



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, December 11, 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 November 13, 2023

NEW BUSINESS

- [2.](#) DOLA Main Street Virtual Annual Visit
- [3.](#) Discussion and possible action regarding Main Street Winter Banners
- [4.](#) Discussion regarding Locable

STAFF REPORT

- [5.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



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

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, November 13, 2023, at 8:34 AM by Vice President Linda Bulmer.

ROLL CALL

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

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

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 September 11, 2023

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

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



NEW BUSINESS

2. Discussion and possible action regarding the MSBOD 2024 Workplan and Budget.

Director Higgins provided an update.

Vice President Bulmer discussed Main Street Station and the updated impact fee schedule. Director Higgins provided background information regarding the new fees. Discussion followed.

Motion by Mr. Hussey, seconded by Mr. Prinslow, to adopt the MSBOD 2024 Workplan and Budget as presented.

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

3. Discussion and possible action regarding the MSBOD 2024 Schedule

Motion by Mr. Prinslow, seconded by Mr. Struthers, to approve the MSBOD 2024 Schedule. The vote of those Board Members present was unanimously in favor. Motion carried.

4. Discussion regarding event date for the Main Street Networking Event

The Main Street Networking Event for 2024 will be held on May 16th, 2024, at The Elizabeth Brewing Company.

5. Discussion and possible action regarding the Main Street Monument Sign/Arch Options

Motion by Mr. Hussey, seconded by Ms. Wedel, to recommend to the Board of Trustees the 3rd sign option with the discussed changes.

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

6. Discussion regarding the draft Elizabeth Façade Grant Program

Motion by Ms. Wedel, seconded by Mr. Prinslow, to approve the recommendation to the Board of Trustees the proposed draft of the Elizabeth Façade Grant Program.

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

STAFF REPORTS

- Director Higgins provided updates regarding:
 - Streetscape Design update and upcoming Grant opportunities
 - Gesin Lot and archway design.



- Upcoming holiday party
- 2023 Christmas ornament inventory
- Training opportunities
- Update on the conference he attended
- Wi-Fi on Main Street
- Hugo Main Street Manager to visit the MSBOD in January
- Reminder of the Open House tonight with DOLA

BOARD REPORTS

- Vice President Bulmer provided updates regarding:
 - Lines have been repainted on Main Street
 - The bank building will have a new business soon as the current occupant is retiring.
 - Main Street Station
 - Business Open House event held recently

ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Prinslow, to adjourn the meeting at 10:22 AM.
The vote of those Board Members present was unanimously in favor. Motion carried.

President Tedd Lipka

Deputy Town Clerk Harmony Malakowski



COLORADO
Department of Local Affairs
Division of Local Government



Annual Visit 2023: **ELIZABETH**

December 11, 2023

NEW STANDARDS: EVALUATION FRAMEWORK

Broad-based
Community
Commitment to
Revitalization

Inclusive
Leadership and
Organizational
Capacity

Diverse Funding
and Sustainable
Program Operations

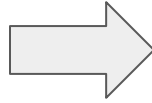
Strategy-Driven
Programming

Preservation-Based
Economic
Development

Demonstrated
Impact and
Results

NEW STANDARDS: **COMMUNITY COMMITMENT**

**Broad-based
Community
Commitment to
Revitalization**



- Partnerships and Collaborations
- District and Community Outreach
- Communication and Public Relations

THINGS TO THINK ABOUT

- What partnerships are you proud of?
- What are your best practices for engaging your elected officials and city/town staff?
- What communication tools do you find effective? Least effective? Why?
- What audiences would you like to reach that are not typically represented?
- Where do you need help with partnerships or communications?

NEW STANDARDS: **COMMUNITY COMMITMENT**

STRENGTHS

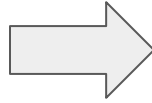
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CHALLENGES/OPPORTUNITIES

- ?

