



# TOWN OF ELIZABETH

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**TOWN OF ELIZABETH  
MAIN STREET BOARD OF DIRECTORS  
Monday, November 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 October 9, 2023

**NEW BUSINESS**

- [2.](#) Discussion and possible action regarding MSBOD 2024 Workplan and Budget
- [3.](#) Discussion and possible action regarding MSBOD 2024 Schedule
4. Discussion regarding event date for the Main Street Networking Event
- [5.](#) Discussion and possible action regarding Main Street Monument Sign/Arch Options
- [6.](#) Discussion regarding draft Elizabeth Façade Grant Program

**STAFF REPORT**

- [7.](#) Staff Report

**BOARD REPORTS**

**ADJOURNMENT**



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS  
OCTOBER 9, 2023**

**CALL TO ORDER**

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, September 9, 2023, at 8:34 AM by President Tedd Lipka.

**ROLL CALL**

Present were President Tedd Lipka, Vice President Linda Bulmer, and Board Members Jeff Struthers, Michael Hussey, Kurt Prinslow, and Brandon Jeffress. Member Carrie Wedel was 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. Jeffress, to approve the minutes from September 11, 2023.

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



## NEW BUSINESS

### 2. Discussion regarding Town of Elizabeth Historic Main Street 5K and Color Run

Director Higgins initiated a discussion with the Board on the 5K event. Discussion followed regarding takeaways and ideas for next year.

Vice President Bulmer asked a question regarding the Mayor's Tree Lighting Event. Discussion followed.

Discussion regarding the Historic Walk and Talk.

### 3. Discussion regarding potential Town of Elizabeth 501(c)(3) creation and possible improvement district

Mr. Higgins provided the Board with different options and the pros and cons of non-profit status. Discussion followed.

## STAFF REPORTS

- Mr. Higgins provided updates regarding:
  - Lighting for the Streetscape on Main Street.
  - Gesin Lot and archway design.
  - Training updates and reminders.
  - Wi-Fi on Main Street.
  - Historic Advisory Board update and district creation.
  - Joint Boards Holiday Party in December.

## BOARD REPORTS

- Vice President Bulmer provided updates regarding:
  - Randy's Antiques building is getting new paint.
  - Public Works Director DeVol is working on getting someone for repainting of lines on Main Street.
  - Main Street Station has submitted their site plan.

## ADJOURNMENT

Motion by Mr. Hussey, seconded by Vice President Bulmer, to adjourn the meeting at 10:04 AM. The vote of those Board Members present was unanimously in favor. Motion carried.



## TOWN OF ELIZABETH

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President Tedd Lipka

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Deputy Town Clerk Harmony Malakowski



ELIZABETH MAIN STREET PROGRAM WORK PLAN 2024

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	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	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 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
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
<b>Streetscape</b>	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
<b>Downtown zoning</b>	Increase maximum principal building height to allow for 3 stories	TBD	TBD	Pending staff	N/A	Design; Economic Vitality
<b>Main Street Station</b>	Site Plan	Dec-23	TBD	Formal Applicatoin Submitted	N/A	Design; Economic Vitality
<b>Historic Preservation</b>	Support HAB with Historic District Creation and Design Guidelines Update	February-23	TBD	Ongoing	N/A	Design; Economic Vitality
<b>Main Street Improvements</b>	Flower plantings	April	May	-	\$550: MS BOD	Design

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	
<b>TOTAL</b>	<b>\$15,000</b>	<b>\$0</b>





## 2024 Regular Meeting Schedule

January 08, 2024

February 12, 2024

March 11, 2024

April 08, 2024

May 13, 2024

June 10, 2024

July 08, 2024

August 12, 2024

September 09, 2024

October 14, 2024

November 04, 2024

December 09, 2024

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

November meeting is the first Monday due to Veterans' Day Holiday.



## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** November 13, 2023  
**SUBJECT:** Main Street Monument Sign/Arch

### SUMMARY

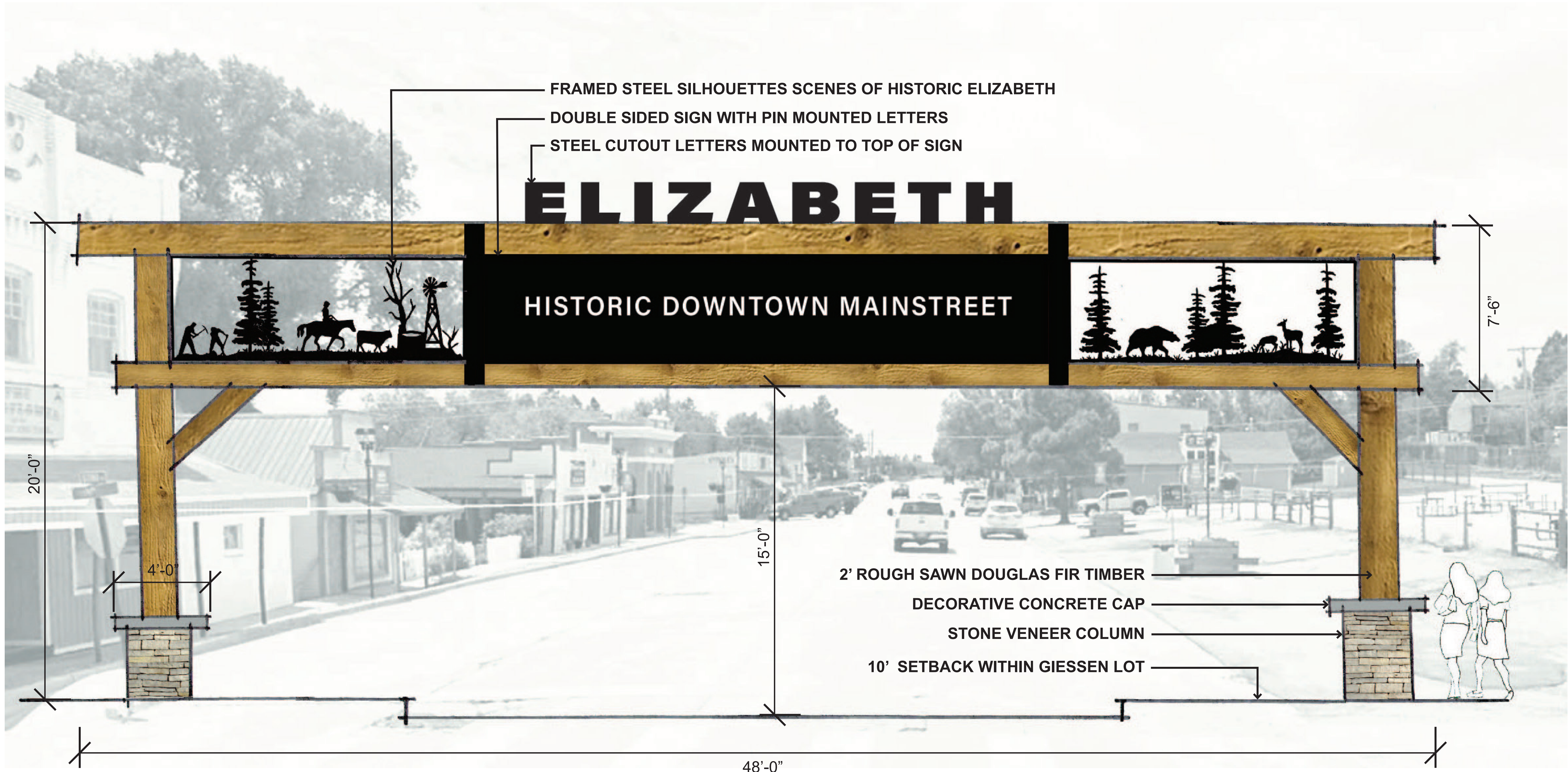
DHM has provided three options to consider for the Main Street Monument Sign/Arch. Please review and provide Staff with direction or feedback. The MSBOD should also consider providing name options for the BOT to consider for the Sign/Arch.

