MAIN STREET PROGRAM
WELLINGTON, CO • EST. 2014

Board Meeting Agenda
Date: Monday, February 24, 2025 at 4:30 PM
Location: Leeper Center Board Room (3800 Wilson Ave, Wellington, CO 80549)
Join Zoom Meeting:
https://us06web.zoom.us/j/87578786253?pwd=RbeXlTc3EEja4VLtH5oubKE0umZ5qz.1

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

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

2. **General Updates (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. **Wellington Sip & Stroll Proposal (20 minutes) - Kristi Cannon/Lisa Christopherson**
   a. Presentation and discussion regarding new proposed fundraising event (**see attached**)

4. **Committee Reports (5 minutes)**
   a. Promotions Committee - Blair Silverberg
   b. Main Street Market Committee - Melanie Murphy/Jane Kincaid
   c. C3 Committee - Caitlin Morris

5. **Upcoming WCMSP Events (5 minutes)**
   a. St. Paddy's Parade & Festival (March 15)
   b. March Mingle on Main (March 21)
   c. Earth Day Spring Clean Up (April 22)
   d. Wellington Brewfest & Wine Tasting (June 7)

6. **2025 Budget Approval (10 minutes) - Linda Knaack/Caitlin Morris (see attached)**

7. **2025 Annual Color Program Plan (10 minutes) - Emma Payton (see attached)**

8. **Mini-grant Mural Plan (10 minutes) - Emma Payton (see attached)**

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

Working Session Agenda

1. **Overview of Basecamp & Google Drive**

2. **Brainstorm Session**
    a. Potential business-led, collaborative fundraising events aimed at supporting businesses during the Cleveland Ave Construction Project. These events would be business-focused, generating funds for resources and assistance to help businesses navigate the challenges of the construction period.

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

Board Meeting Minutes
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

- Meeting called to order at 4:02 PM by Blair Silverberg
- Attendees: Trustee Moyer, Curtis Smelker, Emma Payton, Jane Kincaid, Melanie Murphy, Kate Parten, Blair Silverberg, Kelly Houghteling, Patti Garcia, Kristen Hamill. Trustee Dailey (remote), Sofia Moore (remote)
- Not in attendance: Linda Knaack

Additions to or Deletions from the Agenda - none

Conflicts of Interest- none

Guest Introductions

- Gayle Langly, Traci Stoffell, and Larry Lucas from DOLA

Consent Agenda (5 minutes)

Items Approved:

1. December Board Meeting Minutes
2. Financial Report: December Financials
3. Committee Reports:
    - January Promotions Committee Minutes
    - January Design Committee Minutes
    - January C3 Committee Minutes

Motion: Emma motions to approve.
Second: Melanie seconds.
Vote: Approved unanimously.

Presentation by DOLA (55 minutes)

Presenters: Gayle Langley and Traci Stoffel
Discussion Points:

- An overview of the services available to the local program from DOLA was presented.
- DOLA is hoping to secure another 5-year grant for mini-grant funds, with an update expected by September 2025.
- Funding Options:
    - Explore tourism funding for Wellington promotional videos.
    - Forward monthly technical assistance emails from DOLA to the Board.

    - Grantwriting training opportunities (Community Resource Center, MSA workshops start in February).
    - Action Item: Caitlin to share grantwriting resources with the Board.
    - Review Pickaxe Project for relevance.
    - Extract key Return on Investment statistics from presentation slides.

Updates (15 minutes)

Town of Wellington – Patti Garcia/Kelly Houghteling (5 minutes)

- No major updates.

Board of Trustees Liaison – Trustee Rebekka Dailey (5 minutes)

- Discussion on Visit Wellington idea—positive feedback received.
- Support for shared event calendar.

Program Manager – Caitlin Morris (5 minutes)

- Community video from DOLA has commenced with Slate Communications - same consulting firm chosen for Shop Local Marketing Campaign.
- Main Street America accreditation assessment in progress and will be submitted by January 31. Will be shared with Board once accepted and approved.
- Q4 Report and Statistics were submitted to DOLA on January 15
- 1099's for 2024 contractors have been completed and sent out. Bobby will begin working on our taxes in the next month as well.

Committee Reports (15 minutes)

Design Committee – Emma Payton (3 minutes)

- Annual color program and Mini-grant mural plan underway.

