



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, December 09, 2024 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 of the Regular Meeting of July 8, 2024

NEW BUSINESS

2. Discussion with DOLA Main Street via Zoom - Annual Visit
- [3.](#) Discussion and possible action regarding 2025 meeting schedule
- [4.](#) Discussion and possible action regarding 2025 Workplan and Budget
- [5.](#) Discussion regarding Main Street Mini Grant Funds

STAFF REPORT

- [6.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS JULY 8, 2024

CALL TO ORDER

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, July 8, 2024, at 8:37 AM by President Linda Bulmer.

ROLL CALL

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

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

PUBLIC COMMENT

There was no public comment.

AGENDA CHANGES

No agenda changes from Staff.

No agenda changes by the Directors.

Agenda set.

CONSENT AGENDA

1. Minutes of the Regular Meeting of June 10, 2024

Motion by Director Hussey, seconded by Director Wedel, to approve the Consent Agenda as presented.

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

NEW BUSINESS

2. Discussion regarding the July 31st Main Street Networking Event and Neighborhood Block Party



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

Director Higgins led the discussion. The Board provided direction to Staff on items to prepare for this event.

The Board discussed holding a training course for businesses on Locable and how to use it. The training will be held August 14th, 2024, from 8:00 AM to 9:00 AM at Town Hall.

STAFF REPORT

- Community Development Director Higgins provided updates regarding:
 - Streetscape
 - Gesin Lot RFP
 - 2024 Ornaments
 - Main Street NOW Conference. Directors Lipka and Wedel also shared their experiences.
 - Reminder of upcoming workshop with the Board of Trustees on July 23rd
 - Façade Grant

BOARD REPORTS

- Director Prinslow provided suggestions for modifications to the planned arch over Main Street.
- President Bulmer provided dates for upcoming events that will be held at Casey Jones Park.
- Director Higgins and President Bulmer provided an update regarding Main Street Station.

ADJOURNMENT

Motion by Director Hussey, seconded by Director Lipka, to adjourn the meeting at 10:19 AM. The vote of those Directors present was unanimously in favor. Motion carried.

Vice President Brandon Jeffress

Deputy Town Clerk Harmony Malakowski



2025 Regular Meeting Schedule

January 13, 2025

February 10, 2025

March 10, 2025

April 14, 2025

May 12, 2025

June 09, 2025

July 14, 2025

August 11, 2025

September 08, 2025

October 13, 2025

November 10, 2025

December 08, 2025

Regular meetings are held at 8:30 AM on the 2nd Monday of each month.



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 09, 2024
SUBJECT: 2025 MSBOD Workplan and Budget

SUMMARY

Staff has put together a draft 2025 Workplan to be reviewed and approved or revised by the MSBOD.

Please review all tasks in the draft workplan for items that individual MSBOD would like to champion with or without the assistance of Staff.

BUDGET

The Board of Trustees has approved the MSBOD budget at \$25,000 for 2025 which includes \$8,000 for the Main Street 5K and Color Run. This does not include the Friday Night Market budget which has been given its own line item. Staff has allocated the \$25,000 based on the draft 2025 Workplan and previous discussions with the MSBOD.

STAFF RECOMMENDATION

Staff recommends the MSBOD approve the 2025 Workplan and Budget as presented or approve with revisions.

ATTACHMENT(S)

