



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, March 13, 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 February 13, 2023

NEW BUSINESS

- [2.](#) Discussion and possible action regarding Main Street Board of Director's Candidate
- [3.](#) Discussion regarding Town of Elizabeth 5K run
- [4.](#) Discussion regarding Gesin Lot Monument
5. Discussion regarding Main Street Streetscape Design
6. Discussion regarding May Main Street Networking Event
7. Discussion regarding 2023 Ornament - Images and Ideas

STAFF REPORT

- [8.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
FEBRUARY 13, 2023**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, February 13, 2023, at 8:31 AM by Vice President Linda Bulmer.

ROLL CALL

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

Also present were Community Development Director Zach Higgins, Deputy Town Clerk Harmony Malakowski, and Community Development Administrative Assistant Dianna Hiatt.

AGENDA CHANGES

Mr. Higgins would like to add New Business item 5, discussion and possible action regarding the naming of the Friday night Farmer’s Market.

No agenda changes from Board Members. Agenda set.

UNSCHEDULED PUBLIC COMMENT

There was no unscheduled public comment.

CONSENT AGENDA

1. Minutes of the Regular Meeting of December 12, 2022

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the minutes from January 9, 2023.

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

NEW BUSINESS

2. Discussion and possible action regarding Town of Elizabeth Façade Grant Recommendation

Motion by Mr. Hussey, seconded by Mr. Struthers, to recommend to the Board of Trustees creation of a Façade Grant program.



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

3. Discussion regarding Town of Elizabeth 5K Run

The Board would like to sponsor such an event and directed staff to revisit the topic again next month with more information.

4. Discussion regarding Gesin Lot Monument

The Board would like to revisit this item at next month's meeting after the developer presentation to the Board of Trustees on February 28, 2023.

5. Discussion and possible action regarding the renaming of the Friday Farmer's Market

Motion by Mr. Hussey, seconded by Mr. Struthers, to recommend to the Board of Trustees that the Friday Farmer's Market name be changed to either Beer with the Deer or Creek Nights.

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

STAFF REPORTS

- Mr. Higgins provided the Board with an update regarding the Streetscape Design. The Old Town Traffic Study will be provided to the Board at the February 14th meeting.
- There will be a presentation to the Board on February 28th regarding possible development on the Gesin lot.
- The ornament program was very successful. Only 9 ornaments remain in Town stock.
- Mr. Higgins reminded the Board about an upcoming water training on March 7, 2023.
- DOLA would like to set up a meeting for a Pickaxe branding session. This session would be to generate ideas and to update our Main Street branding.

BOARD REPORTS

- Mr. Hussey updated the Board regarding the conference that he attended last week.
- Vice President Bulmer was curious if there was an update regarding the Grant that was applied for.
- Vice President Bulmer provided an update regarding discussions with Main Street businesses having a booth at the Friday Night Farmer's Market.



TOWN OF ELIZABETH

ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Prinslow, to adjourn the meeting at 10:05 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: March 14, 2023
SUBJECT: Main Street Board of Directors Candidate

SUMMARY

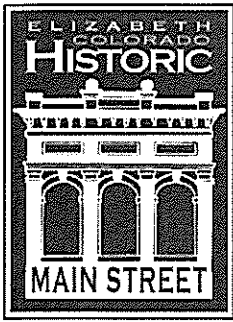
The Town has received one application for a Main Street Board of Director opening. Carrie Wedel has applied to fill the vacancy on the Main Street Board. The term for this seat is a three-year appointment starting 04/01/2023 through March 31, 2026. The Main Street Board of Directors has seven (7) seats with three (3) year terms. Carrie Wedel has provided a completed application, resume, and a letter of interest.

ATTACHMENT(S)

MSBOD Application

Resume

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 Board of Directors.

Name: CARRIE WEDEL

Address: 30115 CHISHOLM TRL

Email: C.WEDEL@CORE.COOP Contact Phone #: 303-913-2999

Occupation: Community Relations Specialist

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 _____

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: Zach Higgins, AICP Planner/Project Manager Town of Elizabeth
zhiggins@townofelizabeth.org – (303) 725-7496 – 151 S Banner Street, PO Box 159, Elizabeth CO 80107

