



Board Meeting Agenda

Date: Monday, June 23, 2025 at 4:30 PM

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

Zoom: <https://us06web.zoom.us/j/83247573238?pwd=fKzL05gF5hhwNwH6bPGADdAXwhCsqa.1>

Call to order

Additions to or deletions from the agenda

Conflicts of interest

Guest introductions

1. Consent Agenda (5 minutes)

- a. May Board Retreat Summary

2. General Updates (20 minutes)

- a. Town of Wellington - Patti Garcia/Kelly Houghteling (5 minutes)
- b. Board of Trustees Liaison – Trustee Rebekka Dailey (5 minutes)
- c. Parks & Recreation Liaison - Kristen Hamill (5 minutes)
- d. Program Manager - Caitlin Morris (5 minutes)

3. Committee Reports (30 minutes)

- a. Promotions Committee - Blair Silverberg
- b. Design Committee - Kate Parten
- c. Main Street Market - Melanie Murphy/Jane Kincaid
 - i. Vendor Policy Discussion
- d. C3 Committee - Caitlin Morris

4. Upcoming WCMSP Events (10 minutes)

- a. Main Street Market (June 13-August 22)
- b. 4th of July
- c. New: American Legion Oktoberfest Celebration (September 13)
- d. National Clean Up Day (September 20)
- e. Trick of Treat Down Main Street (October 31)

5. Mini-Grant Update (15 minutes)

6. Fundraising & Sponsorship Status (10 minutes)

7. WMHS Walk of Fame Scholarship Committee and Plan (10 minutes)

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

BOARD RETREAT SUMMARY

To: Wellington Main Street

From: Matt Ashby, Vice President, Development Services

Date: May 19, 2025

Project No.:

Re: Board Retreat Summary

Wellington Main Street Board Retreat May 19, 2025 4:00 -7:00 pm

Agenda

Ice Breaker

Main Street Highlights

Strategic Plan Overview

Wellington's Front Porch

Partnership Opportunities

AHA! Moments Recap

Attendance

Caitlin, Blair, Patti, Kelly, Rebekka, Kate, Curtis, Melanie.

Main Street Highlights

Wellington - Main Street (MS) Roles and Strategic Priorities

The following information provides a summary of some of the key discussion points over the course of the facilitated session. These themes provide key areas the program should consider in moving forward with future plans and activities.

1. General Direction & Identity

- Focus on tangible progress (e.g., visible construction) aligned with how the town is growing — preserve the small-town feel.
- Emphasize placemaking initiatives like a “Walk of Fame” to bring people downtown and connect them to local stories and events.

- Be realistic about current readiness—some ideas (like expanded business options) are future goals.

2. Business Development & Opportunity

- Address issues around Bed & Breakfasts and Airbnb's: lack of rules and unclear guidance.
- Initiate a feasibility study for repurposing the old hotel.
- Consider developing guidelines for B&Bs to reduce ambiguity.
- Reframe Main Street's role in economic vitality: rather than being the developer, we act as a data gatherer to enable informed decision-making.
- Stress the importance of well-rounded data collection to understand delays and development obstacles.
- Begin conducting business interviews to fill knowledge gaps and counter hearsay.

3. Property Development Planning

- For three empty lots, use a location study and architectural mock-ups to package a development opportunity and eliminate barriers.
- MS has access to an architect—collaborate to model solutions.
- A missing “core piece” delayed past efforts longer than expected—highlight what it takes to build here.
- Need for business road mapping and clearer promotional materials.

4. Promotion & Community Engagement

- Promotions are underdeveloped—need a coordinated plan.
- “Find Your Place” concept: small efforts to highlight available spaces and how they might be used.
- Collaboration opportunity with new staff, especially the business development manager.
- Potential fit with the DCI Challenge Opportunity (likely a revitalization or funding program).

5. Key Challenges

- Need more street-level businesses.
- Parking logistics need specifics and clarity.
- A visualization could help people understand opportunities and projects.