2025 Workplan
2025 Budget



DRAFT 2025 MSBOD Work Plan

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	Main Street Manager, Alex, Board	Staff send training opportunities to		\$7,500: DOLA Scholarship; MS BOD; DOLA technical assistance
			Main Street Manager's Summit	November	Main Street Manager, Alex, Board	Pending DOLA		
			Main Street NOW Conference	March	Main Street Manager, Alex, Board	Register and make reservations for		
			Downtown Colorado Inc. In the Game Conference	April	Main Street Manager, Alex, Board	Register and make reservations for		
			Main Street Communities Field Trip	April	Main Street Manager, Alex, Board	Schedule with DOLA		
		Annual Main Street Program Planning	Review multi-year strategic plan	Ongoing	Main Street Manager, Alex, Board			
			Annual budget preparation and submission to BOT	August	Main Street Manager, Alex, Board			
			Submit annual workplan to DOLA and BOT	December	Main Street Manager, Dianna, MSBOD			
			Quarterly reporting to BOT	Quarterly	Main Street Manager, MSBOD			
			Election of officers	December	Main Street Manager, Alex, MSBOD			
		Operations/Administration	Designated meeting posting place	1st meeting in January	Harmony			
			Submit annual mini-grant application	As needed	Main Street Manager, Dianna, MSBOD			
			Redeem annual scholarship from DOLA system	As needed	Main Street Manager, Dianna, MSBOD			
			Redeem annual mini grant from DOLA system	As needed	Main Street Manager, Dianna, MSBOD			
			Host DOLA site visit	November/December	Main Street Manger, Alex, Board members			
			Report quarterly business stats to Main Street Board	Quarterly	Main Street Manager, Alex, Dianna			
			Submit quarterly reports to DOLA	Quarterly on the 15th	Main Street Manger, Dianna			
			Submit annual report to BOT	January	Main Street Manger, Dianna, Board			
			Retain membership of National Main Street Center	January	Main Street Manager, Alex, MSBOD			
			Story map	Ongoing	Main Street Manager, Alex, MSBOD			
Operations/Administration	Webpage/ social media maintenance	Ongoing	Main Street Manager, Dianna, Main Street Intern					
	Coordination with local stakeholders (SBDC, Parks and Recreation, ENG, ECC, EACC, Elizabeth area business owners and residents)	Ongoing	Main Street Manager					
	Coordination with local, state, and federal agencies (BOT, ToE advisory boards, Elbert County, CTO, DOLA)	Ongoing	Main Street Manager					
	Maintain business inventory	Ongoing	Dianna					
	Maintain property inventory	Ongoing	Dianna					
Main Street Networking Event(s)	February, September	Tedd, Linda, Staff	Need to schedule with EBC	\$500				
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.	Create Strategy	Ongoing	Linda, Brandon, Carrie, Jeff			
			Meeting with the Chamber	Q1 2025	Brandon and Carrie			
			Shop Local Campaign - 80107 Campaign	Q4 2024 - Q1 2025	Brandon			
		Streamline application/review process.	Quarterly meeting with Staff to make progress and report back to MSBOD	Q4 2024 - Q1 2025	Linda	Discussion to start in 2024		
			Liquor Licensing	November, 2024	Linda, Brandon, Carrie, Jeff	Dianna		
			Land Use Process	Q1 - 2025	Tedd	Dianna		
			Hold Event on Main Street	Q2 - 2025				
		Façade Improvement Program Grant to support Main Street business improvements.	Committee member to provide feedback on the proram post award decision being made.	Ongoing	Committee Member			
			Promotion to eligible properties	2nd and 4th Quarter	Jeff			
			Promotion community wide (newspaper, etc)	2nd and 4th Quarter				
Promotion	Create 80107 awareness of Main Street and promotion to residents.	Support/Lead Community Events: Friday Night Markets, Family Fun Run, Mayors Tree Lighting	Mayor's Tree Lighting: Event Coordination/supplementation	January	Tedd, Linda, Staff, Carrie			
			Friday Night Market: Secure interns/volunteers to facilitate market & decide on stipend; Sales feedback; headcount; administer surveys at the door	Q1-Q2	Brandon			
			Friday Night Market:- Promote Main Street Business Owners to stay open during markets	Q1	Tedd, Linda, Staff, Carrie			
			5K/Family Fun Run:	March-September	Tedd, Linda, Staff, Carrie			
			Race Day Participation	ALL				
		Leverage area events as an opportunity to attract people to Main Street.	5K/Family Fun Run:	Ongoing	Carrie			
			Rodeo Booth	Q1-Q2, Stampede				
			Elizabash - Archway unveling	Q1-Q2, Elizabash				
		Continue to develop the Main Street Program website and provide a community calendar of		March-June, 2025	Brandon, Carrie, Linda			
			Sign-up Promotion Meeting	Q1 - 2025				

