



Town of Elizabeth

Main Street Board of Directors Regular Meeting Agenda

Monday, May 12, 2025 at 8:30 AM

Town Hall, 151 S. Banner Street

Call to Order

Roll Call

Public Comment

This is a meeting of the Main Street Board of Directors held in public. We welcome you here and thank you for your time and concerns. When you are recognized, please stand and state your name and address to the Board. Your comments will be limited to 3 minutes. The Main Street Board of Directors may not respond to your comments during this meeting. Rather, they may take your comments and suggestions under advisement and your questions will be directed to the appropriate person or department for follow-up. Personal attacks against Board Members, Administrative Staff, or Employees will not be recognized. If a response from Staff is requested, the President will direct Staff to have a response at the next regularly scheduled Board meeting.

Agenda Changes

Consent Agenda

1. Minutes of the Regular Meeting for April 14, 2025

New Business

2. Discussion on Mural Installation at 122 S Main Street
3. Discussion on Public Art Initiative for Main Street
4. Discussion on Videography Interns and Main Street Promotional Content

Staff Report

5. Staff Report

Action may be taken on any and all items listed on the agenda.
Accommodations for disabilities may be made upon request.

Board Reports

Adjournment

Action may be taken on any and all items listed on the agenda.
Accommodations for disabilities may be made upon request.

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TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS

April 14, 2025

CALL TO ORDER

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, April 14, 2025, at 8:35 AM by President Carrie Wedel.

ROLL CALL

Present were President Carrie Wedel and Directors Ted Lipka, Michael Hussey, and Linda Bulmer. Vice President Brandon Jeffress and Directors Jeff Struthers and David Cox were not present. There was a quorum to do business.

Also present were Planner/Project Manager Alexandra Cramer, Planning Technician Dianna Hiatt, Town Administrator Patrick Davidson, and Assistant Town Clerk Allison Ritter.

PUBLIC COMMENT

There was no public comment.

AGENDA CHANGES

No changes from Administration.

No changes from the Board.

Agenda set.

CONSENT AGENDA

1. Minutes of the Regular Meeting of March 10, 2025

Motion by Director Hussey, seconded by Director Bulmer, to approve the Consent Agenda as presented.

The vote of those Directors present was unanimously in favor. Motion carried.

NEW BUSINESS

2. Discussion on 2025 Ornament Design

Director Hussey provided a report. Discussion followed.

3. Discussion and Possible Action on Swag Budget Reallocation



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

Ms. Cramer provided a Staff report. Discussion followed.

Motion by Director Lipka, seconded by Director Hussey, to approve the Swag Budget Reallocation.

The vote of those Directors present was unanimously in favor. Motion carried.

STAFF REPORT

- Planner/Project Manager Alexandra Cramer updated the Board regarding:
 - Ongoing progress of the Main Street Streetscape.
 - Next year's Main Street NOW Conference will be held in Tulsa, OK regarding Route 66.
 - Historic Advisory Board's Coloring Contest for the local elementary schools.
 - Discussion followed.
- Director Bulmer thanked the Historic Advisory Board for the building histories.
- Ms. Cramer acknowledged Bob Rasmussen and Lynn Mitchell for all their hard work.
- Ms. Cramer discussed items from the Staff report.

BOARD REPORTS

- Director Bulmer asked about the status of the Main Street Station.
- Director Wedel asked Staff to reach out to the designers of the Main Street Archway to obtain new options.

ADJOURNMENT

Motion by Director Hussey, seconded by Director Lipka, to adjourn the meeting at 9:23 AM. The vote of those Directors present was unanimously in favor. Motion carried.

President Carrie Wedel

Deputy Town Clerk Harmony Malakowski



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

To: Main Street Board of Directors
From: Alexandra Cramer, Planner/Project Manager
Date: May 12th, 2025
Subject: Mural Installation at 122 S Main Street

Summary

We're pleased to announce that the mural installation at 122 S Main Street will begin on Monday, May 12th and is expected to be completed by Saturday, May 17th. The final concept design is attached for your reference.

Elbert County News will be on-site Friday, May 16th at 4pm to cover the project. We encourage all MSBOD members to attend if possible to be included in the media coverage.

Staff would like to sincerely thank Brandon and Aleta Jeffress for their excellent partnership throughout this accelerated process. We're excited to see how this mural will enhance the entrance to our Main Street!

Staff Recommendation

Staff recommends the Board discuss any additional promotional opportunities for the mural installation.

Budget Considerations

N/A

Attachments

Final Concept Design



HISTORIC DOWNTOWN
ELIZABETH





TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

To: Main Street Board of Directors
From: Alexandra Cramer, Planner/Project Manager
Date: May 12th, 2025
Subject: Discussion on Public Art Initiative for Main Street

Summary

With the streetscape project nearing completion, there's an exciting opportunity for our board to expand public art presence along Main Street. Given the active involvement of the Elbert County Artist Guild (ECAG) and strong community appreciation for the arts, staff believes we can develop a meaningful partnership with local artists.