Carrie Wedel

30115 Chisholm Trail, Elizabeth, CO – 303-947-6542 –
ctaylorwedel911@icloud.com

- Career** Action-driven leadership with more than ten years of management experience. Over 20 years of customer service and community outreach.
- Experience**
- Community Relations Specialist**
CORE Electric Cooperative, Sedalia, CO
May 2022 – current
- Plan and implement community outreach and member experience programmatic events. Provide community organizations, (Non-Profit and Service) with a single point of contact for organization resources and solutions. Work to create volunteer projects and strengthen and leverage relationships. Supports Board Member grant scope of work and annual audit process.
- Developing a strategic plan for Community investment, organizational engagement, and employee volunteerism. Oversees the charitable contributions program. Preparation of monthly donation budget reports for the Chief Member Experience Officer, CEO, and board members.
- Public Affairs and Outreach Admin**
CORE Electric Cooperative, Sedalia, CO
January 2019 – May 2022
- The administrator of over \$500,000 in charitable giving; member outreach programs including VTO, Education Grants, and Senior Citizen engagement; Board of Director elections and annual meetings; Project management for corporate Employee events and large member engagement events.
- Engineering Services Clerk**
CORE Electric Cooperative, Sedalia, CO
June 2017 – December 2018

Initial contact point for all new and upgrade projects for members and developers' applications. Small and medium residential application process development. Knowledge of rates and regulations, billing, membership, and power.

Manager Restaurant

Santiago's Mexican Restaurant, Castle Rock, Co.

February 2011 – June 2017

Directed sales and service in a 2 million-dollar-a-year restaurant. Managed daily operations, dealt with customers, and supported and worked with the owner to motivate growth. Guaranteed fulfillment of company policies and procedures, especially health and safety and quality. Hired and coordinated communications and training for new employees. Ensured results met clients' and owners' expectations. Organized and carried out large catering events.

Teacher in Parents as Teachers

Lincoln County School District #2, Afton, WY

August 2007 - June 2009

Built and maintained client base for home visit program. Performed in-home lessons and visits for up to 28 families per month, including keeping up-to-date and organized records of children's progress. Completed 20 hours of continuing education hours per year to maintain Parents as Teachers Certification. Created end-of-year reports for all children in the program. Participated in community education events representing both Parents as Teachers and Lincoln County School District.

Phone Order Representative / Key Lead

Artco Wedding Invitations/ Taylor Corp., Rexburg, ID

March 1996 - February 1998

Resolved client problems and complaints keeping cordial and helpful. Anticipated customers' needs and recommended products. Performed Data Entry tasks with precise and intense attention to detail. Trained new employees on software. Awarded Employee of the quarter for exemplary customer service and no errors.

Assistant Manager

Hearts Gas Station, American Fork, UT

December 1998 - June 2001

Hired and trained sales associates. Coordinated work schedules and assigned duties and responsibilities to each worker in the store. Supervised and evaluated cashiers' and sales associates' performance. Traced inventory, ordered merchandise, controlled sales, reconciled cash and receipts, and made bank deposits.

Human Resource Assistant / Inpatient Scheduler

Sunnyview Rehabilitation Hospital, Schenectady, NY

January 1992 – July 1994

Conducted timecard audit. Assisted HR manager with timecards, including manual entry and total hours. Assisted payroll manager in data entry. Acquired knowledge of payroll and benefits in a nonprofit platform. Scheduled inpatients for therapy with various Therapists, printed and distributed schedules—acquired knowledge of patient rights and privacy.

Education

Accounting Paraprofessional

BYU – Idaho, Rexburg, ID

May 1997

Student-teacher; volunteer VITA tax prep; 3.0 GPA.

Humanities – General Education

Schenectady County Community College - Schenectady, New York

1992-1994

Education, Humanities Maintained a 2.8 GPA in general studies.

Communication Developed the charitable donation program to become a critical member outreach and public relations asset.

Leadership Over 15 years of volunteer leadership in a church community, including cub scouts, teaching, and youth program directing.

March 2, 2023

Carrie Wedel
Community
Relations Specialist

Zach Higgins
Town of Elizabeth/Main Street Board
151 S Banner Street
PO Box 159
Elizabeth, Colorado 80107

Dear Zach and the Main Street Board,

Thank you for taking the time to consider my application to be a part of the Main Street Board for the Town of Elizabeth. My team member, Angie Bedolla, brought the opportunity to my attention. CORE's Manager of Local Government and Business Relations. My team is Business Development, and I am the Community Relations Specialist. I have been with CORE Electric Cooperative for five years and in this position for over three years. I administer the Director's community giving program, among other jobs relating to outreach, member experience and communications. I have also been involved with the Elizabeth Area Chamber through CORE's membership.

As a board member, I would act as a representative and liaison of CORE Electric Cooperative and represent the people of Elizabeth. I am a resident of Elbert County and live just outside of Elizabeth proper. I have lived there with my husband and kids for seven years. Elizabeth has been an integral part of our daily lives, as I shop, eat and pass through Elizabeth daily. My kids attended Elizabeth schools and one lives in Elizabeth proper, just a few blocks off Main Street.

As a board member, I would bring value and experience from both a business and personal perspective. I look forward to meeting you.



