



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, April 14, 2025 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 March 10, 2025

NEW BUSINESS

2. Discussion on 2025 Ornament Design
3. Discussion and Possible Action on Swag Budget Reallocation

STAFF REPORT

4. Staff Report

BOARD REPORTS

ADJOURNMENT



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS

March 10, 2025

CALL TO ORDER

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, March 10, 2025, at 8:37 AM by President Carrie Wedel.

ROLL CALL

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

Also present were Planner/Project Manager Alexandra Cramer, Planning Technician Dianna Hiatt, and Deputy Town Clerk Harmony Malakowski.

PUBLIC COMMENT

There was no public comment.

AGENDA CHANGES

No changes from Administration.

No changes from the Board.

Agenda set.

CONSENT AGENDA

1. Minutes of the Regular Meeting of February 10, 2025

Motion by Director Bulmer, seconded by Director Struthers, to approve the Consent Agenda as presented.

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

NEW BUSINESS

2. Introduction of Prospective Board Member – David Cox

Ms. Cramer provided a Staff report. Mr. Cox provided background information and answered questions. Discussion followed.



TOWN OF ELIZABETH

MAIN STREET BOARD OF DIRECTORS

Director Hussey joined the meeting at 8:50 AM.

3. Discussion regarding Main Street Grand Reopening & Stampede Booth

Ms. Cramer provided a Staff report. Discussion followed.

STAFF REPORT

- Director Struthers had a question regarding Running Creek Park facilities.
- Planner/Project Manager Alexandra Cramer provided updates regarding:
 - Streetscape
 - Main Street NOW Conference
 - Façade Grant awards
 - Ornaments
 - Locable website
 - Mural on the Oddfellows building
 - Main Street promotional video
 - Main Street flowers
 - RFP going out this week for the parking lot
 - Meeting with Amanda Love regarding 5K event
 - Thanks to Director Prinslow for his service on the Board
 - Main Street banners

BOARD REPORTS

There were no further Board reports.

ADJOURNMENT

Motion by Director Hussey, seconded by Director Prinslow, to adjourn the meeting at 9:44 AM. The vote of those Directors present was unanimously in favor. Motion carried.

President Carrie Wedel

Assistant Town Clerk Allison Ritter



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

To: Main Street Board of Directors
From: Alexandra Cramer, Planner/Project Manager
Date: April 14th, 2025
Subject: 2025 Ornament Design

Summary

It's time to start discussing this year's ornament design. Michael Hussey has submitted a draft featuring Elizabeth Hubbard, our town's namesake and sister-in-law of former Governor Evans. This design would commemorate an important historical figure in our community's heritage.

Staff Recommendation

Staff recommends the Board review the submitted design and provide direction for completion.

Budget Considerations

The ornament program has a dedicated budget of \$2,000.

Attachments

Draft Design





TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

To: Main Street Board of Directors
From: Alexandra Cramer, Planner/Project Manager
Date: April 14th, 2025
Subject: Discussion and Possible Action on Swag Budget Reallocation

Summary

Per the direction of the board at the March meeting, staff received quotes for the following swag items.

1. Bags - \$3,228 (1,200 count)
2. Stickers - \$175 (500 count)
3. Temporary Tattoos - \$135 (200 count)

If the MSBOD would like to move forward with this swag, then budget reallocation will need to be considered. Currently, there is \$870 in the swag budget. Staff recommends reallocating the \$2,000 from the Main Street Grand Reopening budget, the remaining \$212 from the Locable budget, \$150 from the remaining Stampede Booth budget, and \$306 from the Social Media Advertising budget to the Swag budget.

Staff Recommendation

Staff recommends the Board consider the swag items and the above-mentioned reallocation of the budget.

Budget Considerations

See attached budget and year-to-date totals for consideration.

Attachments

Bag Quote
Sticker Quote
Temporary Tattoos Quote
Budget & YTD Totals



P.O. Box 657
 1500 HALO Way
 Sterling, IL 61081
 Phone: (815) 625-0980
 Fax: (630) 875-4160
 ASI # 356000

Customer Acknowledgement

Sales Order #	Date	Page #
13600718	03/28/25	1

Order Type: DRP
Sold To 1076033
 TOWN OF ELIZABETH
 ALEXANDRA CRAMER
 151 S BANNER STREET
 ELIZABETH, CO 80107-7559

Bill To 1076033
 TOWN OF ELIZABETH
 ALEXANDRA CRAMER
 151 S BANNER STREET
 ELIZABETH, CO 80107

Est. Ship Date: 04/14/25
Ship Via: UPS GROUND
Ship To: TOWN OF ELIZABETH
 ALEXANDRA CRAMER
 151 S BANNER STREET
 ELIZABETH, CO 80107-7559