If prioritizing public art on Main Street is of interest to this board, we should begin considering a sustainable annual budget for art promotion. Staff recommends that interested MSBOD members attend an upcoming ECAG meeting and extend an invitation for ECAG representatives to attend one of our meetings. These discussions would help clarify what type of partnership would benefit both organizations, explore potential art projects and capabilities, and establish approximate annual costs.

For reference, several examples of public art installations from around the state are attached. These examples can help the board identify preferred styles and approaches for future art initiatives on Main Street.

Staff Recommendation

Staff recommends the Board discuss the proposed public art initiative and determine interest level in pursuing a partnership with ECAG.

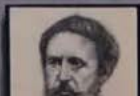
Budget Considerations

None at this time. Future budget recommendations will be presented based on Board direction.

Attachments

Public Art Installation Examples









City of Durango
Public Art Commission
Thank Art in Love
Program







TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

To: Main Street Board of Directors
From: Alexandra Cramer, Planner/Project Manager
Date: May 12th, 2025
Subject: Discussion on Videography Interns and Main Street Promotional Content

Summary

Staff has recently met with Elizabeth high school students regarding potential media internship opportunities with the Town. We currently have at least two students with videography experience who have expressed interest in participating. Staff is seeking input from the MSBOD regarding potential promotional video concepts that could effectively showcase Main Street and attract more public engagement.

Staff Recommendation

Staff recommends the Board discuss and provide direction on promotional video concepts that would best represent Main Street's unique character and appeal to the targeted demographics.

Budget Considerations

N/A

Attachments

N/A



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: May 12th, 2025
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Construction Update

- a. Construction is ongoing on the west side.

2. Ornaments

- a. Michael Hussey has provided the MSBOD with a draft for the 2025 Ornament.

3. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Main Street NOW 2025 was held on April 7-9th in Philadelphia, PA. Carrie, Brandon and Alex attended the conference.

4. 2025 Q1 stats are being submitted to DOLA on 4/14/25.

5. HAB Update.

- a. The HAB is conducting a Coloring Contest during the month of May with the K-5 students at Running Creek Park Elementary, Singing Hills Elementary, and Legacy Academy.

6. Town of Elizabeth - Façade Grant

- a. Façade grant awards for the first round of 2025.
 - i. \$4,500 – 122 Main St
 - ii. \$2,000 – 188 Main St
 - iii. \$1,000 – 392 Main St
- b. There is no remaining money in the budget for a second round in 2025. The Façade Grant Program Committee will need to request funding from the BOT for FY26.

7. Locable

- a. Staff is updating all business pages on Locable. Staff has posted on social media inviting all businesses to have a page on Locable.

8. Main Street Mural

- a. The installation of the mural begins on Monday, May 12th with completion set for Saturday, May 17th.
- b. The MSBOD is invited for a picture by the mural on Friday, May 16th at 4pm. This will be utilized for a newspaper article and Facebook posts.

9. Main Street Promotional Video

- a. Through DOLA Main Street, each Main Street program is being given the opportunity to participate in their own promotional video. We are working with



Slate Communications to put together a 5-minute video featuring our Main Street and its businesses. We will be filming on February 21st, and will have a draft by May.

- b. Slate Communications completed filming on 2/21. Our interviewees did great and Slate got some good footage of all the businesses on Main Street.

10. Main Street Flowers

- a. Staff is working with Marjorie Engle on getting flowers for the Main Street. We are waiting to hear back from the Elbert County Gardeners on their participation. This may take form in providing flowers to Main Street businesses rather than going in to the new planter boxes along the streetscape.
- b. CD Staff, Public Works and Town Administration are working together on the landscaping details for the new planter boxes.

11. Main Street Parking Lot

- a. The site plan for the parking lot was approved by the BOT on 2/21.
- b. The RFP for this project is active.
- c. The BOT approved a contractors bid for the project on 4/30.

12. MSBOD Stampede Booth

- a. Please sign up for a timeslot on the Google Doc sign-up sheet for the booth at the Stampede on 6/6, 6/7 & 6/8. Reach out to Staff for any assistance.
- b. Bags, stickers and temporary tattoos have been ordered.

13. Main Street Networking Event

- a. This year's networking event is on May 15th from 6-7:30pm at EBC.
- b. We are utilizing the Elizabeth High School's catering class to provide appetizers and desserts for the event.
- c. Staff is meeting with the Chamber of Commerce to collaborate on this event.
- d. Staff has secured Smokey Trails BBQ to set up at the event.
- e. Free meal tickets are being emailed to all Main Street business and property owners as a thank you for getting through the streetscape project.

14. MSBOD & BOT Workshop

- a. The MSBOD is scheduled for a 5-7pm workshop with the BOT on July 22nd.
- b. This will provide an opportunity to discuss the board's vision moving forward with Main Street programming efforts, archway consideration, and any other initiatives.
- c. DOLA Main Street will be attending this workshop to do a brief presentation on the program to the BOT.
- d. Mike Scholl with Ayres Associates will be doing a presentation on a Gesin Lot Redevelopment Roadmap that was done as part of a DOLA Main Street service.