



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, March 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 February 10, 2025

NEW BUSINESS

2. Introduction of Prospective Board Member - David Cox
3. Discussion regarding Main Street Grand Reopening & Stampede Booth

STAFF REPORT

4. Staff Report

BOARD REPORTS

ADJOURNMENT



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS

February 10, 2025

CALL TO ORDER

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, February 10, 2025, at 8:37 AM by President Carrie Wedel.

ROLL CALL

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

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

PUBLIC COMMENT

There was no public comment.

AGENDA CHANGES

President Wedel requested to add two new items at the end of the agenda. The first item was to discuss the Sunshine Law, and the second item was to discuss what Ms. Wedel will be presenting to the Board of Trustees meeting on Tuesday as an official representative of the Main Street Board of Directors.

No changes from Administration.

Agenda set.

CONSENT AGENDA

1. Minutes of the Regular Meeting of January 13, 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 regarding Chamber of Commerce Partnership Update



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

Ms. Cramer provided a Staff report. Discussion followed.

Mr. Davidson left the meeting at 9:00 AM.

3. Discussion regarding Main Street Flower Program

Ms. Cramer provided a Staff report. Discussion followed.

4. Discussion regarding the Sunshine Law

President Wedel wanted to remind the Board on what was allowed and not allowed per the Sunshine Law. Staff provided input and discussion followed.

5. Discussion regarding President Wedel's presentation at the Board of Trustees meeting.

President Wedel will be making a statement on behalf of the Main Street Board of Directors at the Board of Trustees meeting February 11th. Discussion followed regarding what will be presented.

STAFF REPORT

- Director Bulmer had a question regarding the Façade Grant program.
- Planner/Project Manager Alexandra Cramer provided updates regarding:
 - Streetscape
 - Gesin Lot
 - 2024 Ornaments
 - Training
 - Main Street NOW conference
 - Historic Advisory Board oral history and property research programs
 - Locable training
 - Use of DOLA Main Street mini grant funds
 - Main Street promotional video

BOARD REPORTS

There were no further Board reports.

ADJOURNMENT

Motion by Director Hussey, seconded by Director Struthers, to adjourn the meeting at 10:18 AM. The vote of those Directors present was unanimously in favor. Motion carried.



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

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: March 10th, 2025
SUBJECT: Introduction of Prospective Board Member - David Cox

Summary

Staff would like to introduce David Cox, who is applying to fill our soon-to-be vacant board seat. David is attending today's meeting to introduce himself, answer any questions you may have, and gain a better understanding of our current initiatives by observing today's discussions.

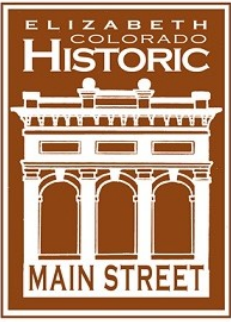
Following today's introduction, he will proceed to the Board of Trustees for appointment on March 25th.

Staff Recommendation

Board members are encouraged to welcome David and engage with any questions they may have about his background, interest in Main Street, or vision for downtown Elizabeth. A brief round of introductions would be appropriate at the beginning of this agenda item.

Attachment(s)

David Cox's Application and Letter of Interest



APPLICATION FOR APPOINTMENT ELIZABETH MAIN STREET BOARD

Please complete the following application for consideration for service on the Elizabeth Main Street Board of Directors. Along with this application please submit a letter of interest for the position describing your experience, expertise, and reasons you would like to be a member of the Main Street Board of Directors.

Name: David B. Cox
Address: 33540 Greystone Circle, Elizabeth CO 80107
Email: davidcoxroofer@gmail.com Contact Phone #: 303-808-1839
Occupation: Roofing/restoration contractor

Please list your areas of experience and expertise:

- Administration
- Accounting/Finance
- Program Development
- Communications
- Public Relations
- Design
- Marketing / Advertising
- Economic Development
- Historic Preservation
- Event Management
- Downtown Business Activity

Additional areas of expertise/ experience 30 years of retail development

Have you attended an Elizabeth Main Street meeting, event, forum, webinar, etc.?

- Yes
- No

If so, please explain your involvement.

Please submit this application along with your letter of interest. Make sure you have read through the Elizabeth Main Street Board of Directors job description and understand the position's responsibility and requirements.

Submit to: Alexandra Cramer, Planner/Project Manager acramer@townofelizabeth.org
Town of Elizabeth, 151 S Banner Street, PO Box 159, Elizabeth CO 80107 303-646-4166

Dear Elizabeth Main Street Board,

I am writing to express my strong interest in serving on the Elizabeth Main Street Board. In a recent conversation with Brandon Jefferies, I was asked if I would have any interest in getting involved with the downtown area of Elizabeth, and I am eager to contribute my expertise and passion to this important initiative.

My background and history make me well-suited for this role. I was raised northeast of Fort Collins on a cattle and corn farm, and I later attended Mesa State College and the University of Northern Colorado, where I studied graphic art. I earned a Graduate Gemologist degree from GIA.

