



# TOWN OF ELIZABETH

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**TOWN OF ELIZABETH  
MAIN STREET BOARD OF DIRECTORS  
Monday, June 10, 2024 at 8:30 AM  
Town Hall, 151 S. Banner Street**

**CALL TO ORDER**

**ROLL CALL**

**AGENDA CHANGES**

**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, state your name, and then address the Board. Your comments will be limited to 3 minutes. The Board 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. Thank You. If a response from Staff is requested, the President will direct Staff to have a response at the next regularly scheduled Board meeting.

**CONSENT AGENDA**

- [1.](#) Minutes of the Regular Meeting of May 13, 2024

**NEW BUSINESS**

- [2.](#) Discussion and possible action regarding 2024 MSBOD Budget
- [3.](#) Discussion regarding 2025 Workplan and Budget

**STAFF REPORT**

- [4.](#) Staff Report

**BOARD REPORTS**

**ADJOURNMENT**



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS  
MAY 13, 2024**

**CALL TO ORDER**

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, May 13, 2024, at 8:31 AM by Vice President Brandon Jeffress.

**ROLL CALL**

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

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

**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 March 11, 2024

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the Consent Agenda.

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

**NEW BUSINESS**

2. Discussion regarding Gesin Lot RFP



Director Higgins provided a staff report. After much discussion, the Board provided direction to Staff.

### 3. Discussion regarding Historic Property parking requirements

Director Higgins provided a staff report.

Motion by Mr. Hussey, seconded by Mr. Struthers, to recommend to the Board of Trustees the removal of minimum parking requirements on properties located within the potential Historic District or are on the Local Historic Register.

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

### 4. Discussion regarding Historic Main Street 5K and Color Run

Planner/Project Manager Cramer provided an update to the Board regarding this year's 5K and Color Run.

## STAFF REPORTS

- Director Higgins provided updates regarding:
  - Streetscape Design.
  - Mr. Hussey provided an updated ornament design.
  - Mr. Struthers had a question regarding the utility marks on Main St.
  - Director Higgins provided his takeaways from the Main Street Conference he attended.
  - Reminder of the next joint workshop dates.
  - Façade Grant applications will start to be accepted in June.
  - Locable website is being built. Soft launch is anticipated by Thursday's networking event.
  - Main Street flowers need to be bought and coordinated with Public Works. Mr. Hussey will start to work on this with Staff.
  - Vice President Jeffress had a question about the status of the Town parking lot.

## BOARD REPORTS

- President Bulmer provided information regarding an upcoming discussion about people providing a haunted tour on Main Street.



## TOWN OF ELIZABETH

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### ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Struthers, to adjourn the meeting at 10:14 AM.

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

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President Linda Bulmer

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Deputy Town Clerk Harmony Malakowski



## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Historic Advisory Board

**FROM:** Zach Higgins, Community Development Director  
Alexandra Cramer, Planner/Project Manager

**DATE:** June 10<sup>th</sup>, 2024

**SUBJECT:** 2024 Budget Discussion

### Summary

The Main Street Board has reallocated its budget to accommodate the purchase of a Locable website in early 2024. With that reallocation, the Friday Night Market Vendor Scholarship was depleted as well as the Swag line item. With the bulk of the training and travel completed for the year, the Main Street Board appears to have \$1,289.21 remaining to reallocate to existing line items or an additional line item.

Flowers were recently purchased from Dutch Gardens and were planted by Town of Elizabeth Public Works. During the planting process, the Public Works team needed an additional \$200 of soil to complete the plantings.

### Staff Recommendation

Staff recommends that the Main Street Board of Directors discuss their budget priorities and make a formal reallocation to at minimum include an additional \$200 to the Flower Plantings line item.



**UPDATED BUDGET JUNE 06, 2024**

<b>ELIZABETH MAIN STREET PROGRAM BUDGET 2024</b>			
<b>2024 MSBOD BUDGET TOTALS (\$15,000 BUDGETED)</b>			
	<b>ALLOCATED</b>	<b>REMAINING TO BE SPENT</b>	<b>YTD</b>
TRAINING	\$6,000	\$ -	\$ 4,510.79
ANNUAL MEMBERSHIP	\$500	\$ 500.00	
NETWORKING EVENT	\$250	\$ 250.00	
FLOWER PLANTINGS	\$550	\$ -	\$ 750.00
MAPS AND MATERIALS	\$200	\$ 200.00	
ORNAMENT PROGRAM	\$2,000	\$ 2,000.00	
SOCIAL MEDIA ADVERTISING	\$600	\$ 600.00	
FNM VENDOR SCHOLARSHIP	\$0	\$ -	
LOCABLE	\$4,900	\$ -	\$ 4,900.00
SWAG	\$0	\$ -	
<b>TOTAL</b>	<b>\$15,000</b>	<b>\$ 3,550.00</b>	<b>\$ 10,160.79</b>



## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Historic Advisory Board

**FROM:** Zach Higgins, Community Development Director  
Alexandra Cramer, Planner/Project Manager

**DATE:** June 10<sup>th</sup>, 2024

**SUBJECT:** 2025 Budget and Workplan Discussion

### Summary

The Main Street Board should evaluate their approved workplan to begin to map out their 2025 budget request to the Board of Trustees. Evaluation should include what items have been or will be completed in 2024 as well as what is prioritized for 2025. The initial request will be made to the Board of Trustees at a workshop at 6:30pm before their July 23<sup>rd</sup> meeting.