NEW STANDARDS: INCLUSION & CAPACITY

Inclusive
Leadership and
Organizational
Capacity



- Inclusive Organizational Culture; Diverse Volunteer Engagement
- Active Board; Supporting Volunteer Base
- Professional Staff Management
- Effective Operational Structure

THINGS TO THINK ABOUT

- How does your work plan address accessibility and inclusivity?
- How do you recruit board members? What challenges do you have with attracting new board members or volunteers?
- How do you engage volunteers?
- Where do you need help with inclusive engagement or capacity?

NEW STANDARDS: INCLUSION AND CAPACITY

STRENGTHS

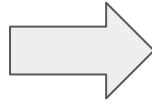
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CHALLENGES/OPPORTUNITIES

- ?

NEW STANDARDS: **FUNDING & OPERATIONS**

**Diverse Funding
and Sustainable
Program Operations**



- Balanced Funding Structure
- Strategic Revenue Development and Fundraising
- Budget and Work Plan Alignment
- Financial Management and Best Practice

THINGS TO THINK ABOUT

- What strategies do you have for fundraising or diversifying your budget?
- What other organizations do you compete with for funding?
- How do you track your finances?
- What projects need funding?

NEW STANDARDS: **FUNDING & OPERATIONS**

STRENGTHS

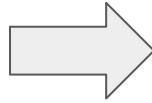
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CHALLENGES/OPPORTUNITIES

- ?

NEW STANDARDS: STRATEGY-DRIVEN

Strategy-Driven Programming



- Planning Guided by Inclusive Community and Market-informed Inputs
- Defining Direction through Transformation Strategy Identification and Development
- Strategy-aligned Comprehensive Work Planning and Implementation Across all Four Points

THINGS TO THINK ABOUT

- Share your transformational strategies.
- How old is your strategic plan?
- Does your work plan identify people other than you to accomplish goals?
- If you have them, how do you use your business and building inventories in your work?
- What training or resources do you need to ensure strategy-driven programming?

NEW STANDARDS: STRATEGY-DRIVEN

STRENGTHS

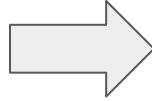
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CHALLENGES/OPPORTUNITIES

- ?

NEW STANDARDS: PRESERVATION-BASED

Preservation-Based Economic Development



- Preservation Ethics and Education on Historic and Cultural Assets
- Standards and Best Practices for Place-based, People-focused Design
- Promotion of Historic, Heritage, and Cultural Assets

THINGS TO THINK ABOUT

- What cultural or heritage assets do you have that make your community unique?
- How do you work with your preservation commission and/or historical society?
- Do you have a standard set of design guidelines?
- Share any facade programs you have: Are they successful?
- What training or resources do you need to promote historic preservation and your cultural assets?

NEW STANDARDS: PRESERVATION-BASED

STRENGTHS

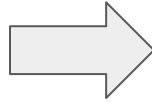
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CHALLENGES/OPPORTUNITIES

- ?

NEW STANDARDS: DEMONSTRATED IMPACT

Demonstrated Impact and Results



- Demonstrating the Value of Main Street
- Measuring and Packaging Quantitative and Qualitative Outcomes
- Promoting Progress and Demonstrating Impact and Results

THINGS TO THINK ABOUT

- What resources do you offer your business owners?
- How do you track your quarterly investment statistics? Best practices to share?
- How do you communicate the value of the Main Street program to your elected officials and your community? If yes, how often?
- What success stories could you share?
- What training or resources do you need to better demonstrate your impact and results?

NEW STANDARDS: DEMONSTRATED IMPACT

STRENGTHS

- ?

CHALLENGES/OPPORTUNITIES

- ?



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 11, 2023
SUBJECT: Main Street Winter Banners

SUMMARY

The Town of Elizabeth Public Works Staff has notified Community Development of the poor condition of the current Main Street winter season banners. The Main Street Board still has \$2,675 remaining unallocated in the 2023 budget. Staff is suggesting the purchase of 25 (twenty-five) banners to fill the 22 (twenty-two) current locations and provide 3 (three) extras in the event of quicker wear and tear on a few banners.