Customer P.O. Number		Event Date	Terms	Sales Representative		
		04/16/25	NET 30 DAYS	G125 FERGUS, GEORGE		
Ordered	Back Order	Item Description/Comments		UM	Unit Price	Extended Price
1200	0	BG108 - PRIME LINE STANDARD NON-WOVEN TOTE BAG WITH THE TO THE TOWN of Elizabeth 4/c logo as a heat transfer. Size to fit. 16" W x 12" H x 6" D. Lime green. Art linked. >ITEM COLOR: LIME GREEN >IMPRINT COLOR: HEAT TRANSFER		EA	2.690	3228.00
1200	0	RC - RUN CHARGE FOR THE HEAT TRASFER		EA	0.000	0.00
1	0	SU - SET UP CHARGE		EA	25.000	25.00
1	0	EPR - ELECTRONIC PROOF		EA	0.000	0.00
1	0	BG108 - ONE FOR GEORGE		EA	0.000	0.00

DO NOT PAY

Payment not yet due. Invoice to follow based on shipped quantities, taxes, and freight. Payments made by credit card are subject to a fee, of up to 3%, where permissible. HALO recommends ACH as a payment method. The price is based on current tariff structure. HALO reserves the right to charge additional amounts in the event of any new or additional tariffs are imposed on the order.

This Order will be filled under the assumption that the items to be purchased are not intended, and will not be promoted, advertised or represented in any way (whether in packaging, displays, or otherwise) as appropriate, for use by children 12 years of age or younger. If this is incorrect, immediately notify us in writing.

Since careful inspection at the factory often results in some imprinted pieces being discarded, it is understood and agreed that an underrun or overrun of not more than 10% be billed pro-rata. Purchaser agrees to pay any sales or use tax and additional freight charges billed us due to audits per ICC regulations. In some cases, freight charges may be billed separately. Quoted prices often do not include shipping charges or any applicable taxes. No credit will be issued for returned merchandise without the consent/authorization of HALO. All claims must be made within 10 days of merchandise receipt. **Shipping Liability:** This merchandise becomes your property at the time it is accepted by the carrier. Purchaser agrees to pay all charges and terms stated on this invoice. Payments not made within such terms are subject to a late payment fee of 1.5% per month until payment is made. Purchaser also agrees to pay all necessary collection and reasonable legal fees in the event of non-payment. Purchaser warrants that (i) it either owns, possesses or has the legal right to all trademarks, service marks, trade names, and copyrighted materials contained in this purchase order; and (ii) drawings, designs, lettering or any other work contained in this purchase order does not infringe or contribute to the infringement of any trademark or copyright.



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 Fax: (630) 875-4160
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 ELIZABETH, CO 80107-7559

Bill To 1076033
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 ALEXANDRA CRAMER
 151 S BANNER STREET
 ELIZABETH, CO 80107

Est. Ship Date: 04/14/25
Ship Via: UPS GROUND
Ship To: TOWN OF ELIZABETH
 ALEXANDRA CRAMER
 151 S BANNER STREET
 ELIZABETH, CO 80107-7559

Customer P.O. Number		Event Date	Terms	Sales Representative		
		04/16/25	NET 30 DAYS	G125 FERGUS, GEORGE		
Ordered	Back Order	Item Description/Comments		UM	Unit Price	Extended Price

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eProof	PPP REF:	AB Cust Name: 587610 HALOG125
	RIA: No	GEORGE FERGUS
	Reorder: No	PO#: W6012893
Special Instructions:		Style: BG108 : BG108-GRNLIM Total Quantity: 1201 Page 1 of 1



S2945442

A005MAX5

BG108-GRNLIM	Total
1201	1201

Side - 4CP Transfer

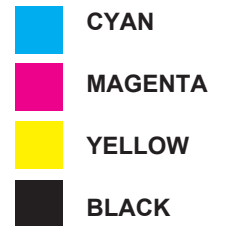
****dotted lines represent the imprint area and do not print****

FPO Item Rendering

Not actual size

**Please confirm used full color artwork
PMS color matching is not available for 4 color process orders.**


100% Actual Size
6.6012 "W x 8"H



Our Policy on eProof Approvals—Please Read:

- 1) eProofs are intended for size, placement, and position. Colors of imprints and items are for reference only.
- 2) By approving this eProof, you acknowledge all disclaimers and suggestions and agreed to proceed to production.
- 3) The factory will not be held accountable for errors OR for poor print quality due issues noted on eProof.
- 4) A charge will be incurred for the initial proof and all revisions.

