



# TOWN OF ELIZABETH

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**TOWN OF ELIZABETH  
MAIN STREET BOARD OF DIRECTORS - RESCHEDULED  
Monday, January 22, 2024 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 December 11, 2023

**NEW BUSINESS**

- [2.](#) Discussion and possible action regarding Main Street Board of Directors Resolution 24-01, a Resolution Establishing a Designated Public Place for the Posting of Meeting Notices Pursuant to C.R.S. 24-6-402(2)(c)
- [3.](#) Discussion regarding Locable (8:30 am)
- [4.](#) Discussion regarding Munibit (9:15 am)
- [5.](#) Discussion regarding 501(c)3 status with Gillian Laycock, Hugo Main Street Manager (10:00 am)

**STAFF REPORT**

- [6.](#) Staff Report

**BOARD REPORTS**

**ADJOURNMENT**



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS  
DECEMBER 11, 2023**

**CALL TO ORDER**

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, December 11, 2023, at 8:32 AM by President Tedd Lipka.

**ROLL CALL**

Present were President Tedd Lipka, and Board Members Jeff Struthers, Michael Hussey, Brandon Jeffress, and Carrie Wedel. Vice President Linda Bulmer and Member Kurt Prinslow 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 November 13, 2023

Motion by Mr. Hussey, seconded by Mr. Jeffress, to approve the minutes from November 13, 2023.

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



## NEW BUSINESS

### 2. DOLA Main Street Virtual Annual Visit

Representatives from the DOLA Main Street Program visited with the Main Street Board Members to discuss goals and strategies for the upcoming year.

Member Michael Hussey left the meeting at 9:30 AM.

### 3. Discussion and possible action regarding Main Street Winter Banners

Motion by Ms. Wedel, seconded by Mr. Jeffress, to allocate \$2200 from the 2023 Main Street budget for new holiday banners for Main Street.

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

### 4. Discussion regarding Locable

Director Higgins presented information regarding Locable and the service it can provide. Direction was provided to staff from the Board.

## STAFF REPORTS

- Director Higgins provided updates regarding:
  - Possible dates for a Strategic Meeting with DOLA.
  - Streetscape Grant updates.
  - Main Street Archway.
  - Joint Meetings with the Board of Trustees.
  - 2023 Holiday ornaments.
  - Main Street NOW conference.
  - Main Street Wi-Fi.
  - Historic Advisory Board District creation.
  - Tentative workshop dates with the Board of Trustees.
  - Reminder that Gillian with the Town of Hugo will be coming to speak to the Main Street Board in January.

## BOARD REPORTS

No Board Reports.



## TOWN OF ELIZABETH

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### ADJOURNMENT

Motion by Mr. Struthers, seconded by Ms. Wedel, to adjourn the meeting at 10:45 AM.

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

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Vice President Linda Bulmer

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Town Clerk Michelle Oeser



## TOWN OF ELIZABETH

HARMONY MALAKOWSKI/DEPUTY TOWN CLERK

**TO:** President, Vice President and Directors  
**FROM:** Michelle Oeser, Town Clerk  
**DATE:** January 22, 2024  
**SUBJECT:** Main Street Board of Directors 24-01 – a Resolution Establishing a Designated Public Place for the Posting of Meeting Notices as Required by the Colorado Open Meetings Law

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It is required by the Colorado Open Meeting Law that at the first Board meeting of the year a Resolution is passed to designate a public posting place for meeting notices.

The Town's posting place is located on the outside of Town Hall in the information board and on the Town's website.

Staff asks that the Board pass Resolution 24-01 designating the required posting place for meeting notices.

Attachment

MSBOD Resolution 24-01

**MAIN STREET BOARD OF DIRECTORS  
RESOLUTION 24-01**

**A RESOLUTION ESTABLISHING A DESIGNATED PUBLIC PLACE FOR  
THE POSTING OF MEETING NOTICES PURSUANT TO C.R.S. § 24-6-  
402(2)(c)**

**WHEREAS**, C.R.S. § 24-6-402(2)(c) requires the Main Street Board of Directors to annually designate the public place for posting notices to comply with the Colorado Open Meetings Law, C.R.S. § 24-6-401, *et seq.* (the "Open Meetings Law");

**WHEREAS**, consistent with House Bill 19-1087, the Main Street Board of Directors hereby desires to post notice of the Main Street Board of Director's public meetings not only in physical locations, but also on the Town's website as the Main Street Board of Director's official online presence to the greatest extent practicable; and

**WHEREAS**, the notice must have specific agenda information, posted no less than twenty-four (24) hours prior to the meeting, must be accessible at no charge to the public, must be searchable by type of meeting, date of meeting, time of meeting and agenda contents, shall link to any social media accounts of the local public body, shall provide the address of the website to the Department of Local Affairs, and shall designate a public place within the boundaries of the local public body at which it may post a notice no less than twenty-hours (24) hours prior to a meeting if it is unable to post a notice online in exigent or emergency circumstances such as a power outage or interruption in internet service that prevents the public from accessing the notice online.

NOW THEREFORE BE IT RESOLVED BY THE MAIN STREET BOARD OF DIRECTORS OF THE TOWN OF ELIZABETH, COLORADO AS FOLLOWS:

**Section 1.**     Designation. The Main Street Board of Directors of the Town of Elizabeth, in compliance with C.R.S. § 24-6-402(2)(c) of the Open Meetings Law, hereby designates the Town website at [www.townofelizabeth.org](http://www.townofelizabeth.org) as the official place for posting notices. The Main Street Board of Directors may additionally post notices at Town Hall, located at 151 South Banner Street, and any Town social media accounts. If there is a known power outage, known interruption of internet service, or an emergency meeting, the Main Street Board of Directors may post a physical notice at the public entrance of the Town Hall located at 151 South Banner Street.

