



Board Meeting Agenda

Date: Monday, April 21, 2025 at 4:30 PM

Location: Leeper Center Board Room (3800 Wilson Ave, Wellington, CO 80549)

Join Zoom Meeting:

<https://us06web.zoom.us/j/83506873993?pwd=kQU1ZbytyEaSxsC1wYGBkcPHa0Opx4.1>

Call to order

Additions to or deletions from the agenda

Conflicts of interest

Guest introductions

1. Consent Agenda (5 minutes)

- a. March Board Meeting Minutes
- b. Financial Report: March
 - i. Note: Financials are not yet available – will be presented for approval at a future meeting or via email.
- c. March Promotions Committee Minutes
- d. March Design Committee Minutes
 - i. Note: Meeting Minutes not yet available – will be presented for approval at a future meeting or via email.

2. General Updates (10-15 minutes)

- a. Town of Wellington - Patti Garcia/Kelly Houghteling (3 minutes)
- b. Board of Trustees Liaison – Trustee Rebekka Dailey (3 minutes)
- c. Parks & Recreation Liaison - Kristen Hamill (3 minutes)
- d. Program Manager - Caitlin Morris (3 minutes)

3. Committee Reports (10-15 minutes)

- a. Promotions Committee - Blair Silverberg
- b. Design Committee - Emma Payton
- c. C3 Committee - Caitlin Morris
- d. Historic Preservation - Melanie Murphy

4. Upcoming WCMSP Events (5 minutes)

- a. Earth Day Spring Clean Up (April 22)
- b. Wellington Brewfest & Wine Tasting (June 7)
- c. May Mingle on Main (May 16)
- d. Main Street Market (June 13-August 22)
- e. 4th of July

5. Temporary Expansion of Sign & Awning Grant Program (10 minutes) - Caitlin Morris

- a. Presentation of draft temporary expansion proposal and request for feedback and approval

6. Mural Plan Check-in - (10 minutes) Caitlin Morris

*****Regular meeting ends/Working session begins at 5:30pm*****

- 1. 2025 Sponsorship & Fundraising Plan Discussion**
- 2. 2025 Workplan Update & Discussion**

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



Board Meeting Minutes

Date: Monday, March 17, 2025 at 4:30 PM

Location: Leeper Center Board Room (3800 Wilson Ave, Wellington, CO 80549)

Join Zoom Meeting:

<https://us06web.zoom.us/j/87526061323?pwd=FJJdyoeCaPLtXTnvyhNJI7IODkhhMY.1>

Call to order - Meeting to order 4:37 pm

Additions to or deletions from the agenda

Conflicts of interest

Guest introductions

- 1. Consent Agenda (5 minutes)** - Motion to approve the consent agenda of Feb Board Meeting minutes - APPROVED
 - a. February Board Meeting Minutes
 - b. Financial Report: February Financials
 - c. March Promotions Committee Minutes
 - d. March Design Committee Minutes (*to be sent separately for approval*)
 - e. C3 Committee Minutes

- 2. Shop Local Campaign Ideas (30 minutes) - Ryan Burke with Slate Communications**
 - a. Ryan to present the Shop Local Campaign Ideas. Board to discuss options and approve which campaign to move forward with.
 - b. Marketing and public relations for government agencies.
 - c. Photograph and video and visuals for current website. Larger listing. Training (Marketing 101).
 - d. Tactics and tools
 - i. Visuals
 - ii. Video
 - iii. Photography
 - iv. Social media/commercials
 - v. printed materials and design
 - vi. Marketing opportunities
 - e. Campaign Messages
 - i. Venture into Wellington
 - ii. Unwind in Wellington
 - iii. Find your place in Wellington.*****
 - f. The Board selected "Find your place in Wellington, CO" as the Shop Local campaign slogan. Slate will developed the graphics and continue working on the marketing plan.

- 3. General Updates (15 minutes)**
 - a. Town of Wellington - Patti Garcia/Kelly Houghteling (3 minutes)
 - b. Board of Trustees Liaison – Trustee Rebekka Dailey (3 minutes)
 - i. financially going well.
 - ii. Prost is doing their ribbon cutting.
 - iii. New utility rate study.

- iv. Seek out 2024 utility report.
- c. Parks & Recreation Liaison - Kristen Hamill (3 minutes)
 - i. St. Patty's day parade success.
 - ii. Adult sports.
- d. Program Manager - Caitlin Morris (3 minutes)
 - i. St. Patty's day gratitude
 - 1. 120 or more in the fun run
 - 2. 40 floats in the parade
 - 3. 32 vendors in the park
 - 4. Retail success.
 - 5. Economic impact survey to be sent out to businesses
 - ii. Brewfest JUNE 7th. 1-5 PM in Centennial.
 - iii. Ghost Dog Deli - Grand opening Friday (Mainstreet Mingle day)
 - iv. May 19th. Move board meeting at 4:00 - 5:00 rock through 5:00 - 8:00.

4. Committee Reports (10 minutes)

- a. Promotions Committee - Blair Silverberg
 - i. Advertising option from all businesses.
 - ii. C3 meeting also wants to create a coop for advertising.
 - iii. Byron White memorial is complete.
- b. Design Committee - Emma Payton
 - i. Planters ordered - \$500 less than last year.
 - ii. Need to confirm with harvest farm
 - iii. Artist call out email - almost ready to go.
- c. C3 Committee - Caitlin Morris
 - i. Committee continues to meet. Top priorities have been identified and sub committees are created to make progress.
- d. Historic Preservation - Melanie Murphy
 - i. First two meetings have taken place. Identifying goals and priorities.

