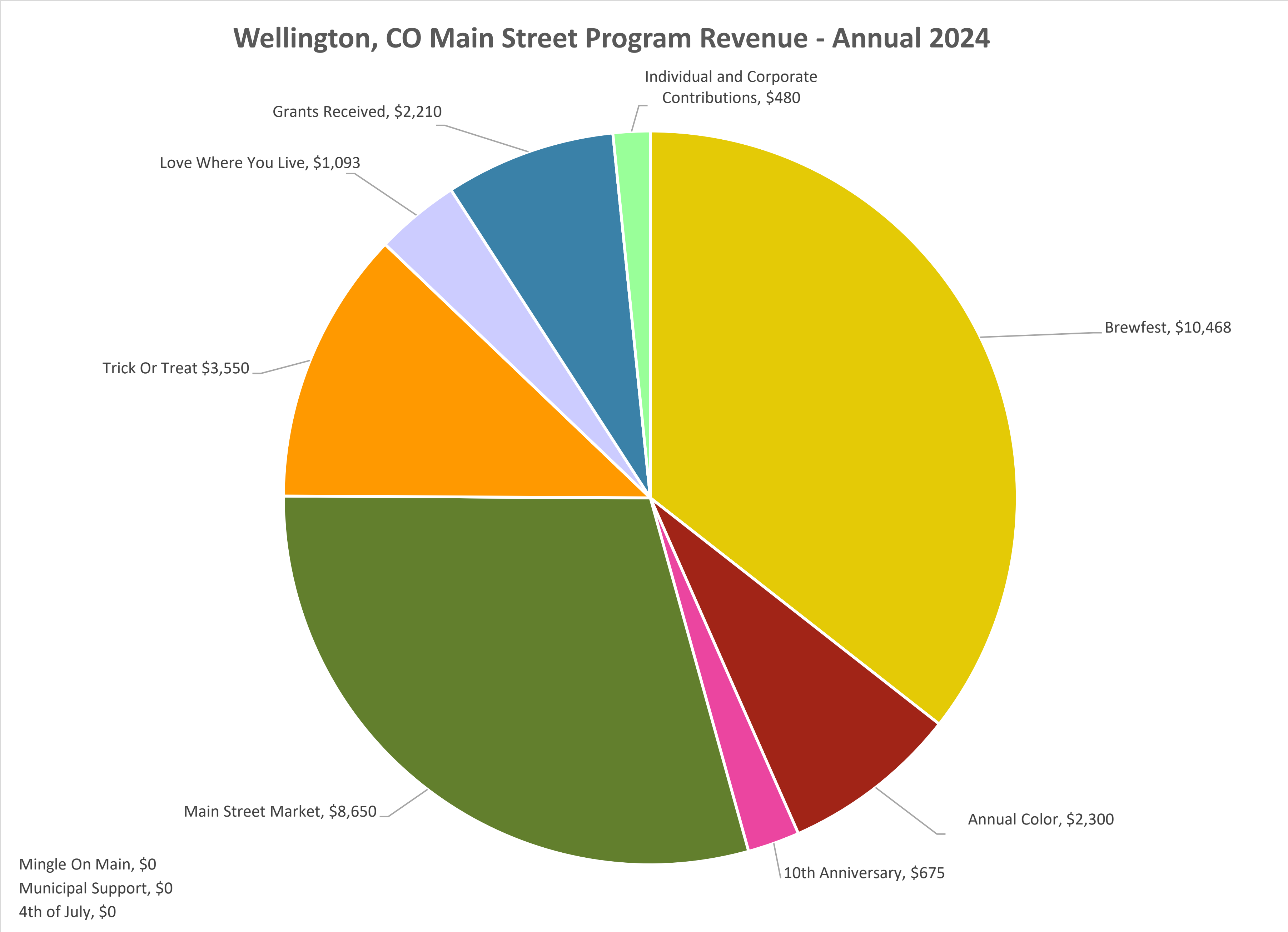
8:41 AM
01/09/25
Accrual Basis

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

	4th of July	Annual Color	Board Member C...	Brew Fest	Love Where You ...	Main Street Market	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	1,093.00	0.00	0.00	0.00	2,958.00
Total 46400 · Other Types of Income	0.00	0.00	0.00	1,865.00	1,093.00	0.00	0.00	0.00	2,958.00
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	1,093.00	8,650.00	3,550.00	3,335.00	29,426.11
Gross Profit	0.00	2,300.00	30.00	10,468.11	1,093.00	8,650.00	3,550.00	3,335.00	29,426.11
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	1,080.00	1,080.00
Total 62800 · Facilities and Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,113.00	1,113.00
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	701.52	701.52
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	95.50	95.50
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	3,536.00	3,536.00
65060 · Bank Service Charges	0.00	68.90	0.00	72.55	33.72	290.28	86.75	33.31	585.51
Total 65000 · Operations & Administration	0.00	111.50	0.00	72.55	33.72	596.59	86.75	5,306.00	6,207.11
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

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

	4th of July	Annual Color	Board Member C...	Brew Fest	Love Where You ...	Main Street Market	Trick Or Treat	Unclassified	TOTAL
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	6,066.78	2,684.93	7,787.75	14,359.95	35,074.75
Net Ordinary Income	-652.67	-361.12	30.00	9,606.56	-4,973.78	5,965.07	-4,237.75	-11,024.95	-5,648.64
Net Income	**-652.67**	**-361.12**	**30.00**	**9,606.56**	**-4,973.78**	**5,965.07**	**-4,237.75**	**-11,024.95**	**-5,648.64**



Wellington, CO Main Street Program Revenue - Annual 2024
Individual and Corporate Contributions, $480
Grants Received, $2,210
Love Where You Live, $1,093
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

Design Committee Meeting Minutes

Date: [January 8th 2025]
Committee Chair: Emma Payton
Committee Secretary: Emma Payton (possibly Kate Parton)

New Members

- Welcome to new members: Melanie Murphy and Kate Parton.

Agenda Items and Updates

1. Mini Grant Plan Approval

- The mini grant plan, including the proposed mural, was unanimously approved.

2. Cleveland Construction Project

- A committee is forming to help local businesses drive foot traffic during the Cleveland construction project.
- The first committee meeting will be held next Thursday.

3. St. Patrick's Day Parade