Promotions Committee – Blair Silverberg (3 minutes)

- Primarily focused on St. Paddy's planning.

Main Street Market Committee – Melanie Murphy (3 minutes)

- Vendor recruitment updates.
- Moving to Fridays from 4:30-7:30 beginning June 13-August 22
- Co-Chair Nomination: Jane nominated as co-chair.
    - Motion: Blair motions to approve.
    - Second: Emma seconds.
    - Vote: All in favor.

C3 Committee – Caitlin Morris (3 minutes)

- First meeting was January 14. Roughly 15 in attendance - Main Street Board, Chamber Board, main street business owners, and Town staff. Overall positive sentiments about project. Will be meeting monthly on third Thursday at 4:00 pm. All are welcome. Next meeting wi;; be discussing business support and community engagement strategies.

Upcoming Events Review (10 minutes)

- Mingle on Main: Third Friday of each month from 4-8 PM.
- St. Paddy's Parade & Festival: March 15 – logistics in progress.
- Earth Day Spring Clean Up: April 22 – early planning stage.

- Wellington Brewfest & Wine Tasting: June 7 – date confirmed, park reserved, early planning stage.

Sign & Awning Grant Program

- Business outreach: Distribute informational materials to businesses. One sheet that is easy to follow.
- Guidelines
  - Businesses are encouraged to complete the application process before beginning any work to ensure funding approval.
  - However, projects completed within the previous **90 days** may still be considered for funding.
- Wellington Commercial Office Park
  - Motion: Blair motions to approve the reimbursement with a 90 day extension window
  - Second: Emma second
  - Vote: All in favor
- Your Home
  - The directory sign at the hotel needs to be updated.
  - The banner on the east side of the building has been moved.
  - Motion: Jane motions to approve funding for the Your Home sign.
  - Second: Curtis seconds.
  - Vote: All in favor.

Mini-Grant: District Signs (10 minutes)

- Kelly presented the updated design option for the signs.
- CDOT Requirements are the blue background, white font. WCMSP logo added to customize.
- Goal: Install 4 signs in key locations, east and west Cleveland, north and south frontage road
- Proposed Adjustments:
  - Move one sign further south on the Frontage Road (near Slurpz/Ridley's).
  - Relocate north sign near Eyestone.
  - Add the word "enjoy" as the third word on the bottom of the sign.

Board and Committee Composition (10 minutes)

- Vice President Role: Emma elected as Board VP.
  - Motion: Blair motions to approve.
  - Second: Melanie seconds.
  - Vote: All in favor.
- Committee Recruitment: Ongoing efforts to fill key positions.

Board Meeting Adjourned at 6:34 PM – Transition to Working Session

Working Session: Key Discussion Topics

Historic Preservation Committee

- Kate and Melanie to continue serving.
- Committee kickoff meeting to be scheduled.

Board Retreat Planning

- Identify potential dates with DOLA and consultant. More to come.

Video Production

- Slate COmmunications will capture photos and videos during St. Paddy's event.

Board Meeting Time Change

- Proposal to **move start time to 4:30 PM instead of 4:00 PM.**

Adjournment: Meeting adjourned at 7:45 pm

4:22 PM
02/12/25
Accrual Basis

Wellington Colorado Main Streets Program
Balance Sheet Prev Year Comparison
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
10001 · Points West Community Bank	44,107.80	70,395.79	-26,287.99	-37.3%
10002 · Square Checking Account	36,791.43	19,901.11	16,890.32	84.9%
Total Checking/Savings	80,899.23	90,296.90	-9,397.67	-10.4%
Total Current Assets	80,899.23	90,296.90	-9,397.67	-10.4%
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	**80,899.23**	**91,296.90**	**-10,397.67**	**-11.4%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
20000 · Accounts Payable	0.00	125.00	-125.00	-100.0%
Total Accounts Payable	0.00	125.00	-125.00	-100.0%
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	9,801.86	-3,651.18	-37.3%
Total Liabilities	6,150.68	9,801.86	-3,651.18	-37.3%
Equity				
32000 · Unrestricted Net Assets	76,593.16	82,241.80	-5,648.64	-6.9%
Net Income	-1,844.61	-746.76	-1,097.85	-147.0%
Total Equity	74,748.55	81,495.04	-6,746.49	-8.3%
TOTAL LIABILITIES & EQUITY	**80,899.23**	**91,296.90**	**-10,397.67**	**-11.4%**