5. Upcoming WCMSP Events (5 minutes)

- a. March Mingle on Main (March 21)
- b. Earth Day Spring Clean Up (April 22)
 - i. fliers are designed.
 - ii. Gloves and buckets donated.
 - iii. Keep volunteer list - Harvest Farms
 - iv. Key Clubbers for volunteers too.
- c. Wellington Brewfest & Wine Tasting (June 7)
 - i. Special event liquor permit being reviewed and approved at April 8 Board of Trustees meeting.

6. 2025 Main Street Market Plan (15 minutes) - Melanie Murphy/Jane Kincaid

- a. Presentation of 2025 Main Street Market Plan and request for approval for next steps.
- b. Moved to Friday night 4:30 - 7:30. Will lign up with auction once a week, with mingle once a month, starting June 13th. Ending August 22nd.
- c. Kids markets only 3 times.
- d. Vendor Registration - vendor list
- e. July 18th - Movie night
- f. August 8th — Movie night
- g. sponsorship & Levels have been adjusted.

- h. Emma : makes a motion to approve a mainstreet Market sponsorship plan - APPROVED.

7. 2025 Fundraising Plan (15 minutes) - Blair Silverberg/Caitlin Morris

- a. in the past: heavily relied on sponsorships. - have not met goals in 2 years.
- b. Requests for sponsorships is not sustainable given the extreme need in the community.
- c. Using the money that we have as we venture into Cleveland project.
- d. Consolidated sponsorship program. higher dollar program (partners turned investors).
- e. Individual plans also included. (Planter, trick or treat, flower planter etc).
- f. When going out for sponsorship, you have a name tag, a T-shirt maybe, a packet, & confidence in pitching for the ask.
- g. Can also build customized sponsorship packages if needed.
- h. Expanding individual donations.
- i. Zeffy - donation program. Does not take portion or percentage. Can we utilize as an idea.
- j. Growing our Grant funding.
- k. Merch sales
- l. Ticket sales
- m. Moving towards long terms commitments who can support.
- n. Shift from scarcity mindset to abundance mindset. Compelling pitch.

Meeting adjourned

6:34



MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Promotions Committee Meeting Minutes

Date: April 1, 2025

Location: Owl Canyon Coffee

Time: 9:00 am

1. Social Media & Media Partnerships

Guest: Kathy from Your Home and North Forty News

- North Forty News is now under new ownership—Carol Bennis is the new account owner and will serve as our main liaison.
- We may submit press releases and utilize space for two ads per month. These will be featured on their website, social media, and email distribution.
- **Deadline for submissions:** Ideally by Monday evening to meet Friday announcements; earlier is preferred.
- **Audience Reach:** As of March 21, the platform had over 430,000 impressions with an average of 47,000 readers.
- **Content Focus:** Northern Colorado stories, especially engaging and fun community features.
- Opportunity to launch a recurring business spotlight (monthly or weekly), potentially in half-page or full-page format.
- **Chamber News:** The Chamber launched a 30-day Virtual Home Show featuring local home service businesses. Upcoming themed spotlight will focus on graduation services (venues, catering, décor, etc.).
- A Chairman's Circle trade partnership with the Chamber may provide affordable ad options for local businesses.
- Carol and Matt will coordinate to plan out the remainder of the year's business promotions and offerings.

2. Marketing Best Practices Toolkit

Presented by: Lorilyn

- Drafting a comprehensive "Marketing Best Practices Kit" for local businesses.
- Will include resources and tips on Yelp, TripAdvisor, Google Business Profile, social platforms (Facebook, Instagram, Nextdoor), Alignable, Locable/Distrx, and SEO basics.
- Toolkit will also promote mutual support strategies—like sharing reviews and follows between local businesses.
- Encouragement for Main Street to invite followers to support other business pages.
- Events to help maintain foot traffic during construction were brainstormed:
 - Bike to Business
 - Movies in the Park
 - Touch a Truck
 - Downtown Scavenger Hunts

3. Shop Local Marketing Campaign

- **New Slogan:** *"Find Your Place in Wellington"*
- A campaign schedule and promotional materials will be released soon.

4. Local Mobile App

- [Details were not included in this meeting, noted for future discussion.]

5. Mingle on Main – Friday, April 18 (4–8 PM)

- **Theme:** Easter/Earth Day
- Invite local businesses to contribute coupons for Main Street egg hunt.
- Quarter-sheet flyers will be created and distributed at the Town Egg Hunt on April 12.

6. General Marketing Ideas

- "Where's Wellington?" was discussed as a potential billboard marketing concept.

7. C3 Committee Updates

- Kathy Reynolds to be added to the C3 Committee distribution list and meeting invites.

8. Graduation – WMHS Walk of Fame Project

- Plan to celebrate Wellington Middle-High School's first 4-year graduating class with custom yard signs.
- Caitlin to follow up with Principal Troy Krotz for school approval.
- \$20 per sign with student name, photo, graduation year, and school logo.
- Signs will be displayed downtown during May Mingle, then relocated to the track for graduation week.
- Seeking family contributions and business sponsorships to help fund the initiative.
- Need to obtain photo release/permissions from families.

9. Local History Initiatives

- **Podcast Collaboration:** Carol will connect Caitlin with a potential podcast contact to capture Wellington's history.
- **Historic Photos:**
 - Bert, Mike, and Lorilyn have rights to various collections.
 - Fort Collins Museum of Discovery may be a resource.
 - Idea to pair students with alumni from past classes to collect oral histories.

10. Chamber Annual Dinner

- Scheduled for November 2025.
- Will commemorate the Chamber's 20th anniversary.
- Idea to collect raw stories from local residents as part of the celebration—Jerry may assist with video footage.