### Staff Recommendation

Staff recommends that the Main Street Board of Directors discuss their budget priorities and start to formulate a budget request.



FOUR POINTS CATEGORY	STRATEGIC PRIORITY	PROJECT	ACTIVITIES TO START	Timing (Q1-Q4)	Lead, Support	STATUS	Success Measure	BUDGETING (cost estimate, grant, sponsorship, donation)
Organization	Planning, Operations & Administration	Training	Attend two of the four quarterly trainings provided by DOLA	Quarterly	Zach, Alex, Board	Staff send training opportunities to Main Street Manager's Summit		\$4,000: DOLA Scholarship; MS BOD; DOLA technical assistance
			Main Street NOW Conference	March	Zach, Alex, Board	Register and make reservations for		
			Downtown Colorado Inc. In the Game Conference	April	Zach, Alex, Board	Register and make reservations for		
			Main Street Communities Field Trip	April	Zach, Alex, Board	Schedule with DOLA		
			Review multi-year strategic plan	Ongoing	Zach, Alex, Board			
			Annual budget preparation and submission to BOT	August	Zach, Alex, MSBOD			
		Annual Main Street Program Planning	Submit annual workplan to DOLA and BOT	December	Zach, Dianna, MSBOD			
			Quarterly reporting to BOT	Quarterly	Zach, MSBOD			
			Election of officers	December	Zach, Alex, MSBOD			
			Designated meeting posting place	1st meeting in January	Harmony			
			Submit annual mini-grant application	As needed	Zach, Dianna, MSBOD			
			Redeem annual scholarship from DOLA system	As needed	Zach, Dianna, MSBOD			
			Redeem annual mini grant from DOLA system	As needed	Zach, Dianna, MSBOD			
			Host DOLA site visit	November	Zach, Alex, Board			
			Report quarterly business stats to Main Street Board	Quarterly	Zach, Alex, Dianna			
			Submit quarterly reports to DOLA	Quarterly on the 15th	Zach, Dianna			
			Submit annual report to BOT	January	Zach, Dianna, Board			
			Retain membership of National Main Street Center	January	Zach, Alex, Board			
			Story map	Ongoing	Zach, Alex, Board			
			Webpage/ social media maintenance	Ongoing	Zach, Dianna, Main Street Intern			
			Coordination with local stakeholders (SBDC, Parks and Recreation, ENG, ECC, EACC, Elizabeth area business owners and residents)	Ongoing				
			Coordination with local, state, and federal agencies (BOT, ToE advisory boards, Elbert County, CTO, DOLA)	Ongoing				
			Maintain business inventory	Ongoing				
			Maintain property inventory	Ongoing				
Main Street Networking Event	February	Tedd, Linda, Staff	Scheduled with EBC	\$250				
Economic Vitality	Cultivate community wide partnerships to align shared goals and increase impact.	Connect businesses to resources (marketing, grants, education/training, consultants), serve as clearinghouse for small businesses.	Ongoing	Linda, Brandon, Carrie, Jeff				
		Streamline application/review process.	Ongoing	Linda, Brandon, Carrie				
		Implement a Façade Improvement Program Grant to support Main Street business improvements.	March, 2024	Linda, Brandon, Carrie				
Promotion	Create 80107 awareness of Main Street and promotion to residents.	Mayor's Tree Lighting: Event Coordination	January	Tedd, Linda, Staff, Carrie				
		Friday Night Market: Secure interns/volunteers to facilitate market & Friday Night Market: Secure vendors, book produce and food trucks	April	Brandon				
		Friday Night Market: Offer Main St Vendor Scholarship	January-April	Tedd, Linda, Staff, Carrie				
		5K/Family Fun Run:	March-September	Tedd, Linda, Staff, Carrie				
		5K/Family Fun Run:	Ongoing	Carrie				
		Leverage area events as an opportunity to attract people to Main Street.	Ongoing					
		Continue to develop the Main Street Program website and provide a community calendar of events, promotions and activities along Main Street.	March-June, 2024	Brandon, Carrie, Linda				
		Secure an intern to support social media marketing and management.	Ongoing					
		April, 2024	Tedd					
		Main Street Ornament Program	Recap	January	Michael, Jeff			
Choose Design	April-May							
Order	July							
Promotion	Cultivate community wide partnerships to align shared goals and increase impact.	Continue to foster communications with Board of Trustees to share the Value, Activities and Impact of Main Street		Carrie, Linda, Tedd				
		Continue to foster communications with outside organizations – Value, Activities and Impact of Main Street		Linda, Brandon, Carrie				
Design, Economic Vitality	Encourage Infill and Reinvestment along Main Street	Construct streetscape plan improvements	Complete design	May, 2024				
		Artist Design of Streetscape Features	Fall, 2024					
		Apply for streetscape construction grant	Completed					
		Apply for art/creative district grant	Summer, 2024					
		Start streetscape construction	August, 2024					
		Geisen lot development	Create an RFP for site development and development parameters	Summer, 2024	Linda, Kurt			
		Main Street Station	Advocate for Main Street Station Development and coordinate with town on site planning	Spring, 2024				
		Town owned parking lot	Give input on design	April-June, 2024	Brandon, Kurt, Carrie			
		Monument/gateway signage, CDOT Signage	RFP for Sign Fabricator	June, 2024	Brandon, Michael			
		Complete Design	September, 2024					
		Begin Construction	January, 2025					
		Support Town's Parks, Trails, and Open Space Master Plan/ Running Creek Park	Advocate for implementation of key projects that promote connectivity to Main Street District	July, 2024 - May, 2025	Kurt, Michael			
Main Street Flower Plantings	Identify partners & equipment to support watering throughout summer months	April	Michael, Jeff					
Select and plant	May							