- The committee briefly discussed plans for the upcoming St. Patrick's Day Parade.

4. Exterior Sign and Awning Grant Program

- The Wellington Office Suites have successfully installed their new exterior sign and awning, funded through the grant program.
- Ghost Dog has also installed their new sign, and it looks fantastic!
- The committee is ordering a new flag to show support for new businesses.

Old Business

1. Holiday Window Decorating Contest

- **Community Vote Winner:** The Auction theme won the community vote.
- **Committee Vote Winner:** The Grill theme won the committee vote.
- **Action Item:** Emma will post an update on the winning themes for decor.

New Business

1. Flower Planters

- The flower planters need to be removed before Valentine’s Day.
- Discussion about potentially adding Valentine’s Day-themed inserts to the planters.

2. Plan for 2025 Planters

- The committee is considering moving the planters to 6th Street or into the alleyways for better visibility and foot traffic.
- Ongoing discussion about the maintenance requirements for the planters moving forward.

3. Earth Day Spring Cleanup

- **Event Lead:** Tedde will take the lead on organizing the Earth Day Spring Cleanup.
- **Date/Time:** March 22nd, 3:30 PM - 6:30 PM.
- **Action Item:** Promotion for the event will begin at the end of February.

4. Mural Plan

- The committee discussed the proposed mural and what message it should convey.
- One suggestion was "Love Where You Live."
- Action Item: Caitlin will reach out to the building owner of the hotel and check in with Cody's team for further coordination.
- Action Item: Melanie will speak with the town about driving the Gator to assist with mural installation.

Action Items & Next Steps

- **Emma:** Get quotes for new flowers for the planters.
- **Kate:** Create a budget proposal for the mural project.
- **Melanie:** To speak with the town about driving the Gator to assist with planters next year.

Next Meeting: [February 5th 9:00 am]

MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Wellington Colorado Main Streets Program
Promotions Committee Meeting Agenda

1/7/2025

***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. Elf Hunt
    a. Draw for the winner!
    b. Emma will post winner tomorrow and Caitlin will send the gift card

2. Storefront Decorating Contest
    a. Finalize contest and prizes for winners
    b. People's favorite was Auction Shop, runner up the Manor
    c. Best overall - voted on by promo and design (Wellington Grill is the winner!)