Carrie Wedel
Community Relations Specialist
CORE Electric Cooperative



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: March 13, 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

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has allocated \$12,125 of that budget leaving \$20,875 currently unallocated.

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 – Possible Late August Event Date, coordinate cleanup effort

September – Possible September Event Date

STAFF RECOMMENDATION

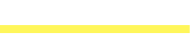
Continue to provide Staff with direction regarding the creation of a Town of Elizabeth 5k. Assign tasks to MSBOD members to meet milestones.

ATTACHMENT(S)

- Proposed Town of Elizabeth 2.5k Walk Route
- Proposed Town of Elizabeth 5k Race Route



Proposed 2.5K
Walk Route



Proposed Race Route



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: March 13, 2023
SUBJECT: Gesin Lot Clock Tower/Monument/Sign

SUMMARY

Staff has reached out to Gayle with DOLA’s Main Street Program per the direction of the MSBOD. Gayle does not believe there is enough money in the current funding year’s budget to assist. This would put DOLA’s ability to assist into FY 2024/July, 2023. This would give Gayle’s team over three months to help define a scope of work for the project and compile an RFP for bid.

An easement will also need to be established, so that if the Gesin Lot is sold to a private developer, the land in easement and whatever is constructed upon it is protected. Staff has a scope meeting scheduled with DOLA on 03/13/2023 to discuss further.

STAFF RECOMMENDATION

Provide Staff with direction regarding how the MSBOD would like to proceed with DOLA’s Main Street Program assistance with Gesin Lot clock tower/sign/monument.

ATTACHMENT(S)

N/A



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: March 13, 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.

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.

3. Ornaments

- a. The initial order of 100 ornaments have been sold out from the Town.



- b. Of the second order of 50 ornaments, 9 remain in Town inventory.
- 4. Training Update/Reminder**
 - a. Main Street Now Conference will be held in Boston, MA on March 27-29, 2023.
 - b. Planning Commission has one upcoming training scheduled:
 - i. Town Water Consultants providing Water 101 on 03/07/2023 @6:30pm
- 5. Third quarter stats have been submitted to DOLA by 10/17.**
- 6. DOLA Main Street Program Pickaxe branding session is tentatively scheduled for April 10th at 8:30am for two hours. Please plan to be in attendance.**
- 7. The Board of Trustees has chosen Friday Night Market as the new name of the summer series Farmers Market events.**
- 8. MSBOD and BOT Communication.**



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Training	Attend two of the four quarterly trainings provided by DOLA	Quarterly	Quarterly	Staff send training opportunities to MS BOD	\$8,000: DOLA Scholarship; MS BOD; DOLA technical assistance	Organization
	Main Street Manager's Summit	November	November	Pending DOLA		Organization
	Main Street NOW Conference	May	May	Register and make reservations for Board and Staff in January		Organization
	Downtown Colorado Inc. In the Game Conference	April	April	Register and make reservations for Board and Staff		Organization
	Main Street Communities Field Trip	April	TBD	Schedule with DOLA		Organization
Planning	Maintain a multi-year strategic plan	Ongoing	Ongoing	-	N/A	Organization
	Annual budget preparation and submission to BOT	August	December	-	N/A	Organization
	Submit annual workplan to DOLA and BOT	December	December	Send in December after adoption by MS BOD	N/A	Organization
Move up to Graduate Status	Have a succession/transition plan for your staff, board, and volunteers as applicable	TBD	TBD	-	N/A	Organization
	Update your building/property inventory of your Main Street district (including ownerships patterns, building conditions, vacancies, building square footage, use, average rents, and more)	TBD	TBD	-	TBD	Organization
	Solidify your volunteer management program and develop a volunteer recognition/award program	TBD	TBD	-	\$1,000: Main Street Board of Directors	Organization
	Update your business inventory of your Main Street district (including business types, contact information, number of employees, and more)	TBD	TBD	-	N/A	Organization
Operational/Administrative	Quarterly reporting to BOT	January, April, July, October	January, April, July, October	-	N/A	Organization
	Election of officers	December	December	December meeting agenda	N/A	Organization
	Designated meeting posting place	1st meeting in January	January	January meeting agenda	N/A	Organization
	Submit annual mini-grant application	As needed	As needed	-	N/A	Organization
	Redeem annual scholarship from DOLA system	As needed	As needed	-	N/A	Organization
	Redeem annual mini grant from DOLA system	As needed	As needed	-	N/A	Organization
	Host DOLA site visit	November	November	Schedule work session pending DOLA	N/A	Organization
	Report quarterly business stats to Main Street Board	Quarterly	Quarterly	-	N/A	Organization
	Submit quarterly reports to DOLA	January 15th, April 15th, July 15th, October 15th	January, April, July, October	-	N/A	Organization
	Submit annual report to BOT	January	February	-	N/A	Organization; Promotion
	Retain membership of National Main Street Center	January	February	-	\$375; MS BOD	Organization
	Storymap	April	October	Pending DOLA	N/A	Organization; Promotion
	Webpage/ social media maintenance	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Coordination with local stakeholders (SBDC, Parks and Recreation, ENG, ECC, EACC, Elizabeth area business owners and residents)	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Coordination with local, state, and federal agencies (BOT, ToE advisory boards, Elbert County, CTO, DOLA)	Ongoing	Ongoing	-	N/A	Organization; Promotion
	Maintain business inventory	Ongoing	Ongoing	-	N/A	Organization
Maintain property inventory	Ongoing	Ongoing	-	N/A	Organization	
Networking event/ meeting with EMMA	February	May	Book Thursday evening, 1st or 2nd week of May, at EBC; Book Legion to cater	\$1,000: MS BOD	Organization; Promotion	



