



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, October 09, 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 September 11, 2023

NEW BUSINESS

- [2.](#) Discussion regarding Town of Elizabeth Historic Main Street 5K and Color Run
- [3.](#) Discussion regarding potential Town of Elizabeth 501(c)(3) creation and possible improvement district

STAFF REPORT

- [4.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



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

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, September 11, 2023, at 8:32 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, Brandon Jeffress, and Carrie Wedel. 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 August 14, 2023

Motion by Mr. Hussey, seconded by Vice President Bulmer, to approve the minutes from August 14, 2023.

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



NEW BUSINESS

2. Discussion regarding Colorado Small Business Development Center Network

Craig Curl gave a presentation to the Board to discuss the services available in the area for small businesses.

3. Discussion regarding Town of Elizabeth 5K Run/Walk and Family Color Run

Mr. Higgins provided an update regarding the 5K Run/Walk.

4. Discussion regarding SBDC and DOLA Main Street Community Meeting

Mr. Higgins provided information regarding this joint meeting to be held on November 13, 2023, from 6:00 PM to 7:30 PM. The Board provided feedback on what they would like to see discussed at this meeting.

STAFF REPORTS

- Mr. Higgins provided an update regarding streetlights on Main Street.
- Staff is working with DOLA on applying for a Revitalizing Main Street Grant.
- Further discussion followed regarding funding of the Main Street Streetscape.
- Mr. Higgins provided an update on this year's ornament.
- Mr. Higgins requested that the Board let him know of any training courses the members may be interested in attending.
- Wi-Fi on Main Street is moving forward. Maverick will be meeting with the Board of Trustees in October.
- Further discussion regarding Wi-Fi and cellular service in Town.
- Updates and discussion regarding Frontier High School.
- Update regarding the Historic Advisory Board and the Historic District Creation.
- Reminder regarding the joint workshop with the Board of Trustees this Thursday, September 14, 2023, from 6:00 PM to 8:30 PM.

BOARD REPORTS

- Mr. Jeffress shared pictures of the Town of Frisco advertisement of their summer events. He would like to see something similar in Elizabeth.
- Discussion regarding Friday Night Markets.
- Further discussion of advertisement of summer events.
- Vice President Bulmer provided an update regarding Main Street Station.



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ADJOURNMENT

Motion by Mr. Hussey, seconded by Mr. Jeffress, to adjourn the meeting at 10:42 AM.

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

President Tedd Lipka

Deputy Town Clerk Harmony Malakowski



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: October 09, 2023
SUBJECT: Town of Elizabeth 5k

SUMMARY

The Town's first annual Historic Main Street 5K and Color Run was a success. There were just over 200 registered runners between the Color Run and 5K. We had around 20 volunteers, the bulk of which had been coordinated ahead of time, and a few that assisted at the last minute. The event included the 5K, Color Run, Corn Hole, Face Painting, Pancake Breakfast, beer from EBC, photosphere, non-profit vendors, Kona Ice, and chalk drawing.

We received a lot of good feedback from participants who had never been to Elizabeth and some who live in Elizabeth but had never been to Main Street. The businesses on Main Street saw additional traffic during and shortly after the event. The Board of Trustees is supportive of the event and anticipates including the funding for the 2024 event.

Staff would like to set the date for the 2024 event as soon as possible to guarantee we will have a race timing company on board and to start the advertising process. Colorado Race Timing has proposed Saturday, August 31st, 2024 for next years' event.

BUDGET

The Board of Trustees has discussed the Town's event budget and has preliminarily set the 2024 5K at \$10,000. Staff has estimated the gross total of expenditures for 2024 5K event at \$13,000. With 200 registrations we can anticipate around \$5,000 to offset the expenditures. The event can also consider taking sponsorships to further offset costs or add more to the event.

STAFF RECOMMENDATION

Provide feedback regarding 2023 5K and Color Run and choose date for 2024 5K and Color Run.