Twenty-five (25) banners would cost \$1,727.00 plus shipping and handling. The quote also provides additional mounting hardware and poles to replace damaged pieces.

RECOMMENDATION

Staff recommends the Main Street Board allocate \$2,200.00 from their unallocated 2023 budget to be utilized on new banners for the winter season.

ATTACHMENT(S)

Winter Banner Options

Pricing



ELIZABETH

Historic

Main Street

Snowflake Universe

\$73.00 – \$118.00

SKU: M-122560

DESCRIPTION

Banner Material: CLASSIC MARINE ACRYLIC

Screen Printed On Marine Acrylic Fabric
100% solution dyed acrylic is our most recommended and used fabric. 100% acrylic has exceptional color brilliance, luxurious finish and fade resistance because it originates from colored acrylic fibers that are spun into yarn and then woven into fabric. The result is a superior fabric of exceptional durability and color brilliance that is warranted for two years to remain serviceable, and will not fade, rot or mildew.

- Marine Acrylic banners use Sunbrella and Sunfield brand marine acrylic for durability with a 2-year warranty
- Same image printed on both sides
- Double-lined rod pockets and double-folded side hems
- Solid brass grommets in all four corners for added durability

ELIZABETH



Historic

Main Street

05D912



ELIZABETH

Historic

Main Street

10D966

ELIZABETH
Historic
Main Street



10D963

ELIZABETH
Historic
Main Street



17D845

ELIZABETH

Historic

Main Street



Green Trees & Snowfall

\$80.00

SKU: M-983505-1836-MA3

DESCRIPTION

Banner Material: CLASSIC MARINE ACRYLIC

Screen Printed On Marine Acrylic Fabric

100% solution dyed acrylic is our most recommended and used fabric. 100% acrylic has exceptional color brilliance, luxurious finish and fade resistance because it originates from colored acrylic fibers that are spun into yarn and then woven into fabric. The result is a superior fabric of exceptional durability and color brilliance that is warranted for two years to remain serviceable, and will not fade, rot or mildew.

- Marine Acrylic banners use Sunbrella and Sunfield brand marine acrylic for durability with a 2-year warranty
- Same image printed on both sides
- Double-lined rod pockets and double-folded side hems
- Solid brass grommets in all four corners for added durability

Street Decor, Inc.

10580 N. McCARRAN BLVD. #115-388
RENO, NV 89503

P: 888-891-7680 • F: 775-746-2647

SALES ORDER

NUMBER

SOLD TO:

Town of Elizabeth
Dianna Hiatt
PO Box 159
Elizabeth, CO 80107

SHIP TO:

Town of Elizabeth
151 S. Banner Street
Elizabeth, CO 80107

SALE DATE December 7, 2023

SHIP BY:
MUST HAVE BY:

CUSTOMER ORDER NO:

Freight will be added to invoice unless otherwise stated.


Part Number	Quantity	Description	Unit Price	Extension
#122560	22	18x36 stock 2-ink screen print on marine acrylic with imprint, ELIZABETH HISTORIC MAIN STREET	\$56.00	\$1,232.00
	12	D clips for rod arms	1.25	\$15.00
	24	3/4" fiberglass rod arms for 18" wide banner 5"x5" box, 24 rod arms 3/4" x 22"	\$13.00	\$312.00
				\$1,559.00

Plus shipping



TAKE NOTHING FOR GRANTED, PLEASE CHECK PROOF CAREFULLY.