4:21 PM
02/12/25
Accrual Basis

Wellington Colorado Main Streets Program
Profit & Loss
January 2025

		Jan 25
Ordinary Income/Expense		
Income		
46400 · Other Types of Income		
46410 · Event Ticket, Shirt, Merch Sale	104.50	
Total 46400 · Other Types of Income		104.50
Total Income		104.50
Gross Profit		104.50
Expense		
60900 · Program Expenses		
60930 · Dues & Memberships	375.00	
Total 60900 · Program Expenses		375.00
62100 · Contract Services		
62110 · Accounting Fees	125.00	
Total 62100 · Contract Services		125.00
62800 · Facilities and Equipment		
62890 · Rent	90.00	
Total 62800 · Facilities and Equipment		90.00
65000 · Operations & Administration		
65010 · Subscriptions, Software, Books	55.99	
65040 · Office Supplies	29.95	
65055 · Webpage	219.00	
65060 · Bank Service Charges	1.17	
Total 65000 · Operations & Administration		306.11
65070 · Event Expenses		
65080 · Miscellaneous Event Supplies	211.00	
Total 65070 · Event Expenses		211.00
65100 · Insurance		
65110 · Board Liability Insurance	842.00	
Total 65100 · Insurance		842.00
Total Expense		1,949.11
Net Ordinary Income		-1,844.61
Net Income		**-1,844.61**

Wellington Colorado Main Streets Program
Profit & Loss by Class
January 2025

	Love Where You Live	Unclassified	TOTAL
Ordinary Income/Expense			
Income			
46400 · Other Types of Income			
46410 · Event Ticket, Shirt, Merch Sale	104.50	0.00	104.50
Total 46400 · Other Types of Income	104.50	0.00	104.50
Total Income	104.50	0.00	104.50
Gross Profit	104.50	0.00	104.50
Expense			
60900 · Program Expenses			
60930 · Dues & Memberships	0.00	375.00	375.00
Total 60900 · Program Expenses	0.00	375.00	375.00
62100 · Contract Services			
62110 · Accounting Fees	0.00	125.00	125.00
Total 62100 · Contract Services	0.00	125.00	125.00
62800 · Facilities and Equipment			
62890 · Rent	0.00	90.00	90.00
Total 62800 · Facilities and Equipment	0.00	90.00	90.00
65000 · Operations & Administration			
65010 · Subscriptions, Software, Books	0.00	55.99	55.99
65040 · Office Supplies	0.00	29.95	29.95
65055 · Webpage	0.00	219.00	219.00
65060 · Bank Service Charges	1.17	0.00	1.17
Total 65000 · Operations & Administration	1.17	304.94	306.11
65070 · Event Expenses			
65080 · Miscellaneous Event Supplies	0.00	211.00	211.00
Total 65070 · Event Expenses	0.00	211.00	211.00
65100 · Insurance			
65110 · Board Liability Insurance	0.00	842.00	842.00
Total 65100 · Insurance	0.00	842.00	842.00
Total Expense	1.17	1,947.94	1,949.11
Net Ordinary Income	103.33	-1,947.94	-1,844.61
Net Income	**103.33**	**-1,947.94**	**-1,844.61**

4:22 PM
02/12/25
Accrual Basis

Wellington Colorado Main Streets Program
Profit & Loss Prev Year Comparison
January 2025