### RECOMMENDATION

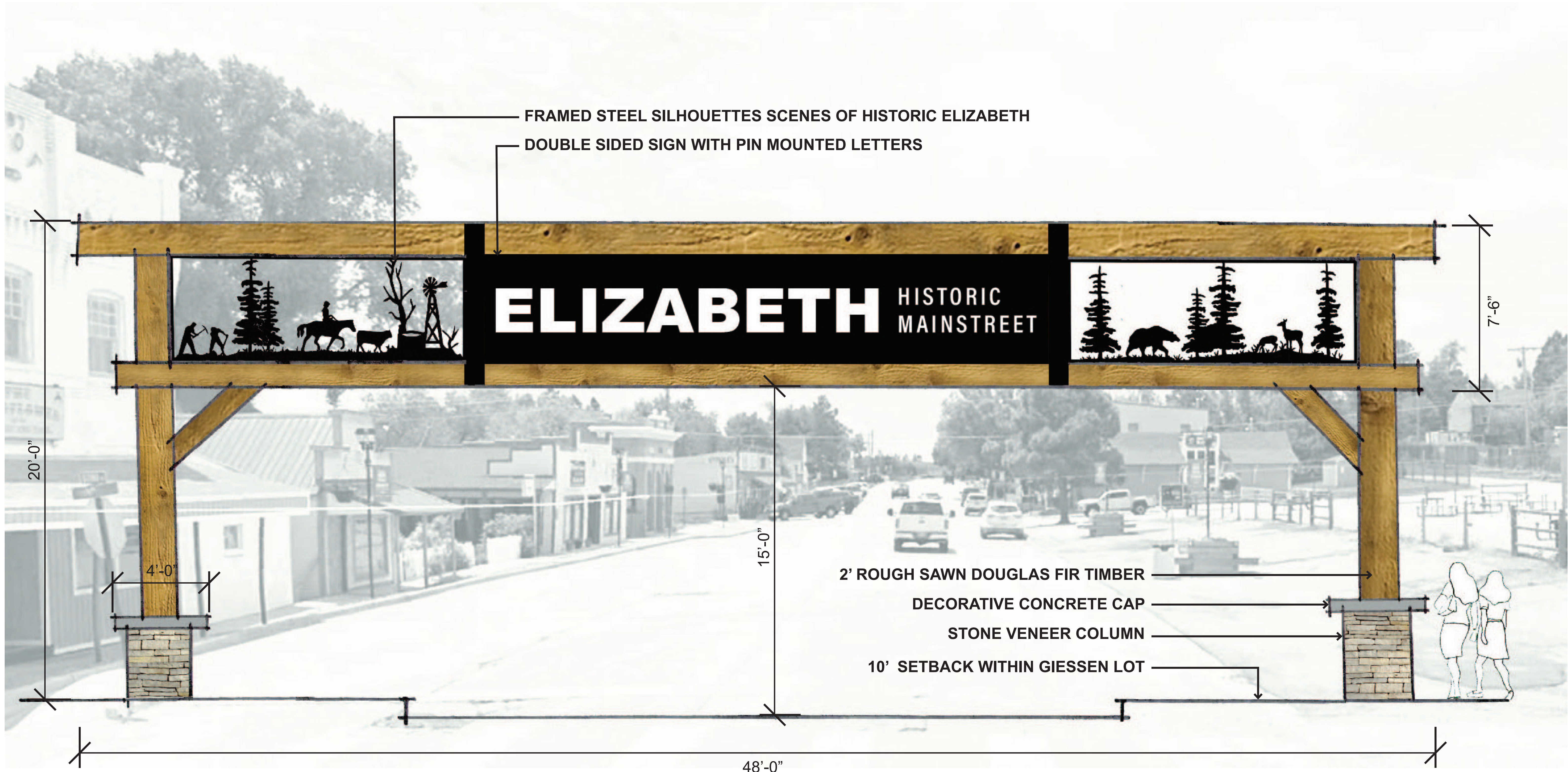
Staff recommends the Main Street Board provide direction and or formal recommendations to the Board of Trustees for consideration in reference to design and naming of the Main Street Monument Sign/Arch.