		events, promotions and activities along Main Street.	Community Partners to sign up	Ongoing					
			Photography/Promotions	Ongoing	Jeff	Dianna			
		Secure an intern to support social media marketing and management.	Promote and interview (EHS)	April	Staff				
		Junior Main Street Program	Establish a Junior Main Street Program (EHS Students)	TBD	Tedd, Carrie				
		Main Street Ornament Program	Recap	January	Michael, Jeff				
		Choose Design	April-May	Full Board					
		Order	July	Dianna					
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	Potential for joint trip to another CO Main Street, Staff could coordinate with the Main Street Manager for a tour (Windsor, Wellington, Brush; HUGO for a quick trip)	TBD			Look for Grants to support		
			Potential for Private Historic Walk in Town	TBD			Discuss with HAB		
			Potential for "soft opening" to Spooky Walk			Carrie, Linda, Tedd			
			Potential for sponsoring Chamber GALA or Golf Event	TBD				CONFIRM with MSBOD for staffing, Town Staff not able to support another event	
		Continue to foster communications with outside organizations – Value, Activities and Impact of Main Street	Potential for "Closed"/exclusive networking event at EBC for partners	TBD					
	Attend other organization's Board Meetings (Discuss further with full board)	TBD							
					Linda, Brandon, Carrie				
Design, Economic Vitality	Encourage Infill and Reinvestment along Main Street	Construct streetscape plan improvements	Complete Construction	May, 2025	Main Street Manager				
			Discuss art installations, book trails, etc; potential for working Elbert County Artist Guild?			Jeff			
		Gesin lot development	Discuss plan for RFP, RFQ, or subdivision	Q1, 2025	Linda, Kurt				
			Implement Plan	Q2-Q3, 2025					
		Main Street Station	Business Promotion, Vendor Space Promotion	Q1 2026					
		Main Street Archway, CDOT Signage	RFP for Sign Fabricator	Completed	Brandon, Michael				
			Complete Design	Q1 2025					
			Complete Construction	May, 2025					
			CDOT Signage at SH-86 and I-70	Q1-2026					
		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 (Take Surveys and provide feedback)	July, 2024 - May, 2025	Kurt, Michael				
			Focus Group, Fall	Completed					
			Focus Group, Spring 2025	Q1 - Q2, 2025					
		Main Street Flower Plantings	Adopt a pot program discussion	Q1, 2025	Michael, Jeff				
Select and plant	May								
Master Gardners, Elbert County	2025-2026								
Potential for a joint pot program, Chamber, Business owners	2025-2026								
Future Projects for Integration Into Plan	Include sections of SH-86 in Main Street program (Elbert St to Garland St)	Able to seek additional grant funding for walkability improvements	2025						
	Create DDA or BID	Increase potential revenues from current or future commerce on SH-	2026						
	Create Non-Profit for donations (Friends of Main Street)	Ability to separate from the Town Government over time	2025						
	Assist with TAP Funding request		2026						
	Future Streetscape project on SH-86		2027						
	Parking Lot Parklets on Main Street - EHS Collaboration, Library, etc	Includes students in planning process and drives youth to Main Street	2025						
	Pursue Colorado Creative Communities District	Collaboration with Elbert County Artist Guild (Cynthia Thye), MSBOD,	2026						
	FUTURE PR initiatives (Chamber Lemonade Event?)	Collaboration with Elizabeth Area Chamber of Commerce	2026						



