



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, August 14, 2023 at 8:30 AM
Town Hall, 151 S. Banner Street**

CALL TO ORDER

ROLL CALL

AGENDA CHANGES

UNSCHEDULED PUBLIC COMMENT

CONSENT AGENDA

- [1.](#) Minutes of the Regular Meeting of July 10, 2023

NEW BUSINESS

- [2.](#) Discussion regarding the Town of Elizabeth 5K Run
- [3.](#) Discussion regarding Façade Grant Program

STAFF REPORT

- [4.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
JULY 10, 2023**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, July 10, 2023, at 8:30 AM by Vice President Linda Bulmer.

ROLL CALL

Present were Vice President Linda Bulmer and Board Members Michael Hussey, Jeff Struthers, Kurt Prinslow, Brandon Jeffress, and Carrie Wedel. President Tedd Lipka was present via Zoom. There was a quorum to conduct business.

Also present were Community Development Director Zach Higgins, Planner/Project Manager Alexandra Cramer, Deputy Town Clerk Harmony Malakowski, and Community Development Administrative Assistant Dianna Hiatt.

AGENDA CHANGES

No changes from Staff.

No changes from the Board.

Agenda set.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

CONSENT AGENDA

1. Minutes of the Regular Meeting of June 12, 2023

Motion by Mr. Hussey, seconded by Mr. Jeffress, to approve the minutes from June 12, 2023.

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

NEW BUSINESS

2. Discussion regarding Town of Elizabeth 5K Run



Ms. Cramer provided an update to the Board regarding the 5K Committee's progress and what has been accomplished so far regarding this event to be held September 23, 2023, at 9:00 AM.

3. Discussion regarding Mayor's Tree Lighting Event

Vice President Bulmer discussed having an official event coordinator for this year's Mayor's Tree Lighting Event. Discussion followed.

Motion by Ms. Wedel, seconded by Mr. Jeffress, to recommend to the Board of Trustees that an event coordinator be hired this year for the Mayor's Tree Lighting Event.

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

4. Discussion regarding MSBOD Budget and Workplan

Discussion regarding proposed budget items and the workplan for next year.

A work session will occur July 24th at 8:30 AM to continue the budget discussion and discuss strategic planning regarding advertising.

5. Discussion and possible action regarding Friday Night Market

Motion by Mr. Hussey, seconded by Ms. Wedel, to allocate \$1500 from the budget to purchase swag and a tablecloth with the Main Street logo.

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

STAFF REPORTS

- Mr. Higgins will be requesting formal direction from the Board of Trustees regarding the Streetscape Design at the next Board meeting.
- DHM Design had the 1st kick-off meeting for the Monument Sign at Main Street. Discussion followed regarding Gesin Lot development.
- 2023 Christmas Ornaments are on schedule.
- Mr. Higgins provided training updates and reminders.
- No new updates available for Wi-Fi on Main Street.
- The Historic Advisory Board District Creation and Design updates are with the attorney now for legal review. Discussion followed regarding the Historic District creation.
- Discussion regarding building permit fees.
- Mr. Higgins will set up a workshop with the MSBOD and HAB to discuss some of the district creation concerns expressed by the Board.



BOARD REPORTS

- Vice President Bulmer shared part of a letter received from the owner of the Carriage Shoppes that will be provided to the Board of Directors. Discussion followed regarding economic development in Town.

ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Jeffress, to adjourn the meeting at 11:45 AM.
The vote of those Board Members present was unanimously in favor. Motion carried.

President Tedd Lipka

Deputy Town Clerk Harmony Malakowski



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: August 14, 2023
SUBJECT: Town of Elizabeth 5k

SUMMARY

Staff is considering opportunities which could promote Historic Main Street and its businesses. Many surrounding communities hold 5k runs as family friendly events that serve their own communities as well as draw crowds from outside their own Town boundaries. Staff feels that the Main Street Board could fund, seek sponsorships, organize, and help run a 5k to promote the Town's Historic Main Street. Given the planning that would be required, Staff suggests the race to occur sometime between July and September 2023.