PASSED, APPROVED, and ADOPTED this \_\_\_\_ day of \_\_\_\_\_, 2023, by the Main Street Board of Directors of the Town of Elizabeth, Colorado, on first and final reading, by a vote of \_\_\_\_\_ for and \_\_\_\_\_ against.

\_\_\_\_\_  
Vice President Linda Bulmer

ATTEST

\_\_\_\_\_  
Michelle Oeser, Town Clerk



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** January 08, 2024  
**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 \$3,700 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.



## **TOWN OF ELIZABETH**

COMMUNITY DEVELOPMENT DEPARTMENT

### **RECOMMENDATION**

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

### **ATTACHMENT(S)**

N/A





## TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** January 08, 2024  
**SUBJECT:** Munibit 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”. Munibit is a company that works with municipalities, Main Streets, and Chambers of Commerce among others to provide website services. They are located in St. Charles Missouri within their historic main street district.

Munibit provides website services for the City of St. Charles, MO as well as the St. Charles Main Street Foundation. Please explore the Map (<https://stcmain.com/explore>), Directory (<https://stcmain.com/explorelist>), and Gallery (<https://stcmain.com/exploregallery>) pages. Munibit is also the Main Street website for Ridgway (<https://townofridgway.colorado.gov/council-commissions/FUSE>) and recently Windsor which is still in development (<https://windsordda.com/>).

Munibit offers a website platform that seems to be successful for other Main Street communities with a low barrier to entry. At this time, Munibit does not offer automation of calendars or blog posts. Munibit has no start up fee and charges \$69 per month (\$828/year) if billed annually.

### RECOMMENDATION

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

### ATTACHMENT(S)

N/A



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** January 08, 2024  
**SUBJECT:** BID and 501(c)(3) Discussion; Gillian Laycock, Hugo Main Street Manager

**SUMMARY**

The Town is considering creating a 501(c)(3) to have the ability to take donations and provide a tax benefit for that donation. As part of that discussion, the Main Street Board needs to consider whether they want to stay under the umbrella of the Town as an Advisory Board or become a separate entity under a Town 501(c)(3). There are some benefits to moving under a non-profit, which include, not being restricted by the Town's policy of not picking winners and losers, allowing alcoholic beverages at events, and opening up to other funding sources. The Staff has had preliminary discussions with the Board of Trustees about this arrangement, and they would still be open to funding the MSBOD budget as well as offering Staff to conduct business.

Gillian Laycock is in attendance to speak to the MSBOD about her experience with her board in Hugo, Colorado. Gillian has prior experience sitting on boards as well as various levels of local government leadership. She is currently the Town Manager for Akron, CO and the Main Street Manager for Hugo, CO.

A BID (Business Improvement District) is a type of special district within a municipality to fund certain types of improvements that will, among other things, promote the continued vitality of existing business areas within the municipality. BID's can be funded through assessments. These assessments can be based on assessed value (mill levy) or special assessment like linear footage or square feet of lot or building. Rates can vary by property type (for-profit, non-profit, residence) and can also vary by location, depending on the level of service. Other sources of funding can include grants, sponsorships, town or county, and events. Colorado BID budgets range from \$70,000 to \$6 million. To form a BID, a management plan is developed, there is a petition campaign to capture 50% of acreage and value of the proposed district, and an ordinance is drafted that includes powers, financing methods, and election details. Finally, there is a TABOR election for the property owners, lessees, and residents of commercial property within the district to approve the assessment. The BID is governed by a BID Board of Director who is responsible for setting policies, budgets, assessments, and annual operating plans. BID's typically have a connection to a 501(c)(3) or (c)(6).

A DDA (Downtown Development Authority) is a quasi-public steward for downtown areas. It can focus on downtown vitality and attractiveness. District Stakeholders vote on DDA creation and funding. District



stakeholders serve on the board. The DDA is funded through mill levy (up to 5 mills) on property or sales tax. DDA's have a Plan of Development to guide initiatives. DDA's can serve through economic development/business support, marketing and events, place enhancements, public improvements, mobility, and maintenance. TIF funds can also be generated to use for reinvestment in the district. The DDA is governed by a 5 - 11 member board appointed by the BOT. A majority of the directors must reside or own property in the DDA. The DDA can be affiliated with or housed under another non-profit organization, like a merchant's association.

**RECOMMENDATION**

Staff recommends the Main Street Board provide feedback regarding 501(c)(3) creation and potential for taxing or assessing entity district creation.

**ATTACHMENT(S)**

N/A



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** January 08, 2024  
**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 has submitted a \$1,000,000 grant request to the DOLA EIAF TIER II grant program on December 1<sup>st</sup>.

## **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. All 200 ornaments have been purchased for 2023.
- 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 Conference will be held on May 6<sup>th</sup>-8<sup>th</sup> in Birmingham, AL
  - d. Please work with staff to book your accommodations attendance for the Main Street NOW Conference.
- 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>.
  - 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. **Tentative BOT and MSBOD Workshop schedule:**
    - i. **UPDATED 01/23/2024 – 5pm (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. Scheduled for January 2024 MSBOD Meeting
- 10. Strategic Planning with Melissa Antol, COREFLECTION**
  - a. Please complete the survey by 01/15 @5pm
  - b. In-person workshop 01/29 4-8pm
  - c. Virtual workshop 01/30 6-8pm
  - d. Follow up during regular meeting on 02/12