FOUR POINTS CATEGORY	STRATEGIC PRIORITY	PROJECT	ACTIVITIES TO START	Timing (Q1-Q4)	Lead, Support	STATUS	Success Measure	BUDGETING (cost estimate, grant, sponsorship, donation)
Organization	Move up to Graduate Status	Have a succession/transition plan for	TBD	TBD				
		Update your building/property	TBD	TBD				
		Solidify your volunteer management	TBD	TBD				
		Update your business inventory of	TBD	TBD				



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** June 10, 2024  
**SUBJECT:** Staff Report

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## **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 30<sup>th</sup> at 6:00pm.
- e. A second certified letter has been distributed to property owners to notify regarding the second public meeting on June 7<sup>th</sup>.
- 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. A Streetscape meeting took place on 08/24/2023 here at Town Hall. CORE presented their updated CAD layout and DHM presented their updated landscaping and street furniture design.
- r. Staff met with CORE's lighting consultant to discuss streetlights.
- s. Staff submitted the Revitalizing Main Street Grant in September and was successful in receiving an award of funds. Staff is still working with CDOT in regards to the details around the award.
- t. Staff has submitted a \$1,000,000 grant request to the DOLA EIAF TIER II grant program on December 1<sup>st</sup>. Staff has presented to the Grant committee in February, 2024.
- u. Updated designs to accommodate less demolition have been created and will be presented to the MSBOD and BOT in early March.
- v. Staff has formally received notice of funding of \$1,000,000.00 through the DOLA EIAF Tier II Grant Program.
- w. Staff is working with CORE Engineering to receive final draft bid documents by May 15<sup>th</sup>.
- x. Staff is completing review of draft drawings. Bid process opens 06/09/2024.

## **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 date of 07/01/2024.

**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.

**4. Training Update/Reminder**

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Zach, Tedd, and Carrie attended the Main Street NOW Conference held May 6<sup>th</sup>-8<sup>th</sup> in Birmingham, AL. Plan to discuss highlights at the June MSBOD meeting.

**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 10<sup>th</sup>, 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 First quarter stats were submitted to DOLA on April 15.**

**7. HAB District Creation and Design Guideline Update**

- a. The HAB is starting a new effort for Design Guideline creation for 2024.
- b. The HAB has distributed their initial survey regarding the Design Guideline effort.

**8. MSBOD, HAB, PC, and BOT Joint Workshop**

- a. Tentative BOT and MSBOD Workshop schedule:



- i. COMPLETED 01/23/2024 – 5pm (Gesin Lot Discussion)
- ii. COMPLETED 04/23/2024 – 6:30pm
- iii. 07/23/2024 – 6:30pm
- iv. 09/24/2024 – 6pm (Advisory Board Budget Requests)

**9. Strategic Planning with Melissa Antol, COREFLECTION**

- a. COMPLETED - Please complete the survey by 01/15 @5pm
- b. COMPLETED - In-person workshop 01/29 4-8pm
- c. COMPLETED - Virtual workshop 01/30 6-8pm
- d. COMPLETED - Follow up during regular meeting on 02/12

**10. Town of Elizabeth - Façade Grant**

- a. The BOT has approved the Town of Elizabeth Façade Grant Program on 03/26/2024.
- b. The MSBOD needs to provide a Façade Grant Committee Member for 2024.
- c. First round of Façade Grant applications will be accepted from June 1<sup>st</sup>-June 30<sup>th</sup>.
- d. The HAB heard three project proposals in anticipation of full applications. Anticipated requests will total \$14,000-\$15,000.

**11. 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. Need to discuss full launch as well as adoption by Main Street businesses and trusted partners.

**12. Main Street Flowers**

- a. Main Street flowers have been purchased and planted. Watering will not be completed by Public Works for the 2024 summer season.