Staff has found the following general items make up the bulk of planning for a 5k:

- Choose a theme
- Plan your route
- Get the proper permits and permissions
- Set a budget
- Set an official date and time
- Create an event page or website
- Recruit sponsors
- Marketing
- Order Race Day gear and essentials
- Recruit and organize race volunteers
- Coordinate with local government for police and medical assistance
- Coordinate cleanup effort

BUDGET

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has taken the 5K Committee's recommendation and allocated \$16,000 of that budget leaving \$4,875 currently unallocated.

The 5K Committee has put together an event budget which totals \$16,000.

This includes:

- T-shirts & medals: \$5,000 (150 each)
- Signage, advertising: \$2,500

- Event Coordinator: \$2,500
- Running Company Rentals:
 - Arch - \$100
 - Generator - \$50
 - Timing Clock - \$75
 - Bibs - \$20 per 100
- Porta Pot Rental: \$1,000 (2 regular, 1 handicap)
- Photographer: \$500 (\$250/hour)
- DJ: \$1,000
- Breakfast: \$1,000 (~\$7/150 ppl for pancakes)
- Drinks: \$750 (\$5/150ppl)
- Fun Run Equipment: \$1,000 (100 kids)
- Miscellaneous Expenses: \$425

Tentative Event Coordination Timeline:

March – Decide on Theme, Vet additional scope items, set a budget, set official date and time
 April – Decide on a design for Marketing/T-shirts, permits and permissions
 May – Reach out to vendors and other stakeholders with details, create event page or website, recruit sponsors
 June – Begin formal advertising
 July – Continue advertising/open ticket sales, order race day gear, recruit and organize race volunteers
 August – Coordinate cleanup effort
 September – 09/23/2023 Event Date

Race Website: <https://runsignup.com/Race/CO/Elizabeth/ElizabethHistoricMainStreet5K>

STAFF RECOMMENDATION

Continue to provide Staff with direction regarding the creation of a Town of Elizabeth 5k. Assign tasks to MSBOD members and 5K Committee to meet milestones.

ATTACHMENT(S)

Event Flyer



HISTORIC ELIZABETH
MAIN STREET
5K

5K and Family Color Run

When: September 23, 2023

Where: Elizabeth Main Street

Time: 9am-12pm

Registration closes at 8:30am

Sign up: townofelizabeth.org



SCAN ME

[https://runsignup.com/Race/
CO/Elizabeth/
ElizabethHistoricMainStreet5K](https://runsignup.com/Race/CO/Elizabeth/ElizabethHistoricMainStreet5K)



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: August 14, 2023
SUBJECT: Town of Elizabeth – Façade Grant Program

SUMMARY

Staff is seeking direction regarding the development of a Town of Elizabeth Façade Grant Program. The Historic Advisory Board and Main Street Board of Directors have both made formal recommendations that the Board of Trustees consider creation of a Town of Elizabeth Façade Grant Program. The Historic Advisory Board (HAB) sees this as an opportunity not only see general enhancement of historic properties in the Town, but also providing an incentive to be within a future historic district or on the Town’s historic register. The Main Street Board of Directors (MSBOD) believes this to be an opportunity to assist local businesses on Main Street in an impactful way that could drive additional traffic through their doors, as well as enhancing the overall appearance of Main Street.

Staff has provided two examples of façade improvement grant programs from other Colorado communities. Some things to consider if the Town is to pursue its own program include:

- Who is eligible (commercial and/or non-commercial properties) (historic or non-historic)?
- Is this targeted to a specific area or areas in Town?
- Is there a matching component and what is that ratio?
- Is the funding match different for registered and non-registered properties?
- What work is eligible?
- How much funding is available and for what period?
- What government bodies will manage/approve funding requests?
- Other factors after additional considerations are given.

The Board of Trustees would like to move forward with the creation of this program, Staff will work with the HAB, MSBOD, and BOT over the coming months with an intent to be ready for a rollout in the first quarter of 2024.



RECOMMENDATION

Town Staff recommends the Main Street Board, Historic Advisory Board, and Board of Trustees give Staff continued direction regarding the creation of a Town of Elizabeth Façade Grant Program.

ATTACHMENT(S)

Brush - Façade Grant Program Example

Montrose - Façade Grant Program Example

Facade Grant

Façade Enhancement Grant Program Description

Façade Enhancement Grant Program Guidelines and Application



Before submitting an application, please read the guidelines carefully.