Illustrations are a reasonable representation of ink colors on banner fabrics. All monitors display differently, therefore a free color match sample is available upon request. **We are not responsible for any errors after approval.**

 888-891-7680 www.streetdecor.com	Elizabeth, CO	APPROVAL SIGNATURE
	EDIT #: 1 BW DATE: 12-7-23 SIZE: 18" x 36" FABRIC: MARINE ACRYLIC INKS: AS SHOWN POCKETS: STANDARD 3.25"	



Quote

DISPLAYSALES

6300 W Old Shakopee Rd, Suite 112
 Bloomington, MN 55438
 Phone 800-328-6195 Fax 952-885-0099
 www.displaysales.com

Estimate	SQ-3021
Date	12/07/2023
Customer Account	C32676
Customer Contact	Dianna Hiatt
Salesperson	Derek Stormoen
PO Number	
Expiration Date	Valid for 30 Days

Bill To:

Town of Elizabeth
 PO Box 159
 Elizabeth, CO 80107
 Dianna Hiatt

Ship To:

Town of Elizabeth
 PO Box 159
 Elizabeth, CO 80107
 Dianna Hiatt

Item number	Description	Quantity	Unit	Unit Price	Amount
BNR-POLE-18X36-VINYL	Custom Pole Banner Size: 18x36" Process: Digital Fabric: 2-Ply - 18oz Vinyl Same Image Front and Back 3" Pole Pockets 2 grommets Art #:	22	Each	\$ 68.00	\$ 1,496.00
HW-BNR-BRACKET-12-SLV	Silver WindScale 12 Bracket	8	Each	\$ 98.00	\$ 784.00
BNR-POLE-30X60-VINYL	Custom Pole Banner Size: 30x60" Process: Digital Fabric: 2-Ply - 18oz Vinyl Same Image Front and Back 3" Pole Pockets 2 grommets Art #:	8	Each	\$ 114.00	\$ 912.00
HW-BNR-PIN	Banner Safety Pin	12	Each	\$ 1.50	\$ 18.00
				Subtotal	\$ 3,210.00
				Sales Tax	\$ 0.00
				Total	\$ 3,210.00

Financing available.

To accept this quotation, sign here and return.

 Thank you for your business.



GRAPHIC ART SERVICE:

Display Sales encourages customers to provide vector-based artwork so that the process of proofing and printing may proceed quickly without interruption. Otherwise, if artwork is unusable, graphic art services will be billed at \$125 per hour to correct unusable art, redraw non-formatted art, or design and create custom imagery (per customer request). Alterations are \$50 per hour. You will be contacted by one of our Graphic Arts team members and provided a proof. Send your artwork to: artwork@displaysales.com

PRODUCTION TIMEFRAMES:

Normal production time is 14 working days AFTER art proof is approved and down payment is received. Upon approval, rush requests will include a \$50 fee.

TERMS:

- 50% down payment on orders for new customers.
- Check or credit card accepted for down payment.
- Balance due Net 20 days after final invoice.
- F.O.B. Display Sales - shipping & handling charges based on destination and size of order.
- Financing available for orders greater than \$5,000

SHIPPING & FREIGHT RESPONSIBILITY:

FOR ALL SMALL PACKAGE DELIVERIES (UPS, FEDEX, USPS, ETC): All shipments MUST be inspected at the time of delivery. The customer has 48 hours from the time of delivery to notify Display Sales of any shortage or damage to the order. After 48 hours it will be at the discretion of Display Sales to decide how to proceed.

FOR LTL/TRUCKLOAD DELIVERIES:

Any damage or visible loss to your shipment MUST be noted on the delivery receipt (signed by the customer) at the time of delivery. In the event of loss or damage this must be done to file a claim. Display Sales is ineligible to file a claim on behalf of the customer if this is not done and the customer will be responsible for all replacement and/or repair costs Display Sales is not liable for shipments lost, delayed, or damaged in transit. Claims be filed by the purchaser within 10 days to Transit Company. Purchaser is responsible for reviewing merchandise upon receipt to verify order and condition

RETURN POLICY:

Returns are accepted within 30 days of delivery (excluding shipping charges). The customer must contact Display Sales for a Return Merchandise Authorization (RMA) number before sending back the items. The customer is responsible for returning the merchandise and all related shipping costs. A restocking fee may apply, up to 25% of the product cost. If there is an issue with the shipment (other than loss or damage) the customer must contact Display Sales within 30 days of receiving the shipment to resolve the issue

Returns are NOT accepted for custom or modified merchandise.