3. 100 Year Building Post
    a. Start scheduled posts with content we already have
        i. Caitlin to organize this and let Emma know

4. Front Porch Friday
    a. Start gathering content and scheduling posts. Volunteers to take videos.
        i. NoCo Clover - January
        ii. Your Home - February
        iii. Soul Squared - March

5. St. Paddy's Day Parade and Spring Festival
    a. Saturday, March 15
        i. Progressive party that will have lots of different things going on
        ii. Concerned about weather and doing anything in the park
        iii. Parade begins at 11:00 am
            1. Line up starts at 9:30
            2. Road closed by 9:00 am
            3. Road closure from 9:00-5:00 pm
        iv. TImeline
            1. 7:00 am 5K (Spargetoberfest/PROST) *with costume
            2. 9:30 am Fun Run *with costume

        3. 11:00 am Parade
b. Budget
    i. Road closure - $7,000
    ii. Special Event Liquor License - $100
    iii. Special Event insurance - $500
    iv. Music Event Fund Application - $2500 (application needs to go in ASAP)
    v. Parade entry fee
        1. Nonprofits/Marching bands - $0
        2. $25 walking entries (x20 entries = $500)
        3. $50 floats (x20 entries = $1500)
    vi. Beer Garden
        1. Work with American Legion to card and wrist band
        2. Wristband could offer a discount when people go into the businesses
        3. No charge - they will pay for the beer
        4. Heads up to breweries to make sure they have a stout
        5. Cannot go in and out of businesses with beer
        6. Make sure we invite Deppen!!
        7. See if local breweries will donate a keg
c. Parade
    i. Reaching out to all local high schools!
    ii. Need to have lots of music
    iii. CSU
    iv. Northern Colorado Caledonia Pipe Band
    v. Bag pipes
d. Marketing and Promotion
    i. Push out save the date and event on Facebook this week!!
    ii. Get your green here! Or you'll get pinched!
    iii. Activity map - ask Jane to draw a cute map with all the places you can go to do different things
    iv. Find the leprechauns scavenger hunt
    v. Kegs and eggs - work with them
    vi. NoCo Style, Coloradoan, Pirate Radio, KRFC, North 40 News
e. Progressive party
    i. Emma - Irish Step Dancing Group (performance in the park after the parade)
    ii. Kegs and Eggs - T Bar
    iii. Irish Tea House - Owl Canyon
    iv. OCB/Well/Soul Squared - Pub setting
    v. Music in lots of places
    vi. Irish Beef Stew/Corn Beef and Cabbage - Wellington Grill
    vii. Irish Potato Pancake - ??
    viii. Businesses put stuff out on sidewalks
    ix. Beer garden
        1. Shrink road closure after parade to keep section of Cleveland between 2nd and 3rd plus downtown parking lot and make this into a beer garden.
    x. Centennial Park
        1. Boys and Girls Club
        2. Filling Station
        3. Park 'N Play
        4. Hot cocoa, face painting, music, roasting marshmallows
    xi. Ghost Dog Deli - will they be open by then?

    xii. Food Trucks - will not accept additional food trucks
        1. We will have trucks at Soul Squared, OCB, and maybe Semper Dine, but no others
    xiii. Non food/bar, retail
        1. Encourage them to activate and do different crafts and activities
    xiv. Run - 5K and/or Fun Run
        1. Spargetoberfest and PROST
f. Roles and Responsibilities
    i. Carol - promotion, help with parade
        1. Calling high schools to get marching bands
    ii. Emma - promotion
        1. Researching dance and music
        2. Irish Wolf Hound
    iii. Caitlin - reach out to James about fort collins parade
        1. Guinness truck and other fun things like that!!
        2. Create a Basecamp event and add Carol and we can do tasks and stuff in there
        3. Sub committee

C3 Committee Meeting Minutes
Date: Thursday, January 16, 2025
Time: 4:00 PM - 6:00 PM
Location: Leeper Center

Kristi began by sharing the big picture vision of the committee. Kristi highlighted the collaborative efforts of the group that formed during the COVID-19 pandemic, which included representatives from the Main Street Program, the Wellington Chamber, and the Town of Wellington. She recapped how effectively they worked together to support local businesses and the community through the challenges brought on by the pandemic.