Guidelines are included within the link above or below for your convenience.

NOTE: The Façade Grant Program has been revised for 2023 as part of the Brush! C.A.R.E.S. Program

The City of Brush! Community Development Department, in partnership with the Brush Area Chamber of Commerce Design Committee, in their continuing effort to support the development of local small commercial and retail businesses facilitate the Façade Enhancement Grant Program for all business owners and operators within the City limits. The following outlines the details of The City of Brush! Façade Enhancement Grant Program.

What is a Façade Enhancement Grant Program?

The City wishes to encourage and support building and business owner investment in the upgrade of their existing building storefront. The Façade Enhancement Grant Program is a process where the City will provide a 25% matching grant to business or building owners who construct eligible improvements to the façades of their buildings up to a maximum award amount ranging from \$1,000 to \$10,000 depending on the category of work being done. The building or business owner who has funded the majority of the improvements must apply for and be approved in order to receive the 25% matching grant.

The following provides the program's criteria for eligibility and the approval process.

Eligible Properties and Applicants

All commercially operated buildings within the City limits are eligible for the Façade Enhancement Grant Program. Multiple grants can be awarded per building within a five-year period however the cumulative maximum award is \$10,000 every five years per property. Any building with a zoning or building code violation is not eligible for the program. All bills, charges, or taxes due to the City of Brush! must be current. Any commercial building owner, or business owner with building owner authorization, may apply for the grant. Grant funds are dispersed on a reimbursement basis once the completed work has been verified by City staff as compliant with the plans in the approved application. Any deviation from the approved grant project may result in the total or partial withdrawal of the grant. An 'After' picture and receipts for the finished work must be submitted within 45 days of project completion for reimbursement.

Eligible Improvements

Any exterior portion of a building that is visible to the public is eligible. This can include the front, back, and sides of the primary building, exterior doors, windows, and repair or replacement of masonry or any other decorative elements that are an integral part of the façade. The first priority will be given to the building façades that face the street.

Ineligible Improvements

Grants are not eligible for interior renovations, roof repair, or work covered by insurance.

Façade Enhancement Grant Program Categories

Design Assistance

- It is highly encouraged, though not required, to consult with Main Street Colorado for a design consultation as they offer the service for free.
- Grants up to \$500 (no match required) for design services is provided.

Paint

- 25% matching grant up to \$1,000.

Awnings

- 25% matching grant up to \$1,000.

Signs

- 25% matching grant up to \$1,000.

General Façade Improvement

- Maximum grant award up to \$3,500 (minimum of \$15,000 in work is required to receive to the maximum award in this category).

Historic Character Enhancement

- Improvements that provide historic rehabilitation or enhance the historic character of properties located within the Main Street District.
- This category is reserved for projects that take a more restorative approach to facade improvements.
- Maximum grant award up to \$5,000 (minimum of \$15,000 in work is required to receive the maximum award in this category).

Administration

Applications will be reviewed on a first-come, first-serve basis. The Community Development Department has discretion regarding if and what level they may choose to fund a project.

Applications Process

1. Meet with a City or Chamber representative.



2. Utilize a design service - coordinate with a City or Chamber representative.
3. Prepare and submit a complete application with a 'Before' picture to City staff, or City Historic Preservation Board if pursuing Historic Character Enhancement.
4. If approved by the City Historic Preservation Board, the application is then sent to City staff for final analysis, review, and approval.
5. Upon completion of the review, City staff will provide a written response to the applicant outlining approval, approval with conditions, or denial of the application.
6. After receipt of the written response, and should the application be approved, the project can now commence.
7. Applicants have three months to start work after approval or the application becomes null and void.
8. Projects MUST be completed within 12 months of approval.
9. Once work is completed, the applicant must submit an 'After' picture and final receipts/bills within 45 days of project completion.
10. City staff inspects and verifies completed work.
11. Should the final product be consistent with Committee/Board/Staff approvals, reimbursement of funds to the applicant will be authorized

Questions

The grant application and submittal requirements are included with this packet. If you have further questions regarding the Façade Enhancement Grant Program, the City of Brush!, Community Development Department can be reached at (970) 842-5002, or by email at tpurvis@brushcolo.com. Please direct communications to Tyler Purvis, Community Development Director.