ATTACHMENT(S)

2023 5K Budget
2024 5k Budget Estimate

Item	Budgeted	Spent
Shirts	\$5,000.00	\$3,240.00
Bags		\$851.60
Medals		\$849.78
Signage	\$2,500.00	\$980.00
Advertisement		\$821.21
Breakfast	\$1,000.00	\$300.00
Drinks	\$750.00	\$88.63
Color Run	\$1,000.00	\$570.97
DJ	\$1,000.00	\$500.00
Photographer	\$500.00	\$320.00
Face Painter	\$0.00	\$330.00
Event Coordinator	\$2,500.00	\$2,000.00
EMT Services	\$100.00	\$100.00
Arch	\$100.00	\$100.00
Bibs	\$20.00	\$40.00
Generator	\$50.00	\$0.00
Timing Clock	\$75.00	\$140.93
Porto-Pots	\$1,000.00	\$0.00
Cones	\$0.00	\$612.90
Cornhole Boards	\$0.00	\$239.98
Miscellaneous	\$405.00	\$139.32
TOTALS	\$16,000.00	\$12,225.32

Registration Earnings	\$5,220.00
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NET TOTAL	\$7,005.32
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Item	Proposed Budget
Shirts	\$3,500.00
Bags	\$1,000.00
Medals	\$1,000.00
Signage	\$200.00
Advertisement	\$1,000.00
Breakfast	\$300.00
Drinks	\$150.00
Color Run	\$600.00
DJ	\$500.00
Photographer	\$500.00
Face Painter	\$350.00
Event Coordinator	\$2,000.00
EMT Services	\$100.00
Arch	\$100.00
Bibs	\$50.00
Race Timing	\$1,200.00
Photo Booth	\$300.00
Miscellaneous	\$150.00
TOTAL	\$13,000.00



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: October 09, 2023
SUBJECT: BID and 501(c)(3) Discussion

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.

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



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COMMUNITY DEVELOPMENT DEPARTMENT

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)

BID Fact Sheet

DDA Fact Sheet

CDC Fact Sheet

WHAT IS A COLORADO BUSINESS IMPROVEMENT DISTRICT?

A business improvement district (BID) is a private sector initiative to manage and improve the environment of a business district with services financed by a self-imposed and self-governed assessment. Similar to a common area maintenance (CAM) charge commonly found in shopping malls and office parks, a BID can help a business district increase its competitiveness in the regional marketplace. Services financed by a BID are intended to enhance, not replace, existing city services.

The International Downtown Association estimates that there are more than 1,000 BIDs currently operating throughout the United States and Canada. BIDs come in all shapes and sizes, ranging from large downtowns to neighborhood business districts.

Benefits from BIDs, which can stretch well beyond their boundaries, include:

- Creating and maintaining a cleaner, safer and more attractive business district
- Ensuring stable and predictable revenues
- Providing innovative management
- Responding quickly to market changes and community needs
- Helping to increase property values, sales and occupancies
- Promoting distinct identities in business districts
- Leveraging resources
- Maximizing accountability to stakeholders that pay into a district
- Creating a unified voice to increase a business district's influence

Colorado's Business Improvement District Law of 1988 includes the following key provisions:

- BIDs can finance a wide variety of services, including marketing, maintenance, economic development, public safety, planning, events and parking management.
- BIDs are accountable to those who pay through a BID board of directors comprised of property and business owners within the district.
- Services financed by a BID are usually provided by a private sector organization, not government.
- BIDs require demonstrated support from owners of personal and real property representing more than 50% of assessed value and acreage.
- The "Taxpayers Bill of Rights" requires a vote by owners of real and personal property and lessees and residents of commercial property within a district to approve the assessment.
- Controls and safeguards can include a cap on assessments and a periodic review to ensure that BID services are effective.

BIDs have been established in downtowns and commercial districts throughout the State of Colorado, including Havana Street in Aurora, Downtown Denver, East and West Colfax in Denver, Cherry Creek North, South Broadway in Englewood, Downtown Boulder, Grand Junction, Durango, Manitou Springs and Colorado Springs.



Progressive Urban Management Associates (P.U.M.A.) is an economic development and planning firm that delivers community-based solutions to create thriving downtowns, corridors and neighborhoods. A national leader in downtown and community development, P.U.M.A. advises clients on a wide range of management, marketing, financial, urban design and implementation tactics that help communities and organizations create and sustain dynamic places.