WARRANTIES for BANNERS & DECORATIONS:

Display Sales stands behind our products, however, on an occasion an issue may arise with a product. Please contact your sales representative at 800-328-6195 to discuss the issue and to see the details of warranty coverage. Pictures of the product will be requested before we can fully determine the issue and attempt to resolve. Customer is responsible for the cost of removal, reinstallation and shipping incurred for merchandise being repaired or replaced. Customer participation is required to troubleshoot product issues, which will provide a timely resolution. All issues must be pre-approved by Display Sales for repairs or replacement.



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 11, 2023
SUBJECT: Locable Discussion

SUMMARY

Staff has been considering options to meet the MSBOD mission of assisting small businesses on Main Street and in the Town. The Town has also been considering options for a “community calendar”. Locable is a company that works with municipalities, Main Streets, and Chambers of Commerce among others to assist with programming and promotion, particularly for small businesses.

Locable provides a community calendar that automates the process of adding events, categorizing, and collaborating. Locable provides free and low-cost options/plans for local businesses to utilize for basic business information up to advanced marketing and event promotion. Locable also provides automated options for marketing and promotion for community organizations like the Main Street Board and the Town. They can help to automate blog posts and create event pages as well as process payments.

Locable has provided the following links to provide additional information about their offerings:

“More information about [our Community-Wide Initiative](#) and [hosting a Marketing 3-4-5™ workshop](#) or a full [Marketing Day for your businesses](#).

I shared a little about our cross-promotion programs such as [our self-updating Community Calendar](#) which is part of [how we work with Main Streets and Downtowns](#), many of the free benefits merchants get, and, [if they need a website, we can help with that too](#).

[This short video is a good resource](#) to share with your board and other stakeholders that previews our event promotions and community calendar features while [you can find key slides and some pricing and launch options here](#). I'm also happy to present our programs to them.”

The Coordinate Plan is \$149 per month billed annually for a total of \$1,788. A startup plan is required and Staff would recommend the “Launch” Program for a total of \$3,100 if signed up before 12/31/2023 or \$3,700 if signed up in 2024. The total expenditure from the MSBOD budget from this fiscal year would be \$4,888 for one year of service from the sign up date.



RECOMMENDATION

Staff recommends the Main Street Board provide feedback and possible recommendation regarding Locable.

ATTACHMENT(S)

(Links if the hyperlinks above don't work)

<https://www.locable.com/community-wide-initiatives-community-event-offers-jobs-and-volunteer-opportunities-database/>

<https://www.locable.com/host-a-marketing-345-workshop>

<https://www.locable.com/2023/05/09/8360/transform-your-community-with-marketing-day-boost-local-businesses-using-the-marketing-3-4-5-workshops-boot-camps/>

<https://www.locable.com/the-self-updating-community-calendar>

<https://www.locable.com/solutions-for-main-street-associations-and-visitors-authorities>

<https://www.locable.com/website-plans>

<https://vimeo.com/781171041>

https://drive.google.com/file/d/1caGmSPiZpmmMX0juy6EWQ_PI8Bb6MtP9/view



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: December 11, 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.
- 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 1st.

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.