This collaboration sparked further discussions about potential ways to continue working together more closely, including the possibility of sharing office space and other resources. The group came together to brainstorm innovative, outside-the-box ideas aimed at supporting local businesses and fostering a stronger community. Some of the outcomes were:

- Paid for signage (i.e. "5 minute Parking for Take Out")
- Paid for printing of restaurant take out menus and gave to North 40 who sent out to residents through their mail distribution

For the Cleveland Ave construction project, we aim to bring together a diverse group of individuals with different perspectives and ideas to explore creative ways to support local businesses proactively, especially as we prepare for upcoming construction. This cross-collaborative effort will provide a synergistic opportunity to generate innovative solutions and leverage the collective expertise of everyone involved.

Primary Objective:

- Kick off the first meeting of the committee dedicated to developing strategies to mitigate the negative impacts of the upcoming road construction on businesses located along Cleveland Avenue.

Secondary Objectives:

- Strengthen communication and ensure all primary stakeholders, as well as the community at large, are updated regularly.
- Generate proactive ideas to support businesses during road closure.
- Gather direct feedback from key stakeholders to shape the approach throughout the process.

This meeting is not an opportunity to discuss or propose alterations to the construction or engineering plans. Instead, it is a time to focus on brainstorming and discussing ideas to support businesses and residents as they navigate the impacts of the construction.

There was a request for better clarification on what decisions have been made and what has been set in stone throughout the progress of developing the designs. This is an area the Town can help and bring forward to this group.

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1. Introduction of Attendees

- **Name, Role, and Organization**
  (e.g., Town of Wellington, Main Street Program, Chamber of Commerce, Local Business Owners)
- **Icebreaker Activity:**

  - **One positive opportunity** arising from the project
  - **One major concern or fear** related to construction

- Kristi Cannon - Beauty Renewed/Wellington Manor
  - Positive: Downtown will look clean, inviting, enhanced parking. Will look great when done!
  - Concern: Manor is losing a lot of property. The parking lot will be impacted and we will need to move our business sign. Who is going to help pay for moving the sign? Who is going to help with the parking lot? Costs that they will incur due to this project and the impacts on their existing property.
- Carol Bennis - Interim Executive Director, Chamber of Commerce
  - Positive: Excited for the vision of what it will look like, working on shining light on downtown Wellington as a destination for surrounding communities.
  - Concern: Smaller and very new businesses who are new or not open yet. Want to make sure they are included in the efforts we are already doing to ensure they are included now and get exposure now. Hoping people in the community will raise a flag to identify them as a destination and bring that attention now. Think about how we can improve parking in surrounding areas - perhaps mark parking spaces on side streets to maximize space.
- Linda Knaack - Knaack of it Automotive, Town of Wellington Planning Commission, Main Street Board Treasurer, Wellington native
  - Positive: Spending more time on main street, seeing families playing and having fun, outcome is hard to imagine as it will likely exceed expectations.
  - Concern: Inconveniences that the whole town will encounter that are unavoidable. Reassuring people that it is not great but the reward will be great. Also concerned about construction delays which are inevitable, but important to convey and manage. Fear that we will be stalled at times and not making progress. Alleyway maintenance and improvement as they will be used as alternate routes.
- Chris Magana - Soul Squared Brewing Company
  - Positive: Excited for improvement of Town, friendliness and welcoming atmosphere. Improvement in drainage - Chris has a background in and an eye for stormwater and wastewater drainage and can’t help but see the issues that exist.