	Jan 25	Jan 24	$ Change	% Change
Ordinary Income/Expense				
Income				
46400 · Other Types of Income				
46410 · Event Ticket, Shirt, Merch Sale	104.50	0.00	104.50	100.0%
Total 46400 · Other Types of Income	104.50	0.00	104.50	100.0%
Total Income	104.50	0.00	104.50	100.0%
Gross Profit	104.50	0.00	104.50	100.0%
Expense				
60900 · Program Expenses				
60930 · Dues & Memberships	375.00	0.00	375.00	100.0%
Total 60900 · Program Expenses	375.00	0.00	375.00	100.0%
62100 · Contract Services				
62110 · Accounting Fees	125.00	125.00	0.00	0.0%
Total 62100 · Contract Services	125.00	125.00	0.00	0.0%
62800 · Facilities and Equipment				
62890 · Rent	90.00	90.00	0.00	0.0%
Total 62800 · Facilities and Equipment	90.00	90.00	0.00	0.0%
65000 · Operations & Administration				
65010 · Subscriptions, Software, Books	55.99	40.99	15.00	36.6%
65040 · Office Supplies	29.95	0.00	29.95	100.0%
65050 · Telephone & Internet	0.00	52.52	-52.52	-100.0%
65055 · Webpage	219.00	279.00	-60.00	-21.5%
65060 · Bank Service Charges	1.17	0.00	1.17	100.0%
Total 65000 · Operations & Administration	306.11	372.51	-66.40	-17.8%
65070 · Event Expenses				
65080 · Miscellaneous Event Supplies	211.00	0.00	211.00	100.0%
Total 65070 · Event Expenses	211.00	0.00	211.00	100.0%
65100 · Insurance				
65110 · Board Liability Insurance	842.00	0.00	842.00	100.0%
65140 · Program Liability Insurance	0.00	112.98	-112.98	-100.0%
Total 65100 · Insurance	842.00	112.98	729.02	645.3%
67000 · Meals	0.00	46.27	-46.27	-100.0%
Total Expense	1,949.11	746.76	1,202.35	161.0%
Net Ordinary Income	-1,844.61	-746.76	-1,097.85	-147.0%
Net Income	**-1,844.61**	**-746.76**	**-1,097.85**	**-147.0%**

Promotions Committee Meeting Minutes

2/3/2025

***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.*

1. Program Manager Updates (5 minutes)
    a. Shop Local Marketing Campaign
    b. DOLA Community Video
    c. C3 Committee
    d. Town, Chamber, Main Street collaboration
        i. "Visit Wellington"
        ii. Shared events calendar
    e. 2025 Budget

1. Committee Structure (5 minutes)
    a. Committee Chair
    b. New Members
    c. Committee Secretary
    d. Recruit new members

2. Social Media (5 minutes)
    a. 100 Year Building Posts - working with Emma and Caitlin
    b. Front Porch Friday Posts - working with Emma and Caitlin
    c. Love Where You Live for Valentine's - unfortunately no time to complete before the holiday

3. February Newsletter Content (10 minutes)
    a. Review content and plan for each month - hold, Caitlin will complete for February

4. Mobile app (5 minutes)
    a. Discuss point person and next steps

5. Mingle on Main
    a. Jane is doing a great job of planning and nothing is needed at this time.

6. St. Paddy's Parade Festival Planning (30-45 minutes)

a. Progressive party is in motion
b. Blair will contact Sol de Jalisco and T-Bar about involvement
c. Want to create a promotional timeline of the day of the event, highlighting each business and aspect of the event
d. Desire to create a promotional poster for each business that is customized for the event they are offering
e. Owl Casnyon is interested in doing a meet and greet with the leprechaun. Caitlin will find out if this is possible.
f. Curtis will need to reschedule auction pick up on Saturday moring because of road closure.
g. All promotional materials and advertisements need to be ready by 2/21

7. The group discussed collaborating with WMHS via the business classes and work study program. There are lots of ways to engage the kids in what we are doing, so want to make sure we tap into this network.
   a. Lorilyn will forward the information from the school
   b. Idea to create yard signs for each senior this year as a way to celebrate them and encourage people to come downtown during the mingle around graduation
   c. We could do sponsorships for this
   d. Would be the students name, picture, graduating year, etc. and then they get to take it with them
   e. “Find your place on Main Street” was a slogan mentioned. And “Find your place in Wellington”. Caitlin will pass these along to Slate Communications.

**Promotion Committee meetings are the first Tuesday of every month at 9:00 am at Owl Canyon Coffee*
**Next meeting: [March 4, 2025]*

Wellington Sip and Stroll, Wine and Chocolate Walk with wines from around the World!

Sponsored by the local bars that sell beer and wine in downtown Wellington

Benefits:

- This romantic and indulgent event will pair a variety of wines with flavored truffles at each location, allowing us to showcase our vibrant downtown!
- Enhanced collaboration with downtown businesses partnering for group success
- Drive more customers into your business
- Increase foot traffic overall into our shopping area
- Offer a fun and different event than the traditional event held in Wellington to engage the community!