Your cart

PRODUCT	PRICE	QUANTITY	TOTAL
 100 3" Custom Vinyl Stickers Shape: Circle Finish: Gloss Image: MainStreet-4C.jpg Remove	\$35.00	<input type="text" value="5"/>	\$175.00

Subtotal **\$175.00 USD**

CONTINUE SHOPPING

CHECK OUT



Classic (min 200)

\$135.00

Pay in 4 interest-free installments for orders over **\$50.00** with

[shop](#)  [Learn More](#)

Size:

2 in x 3 inches

Quantity:

200

Tattoo Finish:

Classic (min 200)

Notes for placement

Tell us what areas are white or other design notes...



 **ADD TO CART**

ELIZABETH MAIN STREET PROGRAM BUDGET 2025			
2025 MSBOD BUDGET TOTALS (\$15,500 BUDGETED)			
	ALLOCATED	REMAINING TO BE SPENT	YTD
TRAINING	\$7,500	\$1,883	\$ 5,617.14
ANNUAL MEMBERSHIP	\$500	\$0	\$ 500.00
NETWORKING EVENT (2)	\$500	\$500.00	\$ -
STAMPEDE BOOTH	\$500	\$150	\$ 350.00
MAPS AND MATERIALS	\$200	\$200	\$ -
ORNAMENT PROGRAM	\$2,000	\$2,000	\$ -
SOCIAL MEDIA ADVERTISING	\$600	\$600	\$ -
FNM VENDOR SCHOLARSHIP	\$330	\$330	\$ -
LOCABLE	\$2,000	\$212	\$ 1,788.00
SWAG	\$870	\$870	\$ -
MAIN STREET GRAND REOPENING	\$2,000	\$2,000	\$ -
MAIN STREET 5K AND COLOR RUN	\$8,000.00	\$8,000.00	\$ -
TOTAL	\$17,000	\$16,745	\$ 8,255.14



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: April 14th, 2025
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Construction Update

- a. Construction is ongoing on the west side.

2. Gesin Lot

- a. Staff met with Mike Scholl from Ayres Consulting to discuss a development roadmap for the Gesin Lot. We are in discussions with doing a presentation to the BOT on his findings. Staff will update the MSBOD on when this presentation will be.

3. Ornaments

- a. Michael Hussey has provided the MSBOD with a draft for the 2025 Ornament.

4. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Main Street NOW 2025 was held on April 7-9th in Philadelphia, PA. Carrie, Brandon and Alex attended the conference.

5. 2025 Q1 stats are being submitted to DOLA on 4/14/25.

6. HAB Update.

- a. The HAB is conducting a Coloring Contest during the month of May with the K-5 students at Running Creek Park Elementary, Singing Hills Elementary, and Legacy Academy.

7. Town of Elizabeth - Façade Grant

- a. Façade grant awards for the first round of 2025.
 - i. \$4,500 – 122 Main St
 - ii. \$2,000 – 188 Main St
 - iii. \$1,000 – 392 Main St
- b. There is no remaining money in the budget for a second round in 2025. The Façade Grant Program Committee will be requesting funding from the BOT.

8. Locable

- a. Staff is updating all business pages on Locable. Staff has posted on social media inviting all businesses to have a page on Locable.

9. Main Street Mural

- a. Staff is working with the IOOF building property owners and Some Girls and a Mural for this project.
- b. The muralist are in the process of designing three options for consideration.



10. Main Street Promotional Video

- a. Through DOLA Main Street, each Main Street program is being given the opportunity to participate in their own promotional video. We are working with Slate Communications to put together a 5-minute video featuring our Main Street and its businesses. We will be filming on February 21st, and will have a draft by May.
- b. Slate Communications completed filming on 2/21. Our interviewees did great and Slate got some good footage of all the businesses on Main Street.

11. Main Street Flowers

- a. Staff is working with Marjorie Engle on getting flowers for the Main Street. We are waiting to hear back from the Elbert County Gardeners on their participation. This may take form in providing flowers to Main Street businesses rather than going in to the new planter boxes along the streetscape.
- b. CD Staff, Public Works and Town Administration are working together on the landscaping details for the new planter boxes.

12. Main Street Parking Lot

- a. The site plan for the parking lot was approved by the BOT on 2/21.
- b. The RFP for this project is out.

13. MSBOD Stampede Booth

- a. Please sign up for a timeslot on the Google Doc sign-up sheet for the booth at the Stampede on 6/6, 6/7 & 6/8. Reach out to Staff for any assistance.

14. Main Street Networking Event

- a. This year's networking event is on May 15th from 5-7pm at EBC.
- b. We are utilizing the Elizabeth High School's catering class to provide appetizers and desserts for the event.
- c. Staff is meeting with the Chamber of Commerce to collaborate on this event.

15. MSBOD & BOT Workshop

- a. The MSBOD is scheduled for a 6-7pm workshop with the BOT on July 22nd.
- b. This will provide an opportunity to discuss the board's vision moving forward with Main Street programming efforts, archway consideration, and any other initiatives.