### ATTACHMENT(S)

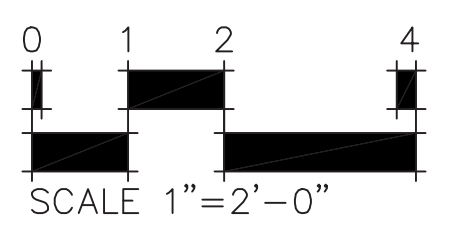
DHM Main Street Monument Sign/Arch Options



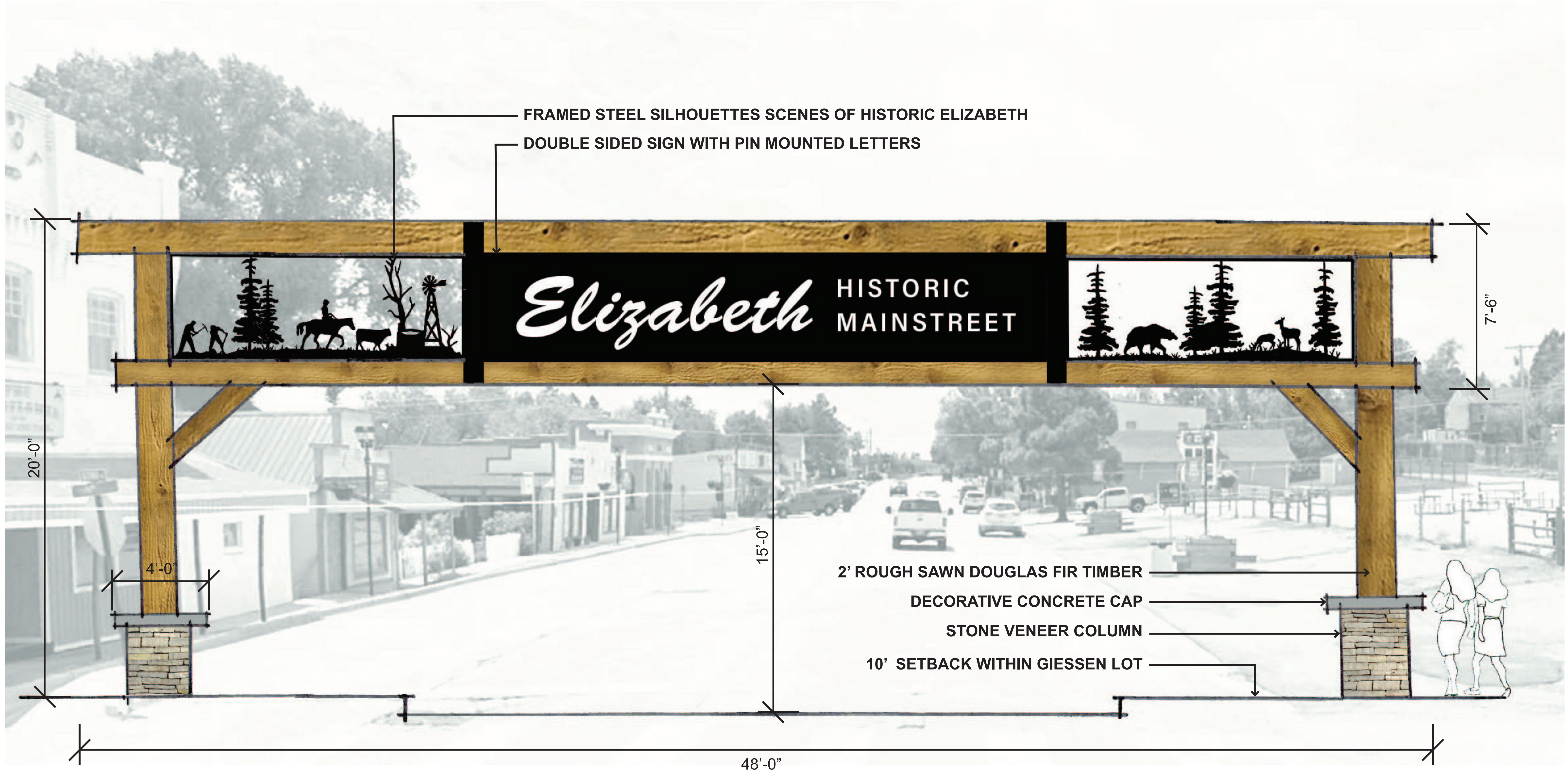
Elizabeth - Main Street Entry Monument Preferred Concept Alt #1  
 Elbert County, Colorado



Elizabeth - Main Street Entry Monument Preferred Concept Alt #2  
 Elbert County, Colorado



October, 2023



Elizabeth - Main Street Entry Monument Preferred Concept Alt #3  
 Elbert County, Colorado



## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Main Street Board of Directors

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

**DATE:** November 13th, 2023

**SUBJECT:** Discussion Regarding the Draft Guidelines for the Town of Elizabeth Façade Grant Program

### SUMMARY

Staff is seeking direction regarding the development of a Town of Elizabeth Façade Grant Program. The Historic Advisory Board and Main Street Board of Directors have both made formal recommendations that the Board of Trustees consider creation of a Town of Elizabeth Façade Grant Program. The Historic Advisory Board (HAB) has expressed that they see this as an opportunity to not only see general enhancement of historic properties in the Town, but also providing an incentive to be within a future historic district or on the Town's historic register. The Main Street Board of Directors (MSBOD) believes this to be an opportunity to assist local businesses on Main Street in an impactful way that could drive additional traffic through their doors, as well as enhancing the overall appearance of Main Street.

Based on the initial feedback received from the Main Street Board and Historic Advisory Board, Staff has put together draft guidelines for the Town of Elizabeth's Façade Grant Program for your review.

### STAFF RECOMMENDATION

Town Staff recommends the Main Street Board, Historic Advisory Board, and Board of Trustees give Staff direction regarding the draft guidelines of a Town of Elizabeth Façade Grant Program.

### ATTACHMENTS

DRAFT - Town of Elizabeth Façade Grant Program



# 2024 Town of Elizabeth Façade Grant Program

## **What is the Façade Grant Program?**

The Town wishes to encourage and support building and business owners' investment in the upgrade of their existing building façade. The Façade Grant Program is a process where the applicant will match 25% of awarded grant funds for properties on the local historical register or 50% of grant funds to all other properties within the boundary who construct eligible improvements to the façades of their buildings up to a maximum award amount ranging from \$500 to \$5,000 depending on the category of work being done.

## **Eligible Properties and Applicants**

All businesses and/or property owners within the designated boundary as well as all buildings on the Town of Elizabeth local historic register are eligible for the Façade Grant Program. Any building with a current zoning or building code violation is not eligible for the program. All bills, charges, or taxes due to the Town of Elizabeth must be current. Any property owner, or business owner with building owner authorization, within the boundary and/or on the local historic register may apply for the grant. Grant funds are dispersed on a reimbursement basis once the completed work has been verified by Town staff as compliant with the plans in the approved application. Any deviation from the approved grant project must be approved by Town staff or may result in the total or partial withdrawal of the grant. An 'After' picture and receipts for the finished work must be submitted within 45 days of project completion for reimbursement.