- o Concern: Doesn’t understand the full scope of what has been settled on and what is going to happen. Shutting down a major highway is of great concern and wants to see the full plan of how that will happen and be managed. Semi-truck traffic is something that needs to be planned for and any alternate routes need to be very well planned for. Also want to see alley improvements.
- Curtis Smelker - Wellington Auction, Main Street Board Member
  - o Positive: Looking forward to seeing what the project holds.
  - o Concerns: Losing 25% of parking. Storm drains north of Cleveland lead into Cleveland. How will snow removal be handled? Where are the bike friendly pathways? Currently not part of plans.
- Josh Griffin - Dynamic Image, Wellington Filling Station
  - o Positive: Excited about this great project!
  - o Concern: Impacts to his customers in Main Street with signs he has made and what he will have to fix. Businesses going under because of construction. Will take a lot of communication. Finances required of businesses to help offset the impacts. He is joyful and concerned and wants to lean more towards joy.
- Jennifer Griffin - Wellington Filling Station
  - o Positive: Witnessed a similar project in Troy where her mother lives and this changed her perspective on this project. Really think this will bring a lot of beauty which will be a huge benefit.
  - o Concern: Parking, impact on property line, sidewalk up to building. Want to make sure the building is protected from anyone driving into it and damaging anything if there is not a barrier there.
- Ed Cannon - Town of Wellington Trustee
  - o Positive: For other communities that have gone through the hardship of these projects, the Towns all look beautiful afterwards. we get to create a creative place where people love to come downtown. Create better gathering areas downtown for the community to enjoy. Enthusiastic about this group meeting months in advance to try and answer questions and create solutions ahead of time.
  - o Concerns: He has lots of experience with different municipalities and main street renovation projects. Wellington is unique because we have a state highway going. through the middle of town which presents issues with ownership and approvals for things. Not as concerned about construction because I've been through a lot of projects before.
- Kelly Houghteling - Deputy Town Administrator
  - o Positive: Updated infrastructure as a consumer and parent. Crosswalks and bulbouts will add safety and excited to bring family downtown when complete.
  - o Concerns: General impacts of construction. Trust of the town through the project. How to communicate best and reach everyone in different ways. Open to feedback on how we best communicate to stakeholders and customers. Hard point in time because there are some things we can and cannot share being under design. Open to feedback about how we navigate that together.
- Patti Garcia - Town Administrator

- Positive: This group coming together! Sometimes it's sad that it takes something hard for us to come together, but this is that opportunity for our community to do so and bring everyone together. The best success stories are communities where everyone is willing to work together and communicate better.
- Concerns: Timeline. What is this going to look like? Are we closing down 1 or 2 lanes? Is it going to be for 1 month or 6 months? She has experience with lots of different construction projects and each are unique in their own way.

- Tanner Brown - Chamber Board Member, Tanner Brown State Farm Insurance Agency
  - Positive: Keeping Wellington's small town feel. Unique to have a more prominent main street with so many main street businesses.
  - Concern: Alleyway behind his business, it's current condition, and what condition it will be in when traffic increases using it as a detour route.
- Mike Bockelman - Owl Canyon Coffee
  - Positive: Downtown that will start to compete with Fort Collins and surrounding area. Think we will start to drive more attention here.
  - Concern: Don't know fears yet because don't know the plan well enough.
- Lorilyn Bockelman - Owl Canyon Coffee, PROST Board Chair
  - Positive: Improved ADA accessibility in areas of town. Excited to see those aspects improve and be able to welcome that sector of the population that isn't currently able to come downtown.
  - Concern: ADA accessibility in areas of town. Other shared concerns among the group.
- Jerry Martin - Marketing and Communications
  - Positive: Creating a new and better Downtown area for Wellington residents and businesses.
  - Concern: Leaving any of those businesses isolated as a result of that process.
- Nathan Ewert - Deputy Director of Public Works
  - Positive: Making progress at 60%. Will have better control over drainage and stormwater.
  - Concern: Construction phasing. Ongoing discussions with the project Engineer on how to phase construction, but will need the contractor to buy in as well and they will have their own ideas. Will try hard to mitigate fears of the group and community.
- Bob Gowing - Director of Public works
  - Positive: He is a professional engineer and has done lots of design work over the years. Has also owned several businesses so he gets what it takes to run a business and how a project like this could affect that. Grateful this group has been set up and everyone is willing to get involved.

