



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, February 10, 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 from the Regular Meeting of January 13, 2025

NEW BUSINESS

2. Discussion regarding Chamber of Commerce Partnership update
3. Discussion regarding Main Street Flower Program

STAFF REPORT

4. Staff Report

BOARD REPORTS

ADJOURNMENT



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS

January 13, 2025

CALL TO ORDER

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, January 13, 2025, at 8:34 AM by President Linda Bulmer.

ROLL CALL

Present were President Linda Bulmer, Vice President Brandon Jeffress, and Directors Jeff Struthers and Michael Hussey. Directors Tedd Lipka, Kurt Prinslow and Carrie Wedel were not present. There was a quorum to conduct business.

Also present were Town Administrator Patrick Davidson, Planner/Project Manager Alexandra Cramer, and Deputy Town Clerk Harmony Malakowski.

PUBLIC COMMENT

There was no public comment.

AGENDA CHANGES

Ms. Cramer requested to add a new item at the beginning of New Business to address the discussion and possible action regarding the RAISE Grant opportunity.

No changes from the Board.

Agenda set.

CONSENT AGENDA

1. Minutes of the Regular Meeting of December 9, 2024

Motion by Director Hussey, seconded by Vice President Jeffress, to approve the Consent Agenda as presented.

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

NEW BUSINESS

2. Discussion and possible action regarding the RAISE Grant opportunity.

Mr. Davidson provided a staff report.



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Motion by Vice President Jeffress, seconded by Director Hussey, to sign a letter of recommendation from the Main Street Board of Directors in favor of pursuing the RAISE Grant opportunity.

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

3. Discussion and possible action on Main Street Board of Directors Resolution 25-01, a Resolution establishing a designated public place for the posting of meeting notices pursuant to C.R.S. 24-6-401(2)(c)

Motion by Vice President Jeffress, seconded by Director Hussey, to approve the Main Street Board of Directors Resolution 25-01, a Resolution establishing a designated public place for the posting of meeting notices pursuant to C.R.S. 24-6-401(2)(c).

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

4. Discussion and possible action regarding officer elections

Motion by President Bulmer, seconded by Director Hussey, to elect Carrie Wedel as President and Brandon Jeffress as Vice President for 2025.

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

Newly elected President Wedel was not present. Former President Bulmer continued to lead and finish out the meeting.

Discussion followed regarding open seat positions coming up.

5. Discussion regarding Main Street business Locable enrollment strategy

Ms. Cramer presented options for reaching out to local businesses for training and sign-ups for the Locable website. The Board provided Staff direction.

STAFF REPORT

- Director Bulmer had a question regarding an event coordinator for this year's Friday Night Markets.
- Vice President Jeffress had a question regarding the Community Development Director position.
- Director Struthers wanted an update regarding the Main Street Streetscape construction timeline.
- Planner/Project Manager Alexandra Cramer provided updates regarding:
 - Streetscape
 - 2024 Ornaments
 - Façade Grant
 - Use of DOLA Main Street mini grant funds



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

- Discussion followed regarding the potential mural at 86 & Main.

BOARD REPORTS

There were no further Board reports.

ADJOURNMENT

Motion by Director Hussey, seconded by Vice President Jeffress, to adjourn the meeting at 9:32 AM. The vote of those Directors present was unanimously in favor. Motion carried.

President Carrie Wedel

Deputy Town Clerk Harmony Malakowski



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: February 10th, 2025
SUBJECT: Discussion regarding Chamber of Commerce Partnership Development Update

Summary

The MSBOD Chair, Vice Chair and staff met with Mary Martin from the Chamber on January 22nd to explore potential collaboration.

Discussion Points:

- Event Coordination
 - Joint networking opportunities
 - Elizabash collaboration
 - Student program involvement
- Resource Sharing
 - Chamber materials at Town Hall
 - Unified business resource hub
 - Quarterly updates between organizations
 - Collaboration on grants
- Economic Development
 - Community Reinvestment Act partnerships
 - Business permit streamlining
 - Chamber Visitor Guide collaboration

Next step is scheduling a meeting with DOLA to discuss alignment with state Main Street initiatives.

Staff Recommendation

Staff will continue developing these concepts and provide updates as specific initiatives take shape.



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: February 10th, 2025
SUBJECT: Discussion regarding Main Street Flower Program

Summary

As we prepare for streetscape construction completion and spring's arrival, it's time to discuss beautification and flowers along Main Street. Our 2025 workplan includes an Adopt-a-Pot program, which could take shape in several ways:

Businesses could adopt and maintain the new planters being installed with streetscape improvements, or Main Street could purchase separate pots for participating businesses to place near their storefronts.