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Foster small town charm through retaining and preserving the historical character of buildings and the environment.

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Streetscape	Complete design	January-22	June-23	PSA Approved/Work Ongoing	\$269,000: \$75k Legacy Village, \$194,000 Street Capital;	Design
	Artist Design of Streetscape Features	January	TBD	-	-	Design
	Apply for streetscape construction grant	March	April	Ongoing	N/A	Design
	Apply for art/creative district grant	October	November	-	N/A	Design
	Start streetscape construction	August	TBD	-	TBD	Design
Downtown zoning	Increase maximum under-roof lot coverage	TBD	TBD	Pending staff	N/A	Design; Economic Vitality
	Increase maximum principal building height to allow for 3 stories	TBD	TBD	Pending staff	N/A	Design; Economic Vitality
Main Street Station	Site Plan	-	TBD	Pending submittal of complete application	N/A	Design; Economic Vitality
	Discuss public parking (if provided parking exceeds requirement) and/or EV charging station	-	TBD	-	TBD	Economic Vitality
Historic Preservation	Support HAB with Historic District Creation and Design Guidelines Update	February-23	Sep-23	Ongoing	N/A	Design; Economic Vitality
Main Street Improvements	Flower plantings	April	May	-	\$550: MS BOD	Design



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2023

Create a friendly and diverse atmosphere that is welcoming to a wide range of ages and interests.

Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point
Promote Main Street	Update and distribute promotional maps and materials	Ongoing	Ongoing	-	\$200: MS BOD	Economic Vitality; Promotion
	Ornament Program	January	October	Survey businesses in Spring to follow up on 2022 sales	\$2,000: MS BOD	Economic Vitality; Promotion
Gesin Lot (165 Main St) Use and Development	Development	Ongoing	Ongoing	BOT considering Developer's proposal	N/A	Design; Economic Vitality
Mayor's Tree Lighting	Event coordination	January	December	Appoint leads; Budget; Explore contract	\$15,000: Community Development Department	Economic Vitality; Promotion
Friday Night Market (formerly known as "Elizabeth Farmers Market")	Event contract w/ EBC	January	February	Discuss partnership and decide on each party's obligations	\$15,000; Community Development Department	Economic Vitality; Promotion; Design
	Music Licenses	Fall	Fall	Follow up re 2023	Town Clerk	
	Book bands	January	February	Pending cost information from EBC	TBD	
	Interns/Volunteer program to facilitate market on behalf of Town	April	September	Create volunteer position description; Decide on stipend	TBD/MS BOD	
	Little Dumpster Trash Service	April	September	Book trash service	PW to book with CD funding	
	Schedule Town MCs	April	September	Assign various Town MC's to market dates	-	
	ADA Accomodations	TBD	TBD	TBD	TBD	
	Marketing	April	September	Create graphic for postcards, website, Our Community	Community Development Department	
	Entrance/Exit/Stage lighting	April	June	Installed	PW Installed	
	Vendors	January	June	EBC/Book produce and food trucks	N/A	
	Porta potties and sanatization stations	April	September	Reserve	\$4,000: Community Development Department	
Recreation	CIP Plan for new Running Creek Park	TBD	TBD	TBD	TBD	Design, Economic Vitality
	Start capital improvements for Running Creek Park	TBD	TBD	TBD	TBD	Design, Economic Vitality

MS BOD BUDGET TOTALS (\$33,000 BUDGETED)	
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TRAINING	\$8,000
ANNUAL MEMBERSHIP	\$375
EMMA/EBC	\$1,000
FLOWER PLANTINGS	\$550
MAPS AND MATERIALS	\$200
ORNAMENT PROGRAM	\$2,000
TOTAL	\$12,125