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. 58 out of 200 ornaments are yet to be sold and distributed from Town Hall.
- 4. Training Update/Reminder**
 - a. Alert Staff of any trainings you feel are relevant.
 - b. DOLA Main Street Program provides monthly trainings online.
 - c. Colorado Main Street Manager's Summit was held in Denver on October 24th and 25th.
 - d. Main Street NOW Conference will be held on May 6th-8th in Birmingham, AL
 - e. Please alert staff to your interest in attendance at the Main Street NOW Conference as soon as possible. Flights can be purchased with remaining 2023 budget.
- 5. WiFi on Main Street**
 - a. Town working with Maverix to provide wireless internet service to Main Street and possibly Running Creek Park. Maverix to meet with the BOT on October 10th.
 - b. BOT has approved Maverix contract and Maverix team is moving forward with infrastructure improvements.
- 6. Second quarter stats have been submitted to DOLA.**
- 7. HAB District Creation and Design Guideline Update**
 - a. **The HAB held their second public meeting on Historic District Creation and Design Guideline update on 06/12 at Town Hall.**
- 8. MSBOD, HAB, PC, and BOT Joint Workshop**
 - a. **Town Advisory Board Holiday Party being planned for December**
 - b. **Tentative BOT and MSBOD Workshop schedule:**
 - i. **02/27/2024 – 6pm (Gesin Lot Discussion)**
 - ii. **04/23/2024 – 6:30pm**
 - iii. **07/23/2024 – 6:30pm**
 - iv. **09/24/2024 – 6pm (Advisory Board Budget Requests)**
- 9. Discussion with Hugo Main Street Manager, Gillian Laycock**
 - a. Tentatively scheduled for January 2024 MSBOD Meeting



Projects	Tasks to achieve project	Start Date	Date to be completed	Status	Budget/ Funding source	Main Street Point	MSBOD Member(s)
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	March	March	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	Staff establishing program for review	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	November-23	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	5/16/2024 Meeting Date	\$1,000; MS BOD	Organization; Promotion		



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2024

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	MSBOD Member
Promote Main Street	Update and distribute promotional maps and materials	Ongoing	Ongoing	-	\$200: MS BOD	Economic Vitality; Promotion	
	Banners around 80107				\$2,000/MSBOD		
	Social Media Advertising				\$600		
	Every Door Direct Mail	September-24	June-25	Prepare	\$3,500		
	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	
	Development of Clock Tower/Monument Sign	March-23	Dec-23	MSBOD for recommendation	Main Street Mini Grant/Town		
Mayor's Tree Lighting	Event coordination	January	December	Appoint leads; Budget; Explore contract		Economic Vitality; Promotion	
Friday Night Market (formerly known as "Elizabeth Farmers Market")	Interns/Volunteer program to facilitate market on behalf of Town	April	September	Create volunteer position description; Decide on stipend	TBD/MS BOD		
	Vendors	January	June	EBC/Book produce and food trucks	N/A		
	MAIN STREET VENDOR SCHOLARSHIP	April	September	Reserve	\$400/market calendar		
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	



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2024

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	MSBOD Member
Streetscape	Complete design	January-22	December-23	PSA Approved/Work Ongoing	\$269,000/Town	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 principal building height to allow for 3 stories	TBD	TBD	Pending staff	N/A	Design; Economic Vitality	
Main Street Station	Site Plan	Dec-23	TBD	Formal Applicatoin Submitted	N/A	Design; Economic Vitality	
Historic Preservation	Support HAB with Historic District Creation and Design Guidelines Update	February-23	TBD	Ongoing	N/A	Design; Economic Vitality	
Main Street Improvements	Flower plantings	April	May	-	\$550: MS BOD	Design	



ELIZABETH MAIN STREET PROGRAM BUDGET 2024

2024 MSBOD BUDGET TOTALS (\$15,000 BUDGETED)

		YTD
TRAINING	\$8,000	
ANNUAL MEMBERSHIP	\$500	
NETWORKING EVENT	\$1,000	
FLOWER PLANTINGS	\$550	
MAPS AND MATERIALS	\$200	
ORNAMENT PROGRAM	\$2,000	
SOCIAL MEDIA ADVERTISING	\$600	
FNM VENDOR SCHOLARSHIP	\$400	
SWAG	\$1,750	
TOTAL	\$15,000	\$0