## **Eligible Façade Improvements**

Improvements include the following:

- Exterior painting and/or paint removal
- Reparation and restoration of brickwork, wood, masonry, and stucco
- Exterior lighting
- Permanent signage, such as a monument, projecting, or wall

- Reparation and replacement of architectural details or materials.
- Doors, including garage doors
- Windows
- Rehabilitation or compatible reconstruction of storefronts
- Removal and replacement of exterior finish (vinyl excluded from replacement materials)
- Patios, including base and railings
- Other architectural elements
- Sidewalks, curb, gutter, parking, and landscaping
- Energy conservation improvements
- Handicap accessibility improvements

**Ineligible Façade Improvements include:**

- Any improvements made prior to grant approval
- Improvements not seen from the public-right-of-way, Town trails, or not having significant visual impact
- Non-permanent fixtures (e.g. furniture, fixtures, benches, flower planters)
- Refinancing of existing debt
- Sweat equity (payment for applicant's own labor)
- General or routine maintenance and cleaning
- General business operation expenses (payroll, taxes, utilities, etc.)

**Eligible Project**

**Total redevelopment cost can include:**

- Construction related expenses (materials and/or labor)
- Utility upgrade costs
- Building permits



**Total redevelopment cost cannot include:**

- Purchase price of building or property
- Regular building utility costs
- Security cameras
- Worker support (e.g. meals, transportation, uniforms, etc.)
- Insurance, taxes, loan servicing payments, etc.

**PROJECT CRITERIA AND SELECTION**

Applications will be evaluated by Town staff and presented to the Town of Elizabeth Façade Grant Program Committee. This committee is comprised of one member from each of the following boards: Main Street Board of Directors, Historic Advisory Board and Board of Trustees. Final grant approval is determined by the Town of Elizabeth Façade Grant Program Committee. The grant is limited to one grant award per property address per year. Grant awards are processed on a two-cycle basis. The first round of applications will be accepted from January 1, 2024 – January 31<sup>st</sup>, with a March 1<sup>st</sup> award date. The second round of applications will be accepted from June 1<sup>st</sup> – June 30<sup>th</sup>, with an August 1<sup>st</sup> award date.

See next page for scoring system of proposals.

*All projects must also meet general design guidelines of commercial properties set by the Town of Elizabeth building and sign codes and it is the responsibility of the applicant to apply for these permits.*

Scoring System	5	4	3	2	1	Rationale
Age of Building	121+ Years (Built Before 1902)	91-120 Years (Built 1931-1902)	61-90 Years (Built 1961- 1932)	31-60 Years (Built 1991-1962)	<30 Years (Built Since 1992)	Older buildings will have older façades. This criteria aims to support business in older buildings in the community as well as business retention efforts.
Impact	-Project eliminates a liability of the commercial district -Project restores historical/ architectural significance of the property -Project strongly contributes to the retention or addition of a business downtown -Project will bring building up to code -Project will significantly increase pedestrian traffic	-Project eliminates a liability of the commercial district -Project restores historical/ architectural significance of the property -Project somewhat contributes to the retention or addition of a business downtown -Project will bring building up to code -Project contributes to safety of building and surroundings	-Project restores historical/architectural significance of the property -Project somewhat contributes to the retention or addition of a business downtown -Project will bring building up to code -Project contributes to safety of building and surroundings	-Project minorly contributes to the retention or addition of a business downtown -Project contributes to safety of building and surroundings	-Project contributes to safety of building and surroundings	This criteria aims to support projects that will have the greatest positive impact on the community.
Community Contribution	-Applicant is a good neighbor -Project area is kept clean and free of debris consistently -Applicant continuously participates in community-based activities and promotions -Applicant continuously promotes downtown Elizabeth and Elizabeth Main Street	-Applicant is a good neighbor -Project area is kept clean and free of debris consistently -Applicant sometimes participates in community-based activities and promotions -Applicant sometimes promotes downtown Elizabeth and Elizabeth Main Street	-Project area is somewhat clean and free of debris consistently -Applicant sometimes participates in community-based activities and promotions -Applicant sometimes promotes downtown Elizabeth and Elizabeth Main Street	-Project area is somewhat clean and free of debris consistently -Applicant sometimes participates in community-based activities and promotions	-Applicant rarely participates in community-based activities and promotions	This criteria aims to support applicants that are general supporters of the community.
Minority, Women, Veteran and/or Immigrant Ownership	Ownership is M/W/V/I				No M/W/V/I Ownership	Statistically, M/W/V/I businesses have less cash buffer than other businesses. This criteria aims to level the playing for the ability for all businesses to complete façade projects.
Is the Business Public Facing? (e.g. Retail, Food, Medical, etc.)	Yes				No	Businesses with higher foot traffic from the public benefit from an attractive, aesthetically appealing storefront.

**Total: \_\_\_\_\_/25**

## **Applicant Process**

1. Contact the Town of Elizabeth’s Community Development Department prior to submitting application. The staff will explain the process and consult on the application process.
2. It is highly encouraged, but not required to contact Main Street Colorado for a design consultation as they offer the service for free. Please contact Lary Lucas from the Department of Local Affairs at (720) 402-9303.
3. Complete grant application. Complete applications will include:
  - a. Application form
  - b. Illustrations of the proposed work or architectural drawings
  - c. Photos of the site and its relationship to adjoining sites
  - d. Color samples and texture of finish materials, where applicable
  - e. Scope of Work is required.
  - f. Planning Department comments/review, including Historic Preservation comments
    - i. Round 1 deadline:
      1. Last HAB meeting before deadline:
    - ii. Round 2 deadline:
      1. Last HAB meeting before deadline:
  - g. Lease of property (if not owned by applicant) and letter of authorization from property owner (attached)

### **Other provisions:**

- Affidavit legal residency (attached)
- Property Taxes, Special Assessments: No financial assistance will be provided from the Façade Grant Program if property taxes, or special assessments are in arrears.
- Deadline
  - Applications may only be submitted during the following grant funding cycles: January 1<sup>st</sup> – January 31<sup>st</sup> **or** June 1<sup>st</sup> – June 30<sup>th</sup>.
  - Town staff will review the applications and make a recommendation to the Town of Elizabeth Façade Grant Program Committee which has the final authority to approve or reject the application.
  - If an application is denied, it may be reconsidered if amended to address project deficiencies at the next grant funding cycle.