Details:

- Friday, April 25th from 4pm to 8pm
- $30 a person – this will give them 10 tasting tickets (1.5 oz pour), a commemorative glass and a "swag bag", location map and appetizers sponsored at each location
- Wine will be featured from Italy, Spain, Portugal, France, Northwest USA, Australia, Germany
- Note: Wine must be consumed at the bar and not taken on the street
- Limit of $300 tickets to be sold

Other Businesses and Sponsors:

- Goal is to work with sponsors to off set costs of glassware, wine, chocolates, and swag bags
- Ticket sales to be divided by bars participating
- Presenting Sponsor – Logo on custom printed glasses provided to all participants with 4 complimentary tickets to the sponsor $1000
- Swag Bag Sponsor – Logo on reusable swag bags filled with goodies and 2 complimentary tickets to the sponsor - $500
- Wine Sponsor – Recognition at all the wine tasting locations and 2 complimentary tickets to the sponsor - $500
- Chocolate Sponsor – Recognition at all the wine tasting locations and 2 complimentary tickets to the sponsor - $500
- Map Sponsor – Logo placement of the event map with 2 complimentary tickets to sponsor - $200
- Check in Sponsor – Feautured at the check in area with 2 complimentary tickets to the sponsor - $150

Wellington Colorado Main Street Program
2025 BUDGET
DRAFT (As of 2/21/25)

BALANCE SHEET ACCOUNTS

GL CODE	TITLE		
	Points West Checking Account	**$44,107.80**	**as of 1/31**
	Points West Square Account	**$36,791.43**	**as of 1/31**
25100	**Sign & Awning Grant Program**	**$10,000.00**	**Proposed 2025**

GL CODE	INCOME	2025 BUDGET	2025 ACTUAL	FUNDING SOURCE	NOTES
43400	**Direct Public Support**	**$12,000.00**			Gross contributions received directly from public (donations, grants, in-kind gifts and services, etc.)
-43410	Corporate Contributions	$10,000.00		Wellington Brewfest - $5,000, Wellington Manor Sip & Stroll - $5,000	Not guaranteed, dependent on outcome of fundraising events and beneficiary chosen
-43440	Gifts in Kind - Goods	$1,000.00		TBD - likely through events	Goods or services offered for free
-43450	Individual Contributions	$1,000.00		Donations from individuals	
44800	**Indirect Public Support**	**$80,000.00**			
-44830	Municipal Support/Town income paid	$80,000.00		Town of Wellington	Staff salary and benefits paid by MOU with Town of Wellington
46400	**Other Types of Income**	**$7,300.00**			Earned income such as ticket sales, merch sales, vendor fees, etc.
-46410	Event Ticket, Shirt, Merch Sale	$4,800.00		St. Paddy's Beer Garden - $1,500, Main Street Market Merch - $300, Love Where You Live Merch - $3,000	St. Paddy's beer garden ticket & drink sales, existing Main Street Market merch, existing Love Where You Live merch. Goal = liquidate merch inventory
-46425	Event Vendor Fees	$500.00		Trick or Treat Down Main Street	Does not include Main Street Market as it has it's own GL code
	General Funding from Checking Account	*$2,000.00*		Checking Account	To cover all expenses we are unable to fundraise for
47200	**Program Income**	**$200.00**			Earned income such as dues and fees we may charge - not refering to membership program
-47230	Membership Dues	$200.00		Friends of the Program	Friends of the Program needs to be developed - proposing a small fee for membership ($20/year?)
47400	**Main Street Market**	**$8,425.00**		Sponsorships, Vendor Fees	Conservative estimate, will likely be more
	Main Street Market - Sponsorship	$1,550.00		Sponsorship income (1 at each level = $1,550)	
	Main Street Market - Vendor Fees	$6,875.00		Vendor Fees (25 vendors @ $275 = $6,875)	
48000	**Sponsorships**				
-48200	Annual Color Sponosorship	$4,800.00		Sponsorship Income (24 sponsorships @ $200/each)	24 total planters, $200 per planter per sponsor, year round
-48400	Concert Sponsor	$1,500.00		Sponsorship Income	Music sponsor for St. Paddy's, Trick or Treat, etc.
-48455	Brewfest Sponsor	$500.00		Sponsorship Income	To account for any Brewfest sponsors that send money directly to our Program
-48510	Trick or Treat Sponsorship	$7,000.00		Sponsorship Income	Increased to ensure fundraising plan covers event expenses
-48525	4th of July	$500.00		Sponsorship Income	To cover shuttle expenses, which are typically $750-$800. We pay one third, Legion pays one third, find one more sponsor
-48600	Shop Local	$500.00		Sponsorship Income	To cover gift card for Elf Hunt winner ($200) - ask businesses to pay to host an elf or donate $25 guft card towards winner, increased promotional efforts
49000	**Grants Received**	**$19,400.00**			TOW is fiscal agent - they will handle $10K funding
	DOLA Mini-grant	$10,000.00		DOLA, Town of Wellington	DOLA Mini-grant = $10,000/year through June 2025,TOW is fiscal agent & will administer funds
	DOLA Training Grant	$4,400.00		DOLA, Town of Wellington	DOLA Training Grant = $4400, TOW is fiscal agent & will adminster funds
	Other Grant Revenue	$5,000.00		Grants	CEF ($2,500) and MEF ($2,500) Grants from Bohemian, others?
	TOTAL INCOME/GROSS PROFIT	**$127,325.00**			