Façade Improvement Matching Grant Program



About the Program

DART recognizes that the condition of the buildings in Montrose forms the basis of the public's overall impression of the community and reflects the vibrancy and historical value of the area. The Façade Improvement Matching Grant Program ("Façade Improvement Grant") has been designed to award DART funds as an incentive program for ongoing revitalization. Improvements to the exterior façades (front, back, or side) will support the purpose of DART to promote developing Montrose as an attractive, vibrant place where people converge, businesses thrive, and values rise.

This matching grant program will provide leverage to property owners for projects and enhance the functionality of properties. It is also intended to encourage compatibility between structures that have been renovated and those that have not to increase the overall aesthetic experience of Montrose.

What conditions apply?

- All nongovernmental commercial property owners are eligible.
- Priority will be given to improvements that eliminate blight and make the greatest visual impact on the surrounding environment, particularly those that have a prime location, historical or community/social value, as determined by the DART Board.
- The application must be made by the property owner unless permission is granted in writing to the tenant by the owner. Grant-funded improvements are meant to be permanent and lasting in nature.
- The minimum award is \$2,000 and the maximum award is \$25,000 per project per five-year cycle. The grant requires a \$1:\$1 match by the applicant and a \$0.25:\$1.00 match if the building has been designated on the City of Montrose Historic Register.
- Work must be started within three months of the date of approval and must be completed within twelve months of approval. Extensions may be granted at the discretion of the city manager.
- Applicants seeking to make exterior improvements on buildings that are designated on the City of Montrose Historic Register must seek approval of the Montrose Historic Preservation Commission and the DART Board prior to commencement of work.
- All applicants must seek prior approval from the DART Board before starting improvements. The board has the discretion to

approve or deny applications for funding. The city manager or designee has final approval authority.

- Applicants that are under contract, but have not started improvements, may be eligible for reimbursement. Please contact DART staff.
- Grant payments will be made directly to contractors upon completion of improvements. In order for payments to be issued, documentation of proof of payment will be required including receipts, invoices, copies of cleared checks, and assurance in writing from the property owner that the work has been satisfactorily completed, if applicable. The contractor will be required to submit a W9 form to receive payment.
- This program is designed for buildings that are already constructed and does not apply to new builds.

What is grant-eligible?

- Add new awnings, lights, non-commercial murals, or other exterior amenities
- Uncover or rehabilitate the historic exterior of an existing building
- Eliminate blighted conditions like dark alleys, broken fixtures, or inaccessible entryways
- Remove non-historic features
- Add window/display areas

What is NOT grant-eligible?

- Non-permanent fixtures (tables, flower planters, etc.)
- Anything not seen from the public right of way unless it is a structural element necessary for façade improvement
- Any element of the proposal deemed to be inconsistent with city codes and/or zoning
- Commercial signs

- Restore brickwork, wood, masonry, stucco, or siding
- Replace, repair, or add architectural details like cornices or transoms
- Repair or replace windows and doors
- Pointing of brick and mortar joint repair
- Entryway renovation

What if my property is historic?

- Historic properties are eligible for a \$0.25:\$1 match if a property is at least fifty years old and the owner applies for the property to be designated on the City of Montrose Historic Register and is approved. This additional incentive will also require approval by the [Historic Preservation Commission](#) and DART Board prior to commencement of work.
- Any property previously designated on the City of Montrose Historic

What if my property isn't historic?

- Even if your property is not considered historic, the Façade Improvement Grant can still work for you!
- The [City of Montrose Comprehensive Plan](#) strongly emphasizes the unique and historic nature of many parts of the community. Therefore, renovation of a non-historic building should attempt to complement that theme where applicable.
- Existing building features of non-historic properties

Register is also eligible for a \$0.25:\$1 match and must follow the same approval process.

and/or enhanced to be compatible with and complementary to historic structures nearby.

- The use of high-quality, durable materials is encouraged. Long blank walls that lack visual interest should be avoided. The enhancement of outdoor spaces and improvements that add visual interest are encouraged.
- As with all projects, the improvements must conform to the City of Montrose Municipal Code requirements.

How do I apply?