**All applications must be physically returned to:**

Town Hall

151 South Banner Street, P.O. Box 159

Elizabeth, CO 80107

**Or electronically sent to:**

[zhiggins@townofelizabeth.org](mailto:zhiggins@townofelizabeth.org)

### **Construction Process**

1. Renovation/rehabilitation work must be started within three (3) months of grant approval and completed within twelve (12) months of approval. Depending on the scope of a project, extensions may be requested on a case-by-case basis. Town staff reserves the right to cancel this agreement in the event of failure to comply with this schedule.
2. The applicant is responsible for obtaining all building permits and any other required permits for the work to be done. The applicant is responsible for conformance with all applicable safety standards and conditions.
3. The applicant agrees to maintain the property and improvements.
4. The applicant agrees to provide an 'after picture' of the improvements.
5. The Town of Elizabeth Façade Grant Program may promote an approved project including, but not limited to, displaying a Town of Elizabeth sign at the site, during and after the construction, and using photographs and descriptions of the project in Town of Elizabeth marketing materials.

### **Reimbursement**

1. Once work is completed, the applicant must submit an 'after picture' and final receipts/bills within 45 days of project completion.
2. Town staff inspects and verifies completed work
3. Should the final product be consistent with the Committee's approvals, reimbursement of funds to the applicant will be authorized.



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** November 13, 2023  
**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 is seeking additional funds through the T-Mobile Hometown Grant and the DOLA Main Street LIVE Grant.

## **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.

## **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. 120 out of 200 ornaments have been sold and distributed to businesses at this time.

## **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 24<sup>th</sup> and 25<sup>th</sup>.
  - d. Main Street NOW Conference will be held on May 6<sup>th</sup>-8<sup>th</sup> 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 10<sup>th</sup>.
- 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**
- 9. Discussion with Hugo Main Street Manager, Gillian Laycock**
- a. Tentatively scheduled for January 2024 MSBOD Meeting



1

**MAIN STREET AMERICA**

*...is a movement.*

*Main Street America has been helping revitalize older and historic commercial districts for more than 45 years. It is the leading voice for preservation-based economic development and community revitalization across the country.*

Made up of small towns, mid-sized communities, and urban commercial districts, Main Street America represents the broad diversity that makes this country so unique. Working together, the programs that make up the Main Street America network help to breathe new life into the places people call home.



**MAIN STREET AMERICA**  
Nationally recognized.  
Locally powered.

© National Main Street Center

2



# WHY WAS MAIN STREET NEEDED



Southdale (Edina, MN) – the first mall in 1956

- + Retail started draining from downtowns as strip centers and malls opened.
  - Comparison shopping made easy
  - Climate controlled
  - Free parking
- + Historic downtowns emptied, struggled to retain vibrancy, buildings fell into a period of disinvestment.

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# MORE THREATS ARRIVED

- + Category Killers (Best Buy, Toys ‘R Us, Home Depot, Borders, etc. (1980’s to 2000’s)
- + Lifestyle Centers
- + Amazon
- + COVID



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## REPURPOSING OF SHOPPING MALLS



+ Demolition of malls (in the 1980's there were 2,500 malls and now we're down to about 700)

+ Development includes housing and the attempt to continue to create a "Main Street" feel

The owner of the Steeplegate Mall submitted plans to the city of Concord proposing to tear down most of the sprawling shopping complex as well the Regal Cinema next door, creating a large mixed-use development of retail buildings and 625 residential units in their place.

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## MAIN STREET HISTORY

- + 1977, a Pilot Program was developed and tested in three Midwestern towns within the National Trust for Historic Preservation (NTHP). Three EDs and NTHP staff, lead by Mary Means, developed the Four Point Approach. It wasn't about just doing a streetscape project with historic light poles, or just rehabbing the historic theater...it had to be comprehensive in addressing all aspects of downtown development.
- + In 1980, after a nationwide tele-conference, the National Main Street Center was established and 6 states selected as the pilots. We're now a network of 46 Coordinating Programs
- + Seeking a better opportunity for autonomy and more fundraising, in July of 2013 the National Main Street Center became a subsidiary of the NTHP, forming its own 501(c)(3) and moved its HQ from DC to Chicago. The organization rebranded as **Main Street America**.
- + Since then, well over 2,500 communities have used the Main Street Approach, and over 20 years ago the first urban Main Street program was established in Boston.
- + NMSC supports training, technical assistance, strategic planning, etc., for coordinating and local Main Street programs. and works nationally on advocacy and research.

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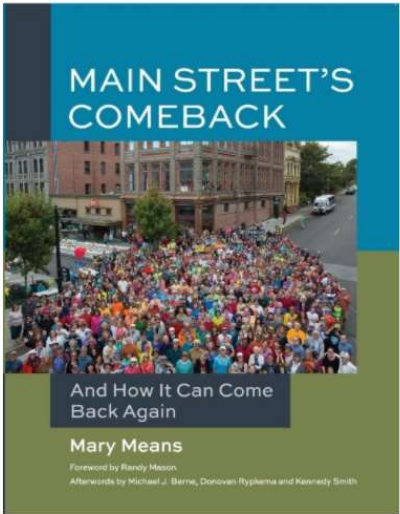
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## MORE ON THE HISTORY OF MAIN STREET

- + Reading recommendation
- + Mary Means is considered the “Mother of Main Street”

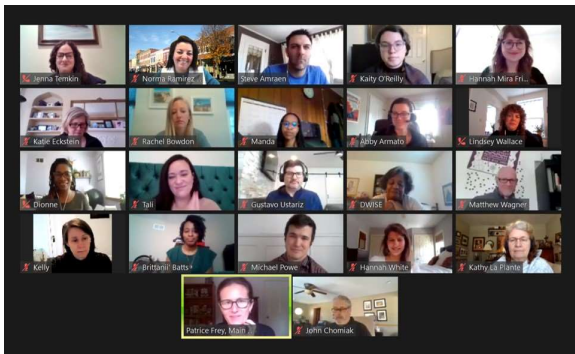


Mary Means with the three original Main Street Directors from Hot Springs, SD, Galesburg, IL and Madison, Indiana



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## THE EXPANSION OF THE NMSC



40+ employees, the most in the history of the NMSC with more being hired

- + Revitalization Services
- + Neighborhood Services
- + Research
- + Government Relations
- + Special Projects and Fundraising (Finance)
- + Communications
- + Membership
- + Main Street America Institute /Conference

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## ADVOCACY ON YOUR BEHALF

Key federal programs that support Main Street revitalization include:

- **Historic Preservation Fund** competitive grants, such as Paul Bruhn Revitalization Grants, offer needed funding to support storefront renovations and building rehabilitations, including creating upper floor housing in mixed use buildings.
- **Historic Tax Credits** at both the federal and state level provide essential financing to building redevelopment projects while leveraging private investment.
- **USDA Rural Development** programs such as Rural Community Development Initiative and Rural Business Development Grants have supported capacity building and entrepreneurial ecosystem building in rural Main Street communities.
- **Community Development Block Grants** can support commercial district infrastructure, small business activities, and capacity building training in both rural downtowns and big city districts.