From 1989 to 2013, I was the president of The Cricket Shop Corporation, which owned and operated 9 large women's swimwear and resort wear retail stores throughout South Florida. During this time, we private label manufactured a large portion of our inventory and were in high-end shopping districts.

I also served as the president of JMJ Associates, a commercial construction company that was primarily used for building out our retail units and constructing commercial buildings for our own use.

More recently, from 2008 to 2014, I owned a small chain of sports supplement stores in Florida and Virginia, where we branded and created most of the products we sold.

Since 2014, I have been in the roofing and restoration industry and currently own Rock Canyon Roofing Company with my wife, Tiffany Cox. We are a roofing and exterior restoration company that holds licenses in most jurisdictions on the Front Range and some mountain areas, specializing in commercial flat roofs.

In addition to my professional experience, I have also been actively involved in the community. I am currently an administrative board member for the Dads Of Elbert County (DOEC) non-profit outreach group, and I was previously on the board for a large horse rescue in the Elizabeth area. I was also the past president of a 629-home HOA in Naples, Florida.

I believe my diverse background, entrepreneurial spirit, and commitment to community engagement make me an ideal candidate for the Elizabeth Main Street Board. I am passionate about sustainable rural development, and I am eager to leverage my expertise in areas such as land use planning, commercial real estate, and community engagement to help shape the future of Elizabeth's downtown district.

Thank you for your consideration of my application. I would welcome the opportunity to discuss my qualifications and vision for Elizabeth's downtown in greater detail.

Please do not hesitate to contact me if you require any additional information.

Sincerely,

David B. Cox



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: March 10th, 2025
SUBJECT: Discussion regarding Main Street Grand Reopening & Stampede Booth Budget Allocation

Summary

With streetscape improvements nearing completion, we need to discuss allocation of our Main Street Grand Reopening funds. Originally, these funds were intended to be spent during Elizabash on the morning of June 7th to celebrate the completion of both the streetscape and archway installation. However, with the archway no longer being considered at this time, our approach may need adjustment.

It's important to note that a booth has also been reserved at the Stampede for Thursday-Sunday. Board participation at potentially both Elizabash and the Stampede should be considered so that we do not stretch ourselves too thin.

We should consider creating new promotional items to distribute at these events. Currently, we have a swag budget of \$870, a Main Street grand reopening budget of \$2,000 and a remaining Stampede booth budget of \$150 available for spending/allocation.

Staff Recommendation

Staff requests board direction on how to allocate these funds between Elizabash and the Stampede booth, what type of new promotional items to create, and how to effectively structure our presence at both events without overextending our resources.

Attachment(s)

2025 MSBOD Budget

ELIZABETH MAIN STREET PROGRAM BUDGET 2025**2025 MSBOD BUDGET TOTALS (\$15,500 BUDGETED)**

	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$7,500	\$1,883	\$ 5,617.14
ANNUAL MEMBERSHIP	\$500	\$0	\$ 500.00
NETWORKING EVENT (2)	\$500	\$500.00	\$ -
STAMPEDE BOOTH	\$500	\$150	\$ 350.00
MAPS AND MATERIALS	\$200	\$200	\$ -
ORNAMENT PROGRAM	\$2,000	\$2,000	\$ -
SOCIAL MEDIA ADVERTISING	\$600	\$600	\$ -
FNM VENDOR SCHOLARSHIP	\$330	\$330	\$ -
LOCABLE	\$2,000	\$2,000	\$ -
SWAG	\$870	\$870	\$ -
MAIN STREET GRAND REOPENING	\$2,000	\$2,000	\$ -
MAIN STREET 5K AND COLOR RUN	\$8,000.00	\$8,000.00	\$ -
TOTAL	\$15,000	\$18,533	\$ 6,467.14



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: March 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.
- b. Construction on the eastern side of Main Street is underway. Most of the sidewalks have been poured. Work on the northern west side of Main Street will begin soon.

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.
- o. Staff met with Mike Scholl from Ayres Consulting to discuss a development roadmap for the Gesin Lot. We are in discussions with doing a presentation to the BOT on his findings. Staff will update the MSBOD on when this presentation will be.

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.
 - e. Façade grant awards have been decided.
 - i. \$4,500 – 122 Main St
 - ii. \$2,000 – 188 Main St
 - iii. \$1,000 – 392 Main St
- 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.
 - e. Staff is updating all business pages on Locable. Staff will be posting on social media inviting all businesses to have a page on Locable.
- 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.
 - c. The mural project proposal was approved by the BOT on 2/11.



- d. Staff just received notification that a 25% match is required with the grant, so that needs to go back to the BOT for approval on 3/11.

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.
- 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.

12. Main Street Flowers

- a. Staff is working with Marjorie Engle on getting flowers for the Main Street planters. We are waiting to hear back from the Elbert County Gardeners on their participation.

13. 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 going out this week.