- Meet with DART staff to review the conceptual design and to establish eligibility.
- Finalize the façade improvement plans by working with architects, engineers, and builders. Attempted proof of at least two cost estimates is required for the application.
- Submit the attached application, which will be reviewed by the DART Board, and Historic Preservation Commission if the building is designated. Applicants seeking historic register designation will be directed to the city's planning department.

- If approved, begin work on the project within three months. Keep a detailed and accurate accounting of actual costs.
- Within 12 months of approval, complete the project and submit a final report with photos, invoices, and receipts.
- If all requirements of the grant have been met, contractors will be paid.

Complete Online Application

Download Fillable Application Form

 Government Websites by [CivicPlus®](#)



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: August 14, 2023
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Design Update

- a. The Board of Trustees approved the PSA with CORE Engineering for the Streetscape Design on 01/11/2022.
- b. The certified letter was distributed to property owners and business owners on 01/14/2022.
- c. The Revitalizing Main Street Grant application was completed and sent to CDOT on 02/04/2022 before the deadline.
- d. Second Public Meeting occurred on June 30th at 6:00pm.
- e. A second certified letter has been distributed to property owners to notify regarding the second public meeting on June 7th.
- f. The third public meeting has been set for 10/13/2022.
- g. The Board of Trustees have heard progress on the project and provided further direction at their 09/13/2022 workshop.
- h. Streetscape Design Check In meeting was held and feedback received. The feedback received will be presented to the BOT in a memo at their 11/15/2022 meeting.
- i. The Add Services agreement with CORE was approved by the BOT on 11/29/2022.
- j. The BOT heard Main Street recommendations from Stolfus related to their Old Town Traffic Study at their 02/14/2023 BOT meeting.
- k. Staff received direction from the BOT at their 02/14/2023 regarding parking and traffic movement on Main Street. The BOT tabled the resolution to update the street cross-sections in order to obtain additional information.
- l. MSBOD and BOT met on 04/01/2023 for a work session. BOT gave direction on Streetscape. Staff is working on implementing direction.
- m. The Streetscape Amendment #2 has been approved by the BOT on 05/09/2023.
- n. Manny presented the options based on block-by-block analysis on 06/27/2023.
- o. Staff is seeking formal direction based on the block-by-block analysis on 07/11/2023.
- p. The BOT has given formal direction to accept the block-by-block recommendations from CORE Engineering. They have also given direction to save the four trees in the 500 block of Main Street and remove parking from the



West side of that block. CORE Engineering is working on providing the cross-sections required for adoption by resolution.

- q. The next Streetscape meeting will take place on 08/24/2023 here at Town Hall at 6pm. CORE will present their updated CAD layout and DHM will present their updated landscaping and street furniture design.

2. Gesin Lot

- a. The Board of Trustees was presented with a proposal regarding the Gesin Lot by Gene Gregory. The Town is acquiring property valuation before continuing discussions with Mr. Gregory.
- b. The Board of Trustees is exploring additional options for the Gesin Lot before continuing conversations with Mr. Gregory.
- c. Mr. Gregory presented his latest proposal to the BOT on 02/28/2023. The Town is putting together a price for the property to be considered.
- d. The Board of Trustees has decided to not pursue Mr. Gregory's proposal further at this time.
- e. Staff will be seeking a site feasibility study for the Gesin Lot through DOLA.
- f. The monument sign/clock tower RFP has been distributed. The proposals will be reviewed on 05/11 at 2pm.
- g. DHM Design has been awarded the contract by DOLA. The Kick-Off meeting took place on 06/26 followed by the Design Charrette.
- h. DHM Design will be holding their second meeting, to review and give feedback on three options on 08/14/2023 at 6pm here at Town Hall.

3. Ornaments

- a. Tom Pollard has provided pricing for this year's ornaments. The total will be \$2,195.00 which includes art and tooling, 200 ornaments, boxes with info sheet, and shipping.
- b. The Town has received this year's ornaments.

4. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. CO APA Conference will be held at the Cheyenne Mountain Resort 09/27-09/29. Please let staff know if you would like additional information.

5. WiFi on Main Street

- a. Town working with Maverix to provide wireless internet service to Main Street and possibly Running Creek Park

6. Second quarter stats have been submitted to DOLA.

7. HAB District Creation and Design Guideline Update

- a. **The HAB held their second public meeting on Historic District Creation and Design Guideline update on 06/12 at Town Hall.**