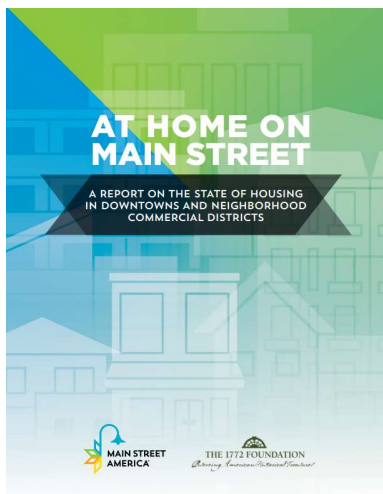
### MAIN STREET ADVOCACY TOOLKIT >

Start building your advocacy skills with resources and tools for outreach. The Advocacy Toolkit includes webinars, one-pagers, and articles that can sharpen your skills when approaching decision-makers with a Main Street need.



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## RESOURCES CONTINUOUSLY EXPANDING



### + Research

- Housing
- Trends Survey
- Mapping all Main Street districts
- Surveys for Transformation Strategy Visits
- Place AI (coming soon)


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## YOU HAVE ACCESS TO NUMEROUS TOOLS

**Digital Libraries**

- MSA HANDBOOKS & GUIDES
- REVITALIZATION TOOLKITS
- WEBINAR SERIES
- MAIN STREET NOW ARCHIVE
- VIDEO SERIES
- STATE OF MAIN


- + Small Business Assistance (Grow with Google, Go Daddy, etc.)
- + Grants (T-Mobile, AMEX, Simons, Kauffman, Thriving cities, etc. etc.)



**Main Street Business Insights**  
A Podcast Hosted by Chief Program Officer Matt Wagner, Ph.D.

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## ORGANIZATION MODEL



The diagram is a pyramid with four levels. From top to bottom: MSA Board (blue), MSA Staff (green), Coordinating Programs (orange), and Local Programs (yellow). A blue box labeled 'Main Street Leadership Council' is positioned to the right of the Coordinating Programs level. The Main Street America logo is in the bottom right corner of the pyramid area.

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## 2022 MAIN STREET AMERICA STRATEGIC PLAN LONG TERM OBJECTIVES

1. Center diversity, equity, and inclusion in our work
2. Build capacity and provide resources for coordinating programs, local leaders, and other partners
3. Continuously assess, adapt, and innovate on the Main Street framework
4. Be a leading voice and advocate for place-based economic development and community preservation
5. Grow a broader and more inclusive Main Street movement
6. Grow and diversify sustainable funding and organizational base to support mission and maximize impact

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## MAIN STREET AMERICA VALUES


Everyone deserves access to a vibrant downtown or village center – a place that provides for economic opportunity, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong. Our collective mission as Main Street America is to make that happen.



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# Main Street




*“There is simply no more cost-effective economic development program of any type, on any scale, anywhere in the country than Main Street...”*

**Donovan Rypkema**  
Author of “The Economics of Historic Preservation”

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## MAIN STREET IMPACT



### 2022 REINVESTMENT IMPACT

*of Nationally Designated Main Street Programs*






 <b>\$6.25 Billion</b> Reinvested Locally	 <b>7,657</b> Net New Businesses	 <b>29,174</b> Net Gain in Jobs	 <b>10,688</b> Buildings Rehabbed	 <b>1.5 Million</b> Volunteer Hours
--	---	--	---	--

Image: Ruston, Louisiana

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## 2024 MAIN STREET NOW CONFERENCE

- + Main Street Now is the largest nationwide gathering of commercial district revitalization professionals in the U.S., drawing local economic development and revitalization leaders from small towns, mid-sized cities, and urban neighborhood business districts.
- + Save the date for immersive learning and community-building experiences at Main Street Now 2024!

*Learn more > [mainstreet.org/now2024](https://mainstreet.org/now2024)*




**MAY 6-8**  
**BIRMINGHAM**  
**ALABAMA**

**VULCAN STATUE**  
Photo by Art Meripol

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## THE MAIN STREET REFRESH



MAIN STREET AMERICA  
Nationally recognized.  
Locally powered.

THE MAIN STREET REFRESH:  
LESSONS LEARNED

- + In 2015, the National Main Street Center undertook an intense assessment of the program with it being 35 years old.
  - To determine if the Four Point Approach was still the right methodology for revitalization downtowns and urban neighborhood districts.
  - To determine the strengths and weakness.
  - To determine how communities were achieving success.
  - To develop a program to role out needed changes.
- + Grant from the Kauffman Foundation

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## ROLLOUT OF THE REFRESH OUT PILOT PROGRAMS

- + Lake City, Brush, and Steamboat Springs – along with 10 others across the country
- + Variety of programs from city sponsored, to CDCs, to existing Main Street programs
- + Transformation (Economic Strategies) introduced to better align the work of MS organizations and economic development



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## Four-Point Review Major Findings



- **The Main Street Approach provides solid framework, excellent internal check-points to ensure holistic, comprehensive approach.**
- **Challenge in building/maintaining programming balance and comprehensive focus –**
  - Project-driven programming not clearly aligned to strategic direction
  - Lack of balanced level of activity / Too much attention to the areas of “comfort” – such as Promotion and Design



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## OUR REVITALIZATION WORK BALANCING ACT

The image shows a balance scale with a wooden beam resting on a single, smooth, grey rock. On the beam, four colored boxes are placed from left to right: a green box labeled 'Design', a blue box labeled 'Econ/Vitality', an orange box labeled 'Promotion', and a yellow box labeled 'Organization'. The scale is perfectly balanced.