UPDATED BUDGET DECEMBER 05, 2024

ELIZABETH MAIN STREET PROGRAM BUDGET 2024			
2024 MSBOD BUDGET TOTALS (\$23,000 BUDGETED)			
	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$5,470	\$ 959.21	\$ 4,510.79
ANNUAL MEMBERSHIP	\$500	\$ 125.00	\$ 375.00
NETWORKING EVENT	\$250	\$ 250.00	
FLOWER PLANTINGS	\$750	\$ -	\$ 750.00
MAPS AND MATERIALS	\$200	\$ 200.00	
ORNAMENT PROGRAM	\$2,000	\$ 355.50	\$ 1,644.50
SOCIAL MEDIA ADVERTISING	\$600	\$ 600.00	
FNM VENDOR SCHOLARSHIP	\$330	\$ 330.00	
LOCABLE	\$4,900	\$ -	\$ 4,900.00
SWAG	\$0	\$ -	
MAIN STREET 5K AND COLOR RUN	\$8,000	\$ 713.00	\$ 7,287.00
TOTAL	\$23,000	\$ 2,819.71	\$ 12,180.29

ELIZABETH MAIN STREET PROGRAM BUDGET 2025			
2025 MSBOD BUDGET TOTALS (\$25,000 BUDGETED)			
	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$7,500	\$ 7,500.00	\$ -
ANNUAL MEMBERSHIP	\$500	\$ 500.00	\$ -
NETWORKING EVENT (2)	\$500	\$ 500.00	\$ -
STAMPEDE BOOTH	\$500	\$ 500.00	\$ -
MAPS AND MATERIALS	\$200	\$ 200.00	\$ -
ORNAMENT PROGRAM	\$2,000	\$ 2,000.00	\$ -
SOCIAL MEDIA ADVERTISING	\$600	\$ 600.00	\$ -
FNM VENDOR SCHOLARSHIP	\$330	\$ 330.00	\$ -
LOCABLE	\$2,000	\$ 2,000.00	\$ -
SWAG	\$870	\$ 870.00	\$ -
MAIN STREET GRAND REOPENING	\$2,000	\$ 2,000.00	\$ -
MAIN STREET 5K AND COLOR RUN	\$8,000	\$ 8,000.00	\$ -
TOTAL	\$25,000	\$ 25,000.00	\$ -



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 09, 2024
SUBJECT: **Main Street Mini Grant Funds**

SUMMARY

The Main Street Board had intended to spend the remaining \$20,000 of DOLA mini grant funds for the Main Street Archway. The Board of Trustees have recently tabled archway project through not selecting a bid to move forward with or providing direction on next steps. These DOLA mini grant funds need to be allocated and spent before the end of the state’s fiscal year.

One option could be to apply the funds to the purchase of the benches on Main Street for the Streetscape project. Another option could be to put towards a mural on a Main Street building. Ultimately, the Main Street Board will need to make a recommendation of the project or purchase they would like to spend the money on. Staff will need to get the Mayor’s sign off showing the project or purchase per DOLA’s requirements.

STAFF RECOMMENDATION

Staff recommends the MSBOD consider projects or purchases for the DOLA Main Street Mini Grant Funds. A recommendation will need to be made by the MSBOD and taken to the Mayor for approval and sign-off per DOLA requirements.

ATTACHMENT(S)

N/A



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 09, 2024
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. Current sales are at 136 with 114 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 Third quarter stats were submitted to DOLA.

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. Four projects have been presented to the Historic Advisory Board so far for the January 2025 round.

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

10. Main Street Mini Grant Funds (DOLA)

- a. The Main Street Board had intended to spend their remaining DOLA mini grant funds on the Main Street Archway. Since the archway is no longer moving forward at this time, the Main Street Board needs to identify a new expenditure for the funds. One option would be to put the funds toward the purchase of the Main Street benches. Another option may be to purchase a mural for a location on Main Street. The money needs to be allocated and spent by the end of May 2025.