GL CODE	EXPENSES	2025 BUDGET	2025 ACTUAL	FUNDING SOURCE	NOTES
60900	**Program Expenses**	**$685.00**			Dues, business fees, licenses and permits - currently covered by existing checking account funds
-60920	Business Fees, Licenses, Permits	$310.00		Checking Account	Annual SOS filing fee - $10, Foothills Fire extinguisher service - $300
-60930	Professional Dues	$375.00		Checking Account	Annual Main Street America membership
62100	**Contract Services**	**$7,600.00**			
-62110	Accounting Fees	$1,800.00		Checking Account	Nonprofit Bookkeeping ($125/mo) + Tax Return ($300)
-62150	Outside Contracted Services	$5,800.00		Checking Account, Sponsorships	Flower planter maintenance - $500, Website - $1800 ($150/mo), Trick or Treat Photo Booth - $500, Musician/Performance fees - $3000 (MSM, St. Paddy's, Trick, other)
62800	**Facilities & Equipment**	**$1,080.00**			
-62890	Rent	$1,080.00		Checking Account	Wellington Toy Storage - $1080 ($90/mo)
65000	**Operations & Administration**	**$2,921.00**			
-65005	Advertising and Promotions	$1,000.00		Checking Account	Paid advertising - Chamber ad, social media, local publications, etc.
-65010	Subscriptions and Software	$804.00		Checking Account	Mainn - $120 ($10/mo), Basecamp - $540 ($45/mo), Track it Forward - $144
-65020	Postage and Mailing	$50.00		Checking Account	
-65030	Printing and Copying	$0.00		Town of Wellington	
-65040	Office Supplies	$250.00		Checking Account	Name tags, lanyards for volunteers, etc.
-65050	Telephone and Internet	$0.00		Town of Wellington	Town pays for staff/program phone and internet
-65055	Webpage (Domain only)	$217.00		Checking Account	Ionos web hosting annual fee - $85, Ionos monthly fee - $131.88 ($10.99/mo)
-65060	Merchant Processing Services (aka Square)	$600.00		Square Account	Square credit card processing fees
65070	**Event Expenses/Fundraising Opportunities**	**$14,450.00**			
-65071	Fees, Licenses, Permits	$800.00		Sponsorships	
	- St. Paddy's Parade & Festival	*$100.00*			SEP - $100
	- Wellington Brewfest & Wine Tasting	*$100.00*			SEP - $100
	- Main Street Market	*$500.00*			Park rental - $100, WFPD Permit - $400
	- Trick or Treat Down Main Street	*$100.00*			WFPD Permit - $100
-65076	Event Merchandise	$2,000.00		Sponsorships	Main Street Market shirts, Trick or Treat bags
-65080	Miscellaneous Event Supplies	$8,950.00		Sponsorships, Checking Account	PA system - $1500, New tent/canopy - $300, Trick or Treat road closure - $5500, art supplies - $200, misc - $200, St. Paddy's pot o' gold winner - $200, 4th of July Shuttle - $250, Shop Small Saturday - $200, Elf Hunt - $200), Discuss: Outdoor games - $400
-65092	Annual Color Supplies	$2,700.00		Sponsorships	Plants, materials, decor
65095	**Program Supplies**	**$1,650.00**			
-65096	Annual Meeting	$1,500.00		Checking Account, Donations	Try to get food and drinks donated or discounted
-65097	Clean Up Days/Awards	$150.00		Checking Account, Donations	Try to get food, supplies, drinks, donated
65100	**Insurance**	**$2,870.00**			
-65110	Board Liability Insurance	$845.00		Checking Account	$210.50/qtr = $842/year
-65120	Event Liability Insurance	$1,550.00		Sponsorships	St. Paddy's - $397, Brewfest - $550, Market - $300, Trick or Treat - $300
-65140	Program Liability Insurance	$475.00		Checking Account	$118.74/qtr = $474.96/year
66000	**Payroll Expenses**	**$80,000.00**			
-66110	Municipal Support/Town income paid	$80,000.00		Town of Wellington	Staff salary and benefits paid by MOU with Town of Wellington
67000	**Meals**	**$650.00**			
	-Board Retreat	*$250.00*		Checking Account	
	-Volunteers	*$150.00*		Checking Account	
	-Special Meetings	*$250.00*		Checking Account	
68300	**Travel and Meetings**	**$4,400.00**			DOLA Training Grant = $4400
-68310	Conference, Convention, Training	$1,300.00		DOLA, Town of Wellington	
-68320	Travel	$2,700.00		DOLA, Town of Wellington	Flights = $1000, Hotels = $1500, Transportation = $200
-68330	Travel Meals	$400.00		DOLA, Town of Wellington	
69000	**DOLA Grant + Matching Funds**	**$10,000.00**		Town of Wellington	DOLA Mini-grantg = $10,000, Matching Funds = $2,000
	TOTAL EXPENSES	**$126,306.00**			