Balancing the Work is Important

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## Main Street Review Major Findings

- **Challenge with organizational silos** – needing stronger connection
  - Internally - between board and committees and among committees
  - Externally - lack of defined partnerships or collaboration with other groups on common grounds and distinctive roles
- **Need to strengthen Main Street’s position**
  - Not always viewed as serious economic development organizations or with a seat at the table...
  - Challenge in “packaging” and promoting value



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# THE HISTORY & REASONING BEHIND NEW STANDARDS

After rolling out “The Refresh” (review of the Main Street Approach), the need to promote:

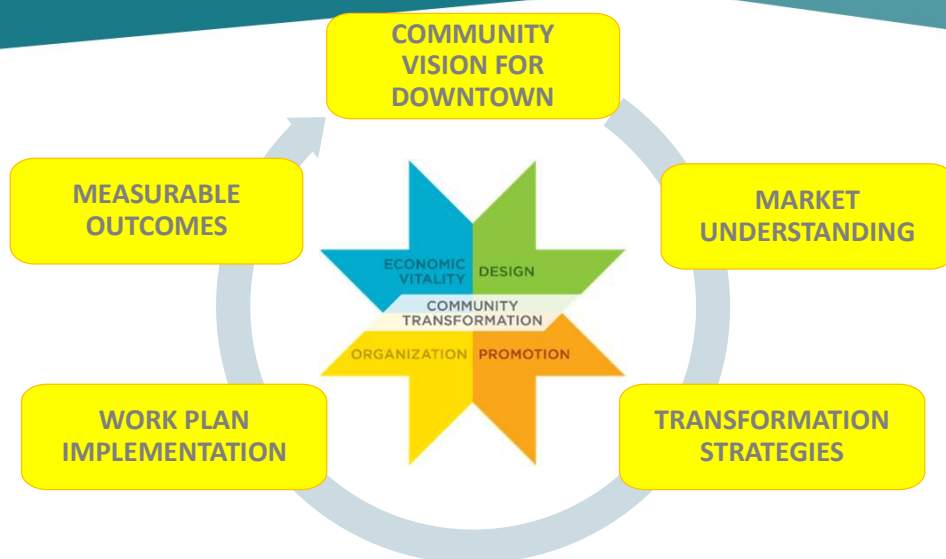
- Positioning MS programs as economic development organizations
- Moving programs beyond idea/project-driven to Strategy-driven programming – Transformation Strategies
- More community-wide engagement (input and participation) in programming and organization
- Need to develop a more cohesive system within the network



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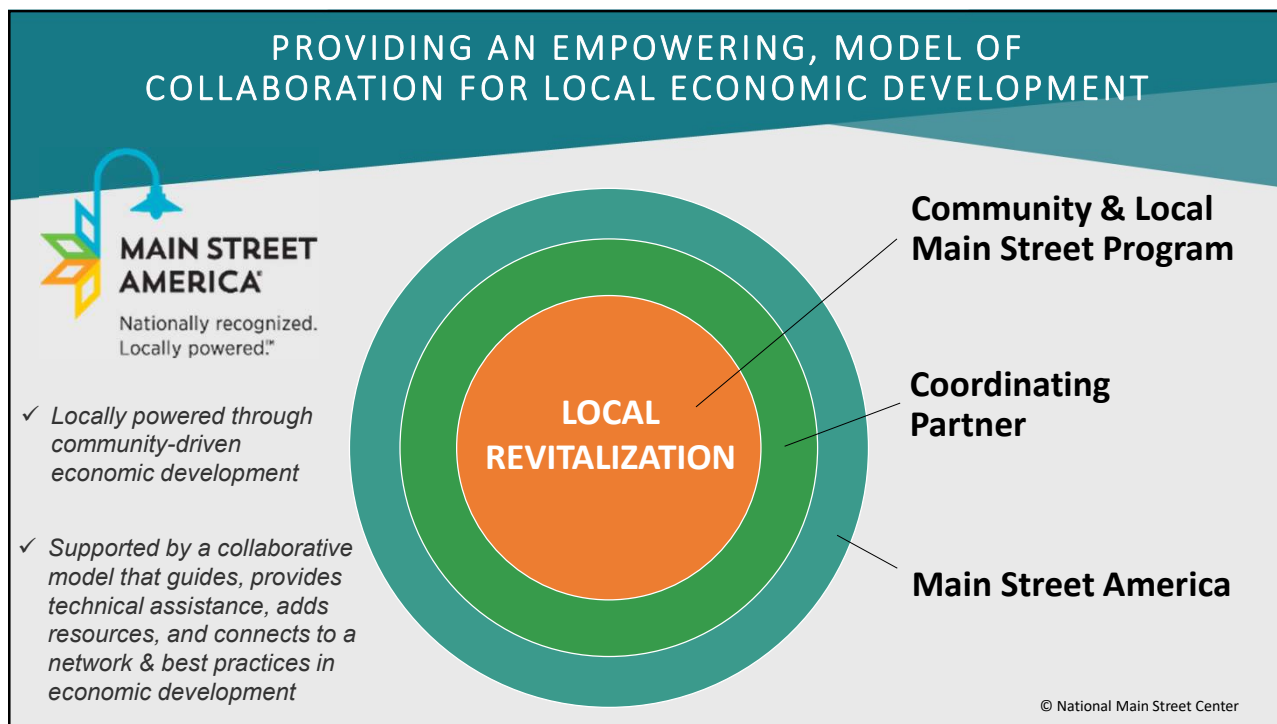
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# LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



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## New MSA Community Accreditation Framework

### OBJECTIVES

- *Meet communities where they are and guide their economic development efforts*
- *Offer a more holistic set of Main Street America Community Accreditation Standards*
- *Provide an empowering model of collaboration for local economic development*
- *Elevate the value of the recognition as a “Nationally Accredited” Community or Commercial District*

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## New Community Accreditation Standards

A MORE HOLISTIC FRAMEWORK  
FOR SUCCESSFUL & SUSTAINABLE REVITALIZATION

**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**

et Center

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## WHY IS ACCREDITATION VALUABLE


- + Recognizes programs that operate with the highest standards – celebrations for number of years accreditation has been achieved
- + Requirements help programs with fundraising, volunteer development, and overall sustainability
- + Challenges the board to organize and grow – and keeps future boards on the same path
- + Illustrates accountability and credibility to your partners, community, and volunteers
- + Help your coordinating program identify areas of needed training and/or technical assistance
- + Eligibility to apply for the Great American Main Street Awards