6. Food Corridor & Community Outreach (PRO Section)

- Food Corridor is seen as a potential catalyst.
- Extensive collaboration with the town and chamber on:
 - Scholarship committee
 - Volunteer coordination
- Emphasis on community volunteerism: “What’s more hometown than rolling up your sleeves?”
- “*Our porch to your porch*” message: encourage job-specific outreach and skills matching, along with one-on-one introductions or small group discussions about Main Street.

Wellington’s Front Porch

This section highlights a discussion focusing on the Front Porch Transformational Strategy, with a goal of defining what it means and how the board can advance specific goals. Initial discussion included evaluating whether this was still a viable strategy to pursue. Several members of the board stated that this is something that is at the very core of who we are – that we should never lose our “front-porch-ness” in Wellington. Additional thought included:

- Build on school spirit and community pride (e.g., “Friday Night Lights”).

- Create school art connections like the Eagle Art Project.
- Reinforce the small-town feel.
- Get people downtown with events and attractions.
- Enhance volunteer outreach—aim for full engagement in events and community efforts. Be specific on type of job and time commitment. Need you because of “this” skill.
- Go to their front porch and ask, “What can you do?”

The discussion was then shifted to action items aligned with the National Main Street program’s 4-Point Approach. Using this as a filter, the following tasks were identified:

DESIGN	ORGANIZATION	PROMOTION	ECONOMIC VITALITY
This point is about enhancing quality of life, including infrastructure.	This point is about enhancing functionality and collaboration.	This point is about bringing people downtown.	This point is about promoting business & development.
ACTIONS: • Wayfinding Signs • Murals – How Art Can Serve as Economic Driver • Piano • Pocket Park Activation of empty lot • Share Details of Streetscape Design	ACTIONS: • Community communication • Collaboration with partners • Volunteer strategy	ACTIONS: • Mingle on Main Continuation • Welcoming Home Biz with Vendor Space. • Walk of Fame – Expand into Scholarship Opportunity	ACTIONS: • Empty Lot Promo • Data Collection • DCI Challenge Studio • Pop-Up Retail Exploration • Exploration Commissary Business in General. Revolving. Food Corridor.

Partnership Opportunities

The final activity of the retreat focused on relationship building and partnerships. The team explored the different agencies and organizations in the community to map out strengths of partners and a focus on how we could collaborate more effectively. The following table summarizes an overview:

Organization/Board	Focus	Main Street Point
Town of Wellington	Resources, expertise, advocate, support, planning, execution, access to \$\$\$.	Organization
Chamber of Commerce	Alignment, promotion, business support, foster growth.	Organization, Economic Vitality
Other organizations	All need more volunteers.	Organization
Kiwanis	Mutual cross-promotion, assistance with events.	Promotion
Key Club (Kiwanis High School)	Empowering kids, volunteers.	Organization
Legion Post 176	Collaboration with events.	Promotion
Schools	Nurture, empower, involve and embrace.	Organization
Community Services Center	Support expansion and collaboration.	Organization
Parks & Rec	Collaboration and support events.	Promotion
Library	Collaboration and support events.	Promotion
All the above	Collaboration is special and want to continue.	
Youth groups – 4H, Scouts	Nurture, empower, involve, and embrace.	Organization
SBDC	Resources for business	Economic Vitality
Friends of Wellington	Work in the broader community, reputation, and overcome through partnership.	Organization
Safe Routes to Schools	Collaboration and Assistance.	Organization
DOLA/Ayres/DCI	Resources, cross-promotion.	Organization

AHA Moment

Closing out the session, participants were asked to summarize their thoughts and inspirations taken away from the conversation. Key points included:

- All of it.
- Love Mainstreet, the energy of the school, Friday night lights, and the painted eagle idea.
- Growing, but keeping a small-town feel with collaboration.
- Getting people downtown and staying, including throughout town.
- Bring more events downtown and build on the success of the Trick-or-Treat event.
- Reaching out to volunteers, piggyback on other communities' success, what we like and tailor to us to make our own foundation.
- Excited to be a cheerleader, willing to go door-to-door.
- Excited for collaboration between the Chamber, the Town and Mainstreet.
- Everything that has been said.
- Wow! We've put in a lot of work, and things are lining up. Economic Vitality may not be so far off now, breaking it down into small, actionable items. We've made progress with alignment.