	NET INCOME/LOSS	**$1,019.00**

Wellington Main Street Program
2025 Annual Color Program Plan

Overview

- Planters will remain in place this year until required to be moved due to the Cleveland Construction project (i.e. late summer/early fall)
- Total Planters: 24 planters along Cleveland Ave and 6th Street
- New Locations When Moved:
  - 6th Street
  - Library/Senior Center
  - Boys and Girls Club
- Flowers ordered by end of February to be planted end of May, then seasonal decor through Winter of 2026
- Sponsorships collected March-April
- Signs ordered beginning of May

Budget & Sponsorship

- Sponsorship Plan: $4,800 total income
  - $200 per business per planter
  - Representation in the planters year-round. Seasonal decor to be added after summer plants die off.
- Expenses: $3,200
  - Plantorium: $2,000
  - Materials: $500 (hose, fertilizer, drinks/snacks for volunteers)
  - Signage: $200 (larger signs for planters)
  - Love Where You Live Yard Signs: ~$200 (reusable for special events)
  - Maintenance: $500 (volunteer & contracted support)
  - Decorations: $200 (seasonal decor for events such as Valentine's, St. Paddy's, Love Where You Live)
- Fundraising Budget Goal: $1,500 - $1,700

Maintenance Plan

- Volunteer Support: Led by Melanie Murphy; explore Key Club and Harvest Farms involvement
- Business Support: Engage business owners to help oversee a block
- Town Support: Water access points, moving flower planters
- Contracted Support:
  - Bi-weekly maintenance and fertilizing.
  - 3 hours every other week (6 hours/month) at $15/hour.
  - June - September (24 total hours = $360).

Board Approval Requested

Approval is requested to proceed with ordering plants, sponsorship plan, hiring of a contractor, and implementation of the maintenance plan.

WCMSP 2025 Mural Program Proposal

Project Overview:

The WCMSP 2025 Mural Program aims to create two stunning murals in downtown Wellington that will enhance the town's aesthetic, attract visitors, and serve as memorable photo opportunities. These murals will celebrate local heritage, culture, and community pride while providing a lasting artistic contribution to the town.

1. Purpose and Theme

Purpose: The goal of this mural program is to create eye-catching and meaningful works of art in downtown Wellington. These murals will not only beautify the area but also offer visitors and residents a unique, interactive experience. We hope the murals will contribute to the town's visual identity, celebrate local history, and provide a point of pride for the community.

Themes:

- **Mural 1: "Love Where You Live"**
  - The mural will feature a woolly mammoth, symbolic of the area's rich natural history. A heart-shaped design will be incorporated, inviting visitors to pose for photos. A serene sunset, rolling hills, and iconic local landmarks will be featured as part of the composition.
- **Mural 2: Wellington Eagle Mascot**
  - The second mural will highlight the Wellington Eagle mascot, offering a perfect photo opportunity for locals and tourists alike. This design will embody the spirit and pride of Wellington through the representation of the Wellington Middle-High School's mascot.