**Rochester Named as a National Main Street Community**

FEBRUARY 17, 2017 BY ROCHESTER MEDIA 1 COMMENT

**Rochester Receives Certification, Again, and is Named as a National Main Street Community for the 21st Time**

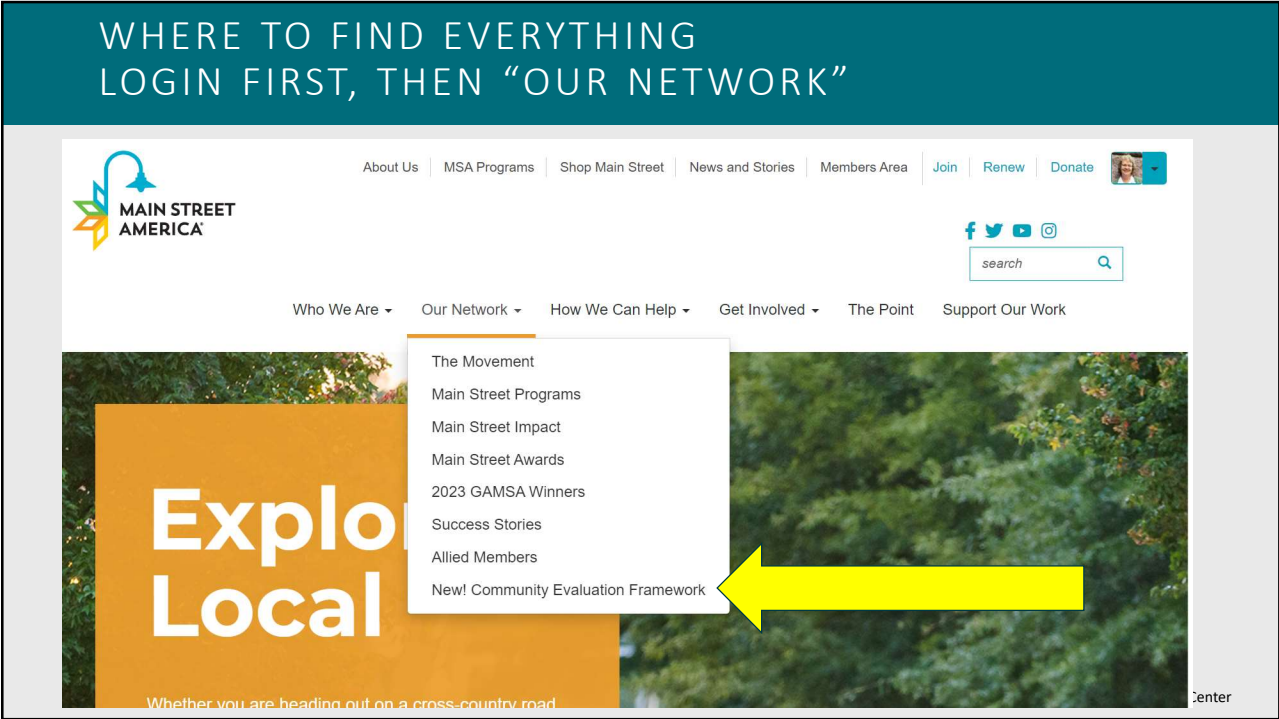
Main Street Oakland County (MSOC) recently conducted an Annual Program Assessment Visit and named Rochester as a 2016 Nationally Accredited Main Street Community. This is the 21st consecutive year of certification for Rochester. The Rochester DDA has been a member of Main Street Oakland County since 2000.





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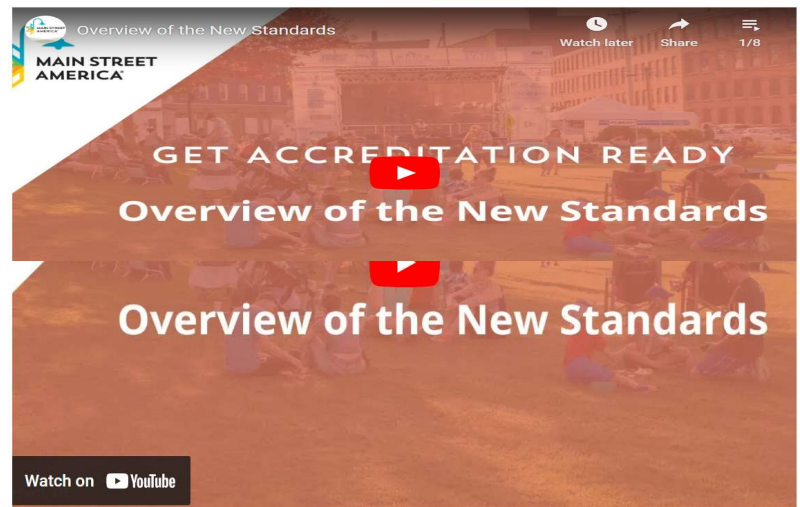


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## VIDEO SERIES



Overview of the New Standards

Watch later Share 1/8

Watch on YouTube

STANDARD 1

STANDARD 2

STANDARD 3

STANDARD 4

STANDARD 5

STANDARD 6

STANDARD 7

STANDARD 5

STANDARD 6

HOW TO LEVERAGE

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## MAIN STREET AMERICA COMMUNITY ACCREDITATION COMPONENTS



THE MAIN STREET AMERICA EVALUATION FRAMEWORK  
COMMUNITY SELF-ASSESSMENT TOOL - Version 1.0 - January 2022

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- PAGE 11 - STANDARD III: DIVERSIFIED FUNDING AND SUSTAINABLE PROGRAM OPERATIONS
- PAGE 14 - STANDARD IV: STRATEGY-DRIVEN PROGRAMMING
- PAGE 16 - STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT
- PAGE 19 - STANDARD VI: DEMONSTRATED IMPACT AND RESULTS





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## AFFILIATE VERSES ACCREDITED STATUS

- + **Affiliate** status is awarded to programs, by your coordinating program, that have not met the baseline requirements or haven't achieved at least a score of three under each indicator. Typically, downtowns and neighborhood commercial corridors that are less than 2 years old, fall in this category. Completing the self- assessment will help guide communities to Accredited status.
- + **Accredited** status is awarded to programs that meet all the baseline standards and score a minimum of three for each standard indicator. These downtowns or neighborhood commercial corridors are operating comprehensive revitalization efforts.

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## BASELINE REQUIREMENTS

Some indicators are required as important baseline (starting point) for a local program to qualify for National Accreditation. The current Baseline Requirements are:

1. A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
2. Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
4. Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.

MEETS

or

NEEDS ATTENTION

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# BASELINE REQUIREMENTS, CONT.

- 5. A dedicated budget for the district’s revitalization programming and the Main Street program’s operations.
  - Large Communities (over 20,000) = \$100,000
  - Medium (5,000-19,999) = \$75,000
  - Small (under 5,000) = \$53,000
- 6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- 7. Reinvestment statistics reported as required by Coordinating Program (monthly, quarterly, or annually).
- 8. Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

**MEETS**

or

**NEEDS ATTENTION**

Local Programs that do not meet baseline requirements are not eligible for Accreditation from Main Street America, though they may qualify for designation at the Affiliate level.

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**MAIN STREET AMERICA**  
Nationally recognized. Locally powered.™

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