WHAT IS A COLORADO DOWNTOWN DEVELOPMENT AUTHORITY (DDA)?

Downtown Development Authorities (DDAs) are quasi-public agencies that can provide both organizational focus and financing to support downtown improvements. DDAs facilitate partnerships, joining businesses and property owners with local government. In addition, DDAs create a self-sustaining organization to champion downtown for the long-term.

A DDA is authorized by the city or town council and managed by a board of directors appointed by the municipality. It is funded primarily through Tax Increment Financing (TIF) funds generated by the anticipated increase in sales and property taxes in the district. TIF funds are then reinvested into downtown. If approved by the town and the voters within the district, the DDA can also impose up to 5 mills for DDA operations.

DDAs have some distinct advantages including:

- DDAs do not have the power of eminent domain
- Bonding ability
- A potential mill levy for operations
- Residents, business owners, property owners and renters in the proposed DDA area have the opportunity to vote on the creation of the DDA

DDAs are formed in the following way:

- A downtown development plan is created to provide a road map for improvements and investment.
- Once it is determined that a DDA is the appropriate tool for financing improvements, an ordinance is drafted, which includes information on the powers of the proposed DDA, the financing methods (i.e. will tax increment go into the DDA or will it be shared with other sources, will there be an operational mill levy, etc.), the election date (typically the general November election) as well as the method of election (i.e. vote at a polling place or via mail ballot).
- The draft ordinance is submitted to the municipality staff for review and revisions, then submitted for city or town council consideration.
- The municipality gives public notice of a hearing to discuss the proposed DDA, holds the hearing and adopts the ordinance.
- The election is held. Voters include residents, landowners, lessees, and any person designated by a corporate entity to vote on behalf of the entity within the boundaries of the proposed DDA. A majority of electors must vote in favor of the DDA.

Once a DDA is formed, it is governed by a 5- to 11-member board appointed by the city or town council. A majority of the directors must reside or own property in the DDA.

DDAs have been established in Downtown Brighton, Colorado Springs, Crested Butte, Denver, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Longmont, Nederland, Rifle, Thornton, and Woodland Park.



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WHAT IS A COMMUNITY DEVELOPMENT CORPORATION?

Community development corporations, or “CDCs,” have been an integral part of American community revitalization strategies for nearly 50 years. CDCs are generally non-profit 501(c)3 organizations that are initiated on a grassroots level. They tackle public benefit projects and other redevelopment activities in areas that have difficulty attracting private capital or lack development expertise to undertake complicated public/private financing strategies. Typical activities include:

- Facilitating and/or constructing affordable housing
- Assisting in the growth and development of small businesses and economic development
- Developing underutilized real estate
- Facilitating linkages and partnerships throughout the community such as neighborhood police effort and clean and safe programs
- Providing a comprehensive organizational structure to engage in a variety of activities to aid the healthy development of downtowns and neighborhoods
- Facilitating financing and developing financing tools

Communities are re-thinking traditional approaches to downtown and community development and CDCs are becoming more widely used to foster growth and development. The CDC movement is being led by private sector downtown management organizations, institutions such as universities and hospitals as well as local government. The new relevance of CDCs to downtowns and community development is driven by the following factors:

- Downtown and community development strategies are increasingly incremental and entrepreneurial
- CDCs tend to take care of the details – infill development that is often overlooked by large plans and public financing agencies
- CDC approaches are tactical and project-based
- CDCs create a proven mechanism for including more diverse markets and constituencies within the umbrella of traditional downtown and community management organizations

As downtowns and neighborhood business districts continue to be seen as competitive destinations for both investors and customers, they are becoming increasingly multi-dimensional environments supporting a variety of uses, including employment, shopping, entertainment, recreation and living. CDCs can provide downtowns and neighborhood business districts with more nimble tools in an increasingly complex tool box, and they can be effective at both creating and deploying these development tools.



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TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: October 09, 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 has submitted the Revitalizing Main Street Grant in September.

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.

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 will be held in Denver on October 24th and 25th.

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.
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**