2. Location Selection

The murals will be strategically placed in prominent and highly visible locations to ensure maximum exposure and accessibility.

- **East Wall of 3734 Cleveland Ave (Rose and Co./The Nail Gem)**
  - **Material**: Front part is painted cinder blocks; back part consists of vertical planks.
  - **Dimensions**: 30'–75' length by 12' tall.
  - **Budget**: $8,000
  - **Estimated Mural Size**: 12'x40' = 480 sq. ft.
  - **Cost Estimate**: $7,200 based on $15/sq. ft.
- **East Wall of 3724 Cleveland Ave (Wellington Grill)**
  - **Material**: Brick.
  - **Dimensions**: 8' wide by 10' tall.
  - **Budget**: $2,000
  - **Estimated Size**: 80 sq. ft.
  - **Cost Estimate**: $1,200 based on $15/sq. ft.
- **West Wall of 3729 Cleveland Ave (North Poudre Irrigation) - HOLD FOR NOW** ld for now)
  - **Material**: Stucco, which may require additional prep work and more time for painting.
  - **Note**: Awaiting further decision on the suitability and complexity of painting this location.

Permissions:
The necessary permissions must be secured from property owners, and a formal agreement will be developed between the Main Street Program and the building owners. The Main Street Program Board will vote on the final location and design.

Lighting & Accessibility:
The murals will be accessible and well-lit. Artists will be encouraged to paint during the day, and cones and caution tape will be used to section off the space for safety. Necessary equipment such as ladders, scaffolding, and tools will be supplied by the artists.

3. Budget Breakdown

Total Budget using Mini-grant funds: $10,000

- **Rose and Co./Nail Gem Mural**: $8,000
- **Wellington Grill Mural**: $2,000

Expenses to be paid for with Mini-grant funds:

- **Artist Fees**
- **Materials:** Including exterior weatherproof paint, primer, and protective coatings.
- **Equipment:** Ladders, scaffolding, brushes, tape, etc.
- **Permits & Insurance**
- **Miscellaneous Costs:** Including lighting and safety equipment.

4. Artist Selection Process

We will issue a public call for artists to participate in the mural program. Artists can apply individually or as groups, and all painting styles are welcome.

- **Application Period:** March 1–March 31, 2025
- **Review Period:** April 1–April 15, 2025
- **Selection Committee:** The committee will review submissions, narrowing down the designs to the top 10, which will be voted on by the Board by April 13, 2025.
- **Notification:** Artists will be notified by April 15, 2025.

5. Community Engagement

To foster a sense of connection, we will engage the community throughout the mural's creation.

- **Kick-off Celebration:** Meet the artists and introduce the mural concepts.
- **Art in Action:** Share progress updates during the mural painting process.
- **Ribbon Cutting & Unveiling:** Celebrate the completion of the murals with a community event.

We will leverage social media, newsletters, and local news to build excitement, share the mural progress, and showcase the completed murals.

6. Surface Preparation

Before painting, the walls will be thoroughly cleaned and primed to ensure proper paint adherence and long-lasting results. Any necessary structural repairs will be addressed.

7. Schedule and Execution

The following timeline outlines key milestones for the project:

- **February 15, 2025**: Project plan approval by the Town of Wellington.
- **February Board Meeting**: Approval of the project proposal.
- **March 1–31, 2025**: Artist selection period.
- **April 1–15, 2025**: Final artist selection and contract signing with property owners.
- **May 1, 2025**: Painting begins.
- **June 15, 2025**: Project completion.

8. Maintenance and Protection

To ensure the longevity of the murals, a protective coating will be applied to safeguard against weathering and vandalism. A maintenance plan will be put in place for cleaning and touch-ups as needed.

9. Conclusion

The WCMSP 2025 Mural Program represents an exciting opportunity to enhance the cultural landscape of downtown Wellington. Through strategic planning, community engagement, and collaboration with talented artists, we are confident these murals will become a significant attraction for both locals and visitors. We look forward to the Board's approval and the successful execution of this project.

Contact Information:

- For further inquiries or clarifications, please contact the Main Street Program at wellingtonmainstreetco@gmail.com or (970) 657-3486