We should reach out to Elbert County Master Gardeners to explore their interest in participating. Their expertise would be invaluable as we develop this program.

Since there's currently no flower budget for this year, implementing this program would require a budget reallocation discussion at next month's meeting once we've determined the program's scope.

Staff Recommendation

Staff requests board input on program direction and scope. If we move forward, we need two board members to lead this initiative and gather information for the March meeting to inform budget decisions.



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: February 10th, 2025
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Construction Update

- a. Type I and Type II concrete has been poured for both sides of the street south of the Carriage Shoppes. The west side of Main Street has been poured up to Elm Street. Benches, bike racks, and trash receptacles have been mounted on the southern two blocks. Spruce Street asphalt has been completed. CORE Electric is in the process of undergrounding the electric so the overhead lines and poles can be removed. Work on the north end of Main Street will begin after January 1st, 2025.

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 held their second meeting, to review and give feedback on three options on 08/14/2023 at Town Hall. The archway over Main Street was chosen by the group. DHM is working on additional design development before presenting to the BOT.
- i. The MSBOD made a design recommendation to the BOT. The BOT have moved forward with the MSBOD design recommendation at their 11/28/2023 BOT meeting.
- j. The Town will be seeking grant funding for this project through the T-Mobile Hometown Grant in the first quarter of 2024.



- k. The Town is starting the process of creating an RFP for the design and development of the Gesin Lot.
- l. DHM has presented the 60% design set to the Town for review of the Main Street Archway Sign.
- m. Gesin Lot RFP draft is being reviewed by the BOT on 06/11/2024. Planning for a RFP release of July.
- n. Gesin Lot RFP received zero bids. The Main Street Board and BOT may consider a different approach moving forward. It was discussed to court potential developers based on completed projects that are similar to what is desired. Could put out an RFQ in Spring/Summer 2025. Also could consider subdividing the lot to allow for smaller scale development from different entities that may better reflect scale and style of Main Street Elizabeth.

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. Ornaments are available for purchase by the Main Street businesses.
- c. All 200 ornaments have been purchased from the Town for 2023.
- d. Michael Hussey has provided the MSBOD with a draft for the 2024 Ornament.
- e. Ornaments were ordered and arrived in September.
- f. Current sales are at 160 sold with 89 left in the Town's inventory.

4. 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 will be held April 7-9th in Philadelphia, PA. Please alert staff if you are interested in attending.

5. WiFi on Main Street

- a. The Town is working with Maverix to provide wireless internet service to Main Street and Running Creek Park. Maverix to met with the BOT on October 10th, 2023.
- b. BOT has approved Maverix contract and Maverix team is moving forward with infrastructure improvements.
- c. Fiber has been pulled and equipment is being installed and set up for deployment.

6. 2024 Fourth quarter stats are being submitted to DOLA on 1/15/25.

7. HAB Update.

- a. The HAB has tabled their efforts to establish a historic district.



- b. The HAB has recently completed a vision workshop and updated their workplan with more public relations and outreach efforts.

8. Town of Elizabeth - Façade Grant

- a. The first three applicants have completed their improvement projects.
- b. Six projects have been presented to the Historic Advisory Board for the January 2025 round.
- c. Yard signs have been made and received to promote completed projects.
- d. After this round of awards are given, Staff will send update to newspaper.

9. Locable

- a. Staff has purchased the Locable package as directed and is in the process of starting the website.
- b. Staff is compiling a list of businesses and partners to provide to Locable. Locable will hold a kickoff call and subsequent virtual community meeting.
- c. Locable has completed a draft of the website which will continue to be updated as Staff and the MSBOD provide feedback. The website will be ready for a “soft launch” at the MSBOD Networking Event.
- d. Staff is exploring late February and early March dates to begin trainings with individual businesses and organizations.

10. Main Street Mini Grant Funds (DOLA)

- a. During the December 2024 meeting, the MSBOD decided to try and pursue a mural in order to spend the Main Street Mini Grant Funds (\$20,000). Upon direction from the board, Staff reached out to Some Girls and a Mural and received a quote and timeline. They stated their interest in the project and ability to complete it by June and to stay within the \$20,000 funding.
- b. The use of the mini-grant funds will be going to the BOT for approval on February 11th.

11. 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.