- Concerns: There will be some pain and suffering but we are trying to mitigate as much as possible in the timeframe we have to make this happen. He has been concerned about getting this group together, so happy to see it happening well in advance of the project. He is eager to share more information and answer as many questions as possible. There are a lot of constraints and conditions related to the grant funding. A lot of these can't be changed because of the grant requirements and CDOT standards. We have to work very closely with them and they can be slow and difficult. There will also be technical challenges from an engineering standpoint to make the project successful. Currently, we are wrapping up the review of the landscape and some of the other features. Working through a lot of the geometry and line work that is necessary to keep in mind as part of the project as well. All horizontal and vertical geometry is now complete so we can shift into the amenities and things people will see and feel as part of the project which starts to make it feel real. Lighting, landscaping, amenities, etc will be coming next.

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2. Town Updates

- **Town Staff Updates:**
  Latest news, milestones, and timelines regarding the road construction project.
- Bob Gowing and Nathan Ewart displayed construction drawings for the group to review together. Below are some of the questions that were asked:
  - How will people pull out of parking spaces and have enough sight of oncoming cars?
  - Will the speed limit on Cleveland Ave change? That is the goal.
  - Will there be bike racks? Cleveland is a dismount area, but bike racks on the side streets are anticipated.
  - Will stormwater drains go east and west? West to east in Cleveland, north to south in 5th.
  - Will side streets be regraded to support increased traffic? I don't recall this question.
  - Are these plans complete enough to be shared with the community?
  - Was the Town involved in the grading process? Concerned about flow around inlets and bulb outs. Were inlets proposed along the north side? Concerned about water flowing around ADA's and how will we mitigate that.
  - What are the constraints related to timeline and CDOT grant requirements?
    - Bob replied - If you need Right of Way, it's a very prescribed process. We have to get appraisals and go through the due diligence process as it is set out. We will also need construction easements. This is on the critical path for this project and we are hoping for a smooth process but it could take time depending on how it goes. Because it's prescribed, we can't talk about money and specifics right now. We can discuss design/construction specifics and process now, and should get that going soon. We just can't talk money.

        - Following the CDOT standard process is a constraint. Submitting 30% design plans, right of way plans, 60% design plans, etc. Everything has to be submitted and approved before we can move forward.
    - Is there a deadline the project needs to be completed by for the grant money?
        - Bob replied - The CDOT Intergovernmental Agreement requires that construction be completed by the end of 2026.
    - Phasing of construction:
        - Consultant has provided a phasing plan that has us taking care of one half and then the other half (north side and south side)
        - The plan in theory will maintain pedestrian access to the front doors of businesses. Issue is once the contractor comes in, they get ownership of their "safety zone" which may overlap those entrances.
        - CDOT will likely require that we keep two lanes of traffic at all times. Currently discussing this plan and nailing down details. Will need to get a construction consultant on board very soon now that we know what the scope of work is.
        - Want to recreate access to doors as quickly as possible.
        - No way around current parking being significantly impacted. One idea already mentioned is to stripe side street parking to get that as tight as possible and maximize those spaces.
        - Signage around construction that shows access points to business and "business open" type signs.
        - Goals of project construction are clear but how it will conceptualize is still up in the air.
        - What is the potential amount of time access to front doors may be limited? Ideally it would be 1-2 weeks or less. Concerned about excavating close to the historic buildings so will need to take our time on that.
        - Construction is tentatively planned to begin in August. Will still be able to have the 4th of July as usual. There is some work you can do during the winter and some you can't. Real impact of the project will likely be the summer of 2026.
        - Is pedestrian access to front doors a priority amongst the group?
            - Some businesses don't have back doors. Or don't have backdoors that are accessible or appropriate to use.
            - Maybe have conversations with every business to better understand what is and isn't accessible. Some businesses have better access than others.
            - Prioritize who needs front door access fastest and do that for the businesses that need it right away and can take longer for businesses who don't.
            - Need to be aware of how some of these specifics impact the budget. We are already over budget in a lot of ways so that may also affect how we are able to do it. Also need to balance needs of this project with needs for other streets projects in town.
        - Alley Improvements

        - Have discussed recycled asphalt as it would wear better. Have also explored hot mixed asphalt. Crushed asphalt is not ADA accessible.
        - Too much material has been brought in over the years and now they are too built up, so we know we have to bring them down and get storm drains added to make sure we don't add flooding when asphalting.
        - Will at a minimum regrade and make sure they are smooth and easily traversable.
        - There are really challenging issues we have to fix in the alley ways that make them difficult to significantly improve at this time.
    - TASK: Survey businesses to evaluate their entrances and options for access.

- **Town Administrator's Perspective:**
  Insights and best practices learned from similar projects in other communities.

  - Patti shared a packet of information she has gathered from surrounding communities that have undergone similar projects. (***see attached packet**).
  - Similar projects have provided things like:
    - Marketing and grant opportunities update - Main Street Program will use their grant funding from DOLA to embark on a Shop Local Marketing campaign. We will be meeting with businesses to get high quality photos internal and external, social media content, print and digital advertising to start identifying where we can increase promotion. Would have collateral for many years to come to advertise "Come to Wellington" or similar slogan. Also creating a business directory through this project. We will interview business owners as well. Additionally, DOLA is providing Main Street communities with a promotional community video that we can add to this tool kit as well.
  - It was asked, how much impact was there on businesses of these towns in terms of reduction of business? Patti will reach out to these communities to better understand a percentage of the reduction of business.
    - Coffee shops maintained
    - One-off restaurants struggled more
    - Unsure about services like salons and similar
  - The group is interested in seeing the full reports from these communities so they can spark ideas and inform next steps.

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3. Governance Discussion

- **Meeting Frequency:**
  Discuss the frequency and schedule of regular meetings.

- The group wants to meet monthly even if there are not significant updates from the Town on the progress of the project. Thursday evenings work well for most people. It was decided, we will meet on the 3rd Thursday of each month from 4-6 pm.
- If we meet monthly, then we can be working on communication plans, talking about grants available and preparing to apply, thinking about what support the Town and Main Street can provide to these efforts, and using the Chamber as a resource to send and disseminate information. Chamber gets a lot of the questions from the community so they need to be very in the know about what is going on.
- Plan each meeting with a deep dive topic that we can spend our time and efforts on leading up to the start of construction.
- Caitlin will share notes from today's meeting with the group.

- **Roles and Responsibilities:**
  - Agenda development and distribution
  - Note-taking for follow-up and creation of a RASCI (Responsible, Accountable, Supporting, Consulted, Informed) chart

- **Communication Strategies:**
  Explore effective methods for keeping stakeholders informed, including:
  - Larger town hall meetings, Main Street Monthly Meetings, etc.
  - Regular business after-hours updates
  - Newsletters and other communication channels for distribution to downtown businesses

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4. Wrap-Up & Next Steps

- Recap key takeaways and decisions made during the meeting.
- Outline the next steps and assign responsibilities for follow-up actions.
  - List of everyone's emails - the group passed around a notepad to record everyone's emails to be used to distribute materials to moving forward.
  - We will meet on the 3rd Thursday of each month from 4-6 pm. Kelly Houghteling will reserve the Leeper Center Board Room.
  - Tanner will survey Main Street businesses to better understand the landscape of possibilities for access. Linda Knaack is willing to help with this as well. We want to develop what the questions are and make sure we send a good message. Want to understand what front and back access each business has. If back access is limited, what could they do differently to improve it.
  - Patti will send a follow up with the documents and information gathered from other communities. The group will go through and report back with the top 5 ideas they took away or have come up with. We will discuss this at the next meeting. Inside and outside of the box ideas are welcome.

- Jerry will build social media pages where the Town could post project updates and stakeholders could reshare. He will also create a flyer that we could include a QR code on and can be distributed around town.

WELLINGTON, CO

Downtown Businesses

Shop Dine Explore

8:42
FLAMING-ARROW-AVE
RAGING-BULL-L
W-FIRS
Wellington Community Park
E-COUNTY-ROAD-64
GRANT-AVE
HAYES-AVE
GARFIELD-AVE
Cantina Liqu
HARRISON-AVE
Wellington
9
ROOSEVELT-AVE
McDonald's
FIRST-ST
Wellington Veterinary Hospital
VIEW-POINTE-DR
KIT-FOX-DR
Ridley's Family Market
Ziggi's Coffee
Viewpointe Park
WOODLAKE
9
1
GATEWAY-CROSSING-ST
CAT-TAILS-DR
MOUNT-NIMBUS-ST
87
CRITTENTO
25
N-HWY-1
HAL
60
G-W-BUSH-AVE
Slurp
24°
AQI 29
Wellington
Town · Colorado, United States