



# TOWN OF ELIZABETH

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**TOWN OF ELIZABETH  
MAIN STREET BOARD OF DIRECTORS  
Monday, September 11, 2023 at 8:30 AM  
Town Hall, 151 S. Banner Street**

**CALL TO ORDER**

**ROLL CALL**

**AGENDA CHANGES**

**UNSCHEDULED PUBLIC COMMENT**

**CONSENT AGENDA**

- [1.](#) Minutes of the Regular Meeting of August 14, 2023

**NEW BUSINESS**

2. Discussion regarding Colorado Small Business Development Center Network - Craig Curl
- [3.](#) Discussion regarding TOE 5K Run/Walk and Family Color Run
- [4.](#) Discussion regarding SBDC and DOLA Main Street Community Meeting

**STAFF REPORT**

- [5.](#) Staff Report

**BOARD REPORTS**

**ADJOURNMENT**



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS  
AUGUST 14, 2023**

**CALL TO ORDER**

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, August 14, 2023, at 8:32 AM by Vice President Linda Bulmer.

**ROLL CALL**

Present were Vice President Linda Bulmer and Board Members Michael Hussey, Kurt Prinslow, Brandon Jeffress, and Carrie Wedel. President Tedd Lipka was present via Zoom. Board Member Jeff Struthers 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 July 10, 2023

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the minutes from July 10, 2023.

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

**NEW BUSINESS**

2. Discussion regarding Town of Elizabeth 5K Run



Mr. Higgins and Ms. Cramer provided updates to the Board on the planning for the 5K event.

3. Discussion regarding Façade Grant Program

Mr. Higgins led a discussion regarding some of the details for the Façade Grant Program. Further discussion will be forthcoming after input from other Boards.

**STAFF REPORTS**

- Mr. Higgins provided a Streetscape Design Update.
- Mr. Jeffress asked a question regarding Legacy Walls to help with Streetscape funding. Discussion followed.
- Reminder regarding the Monument Sign Public meeting tonight starting at 6:00 pm at Town Hall.
- Christmas ornaments have already arrived. They will be available to retailers starting in September.
- Mr. Higgins provided an update regarding Wi-Fi on Main Street.
- Discussion regarding speakers on Main Street.
- An update was provided regarding the Historic District creation.
- The Board of Trustees have agreed to the purchase of 444 S. Main Street for Town use.

**BOARD REPORTS**

There were no further Board reports.

**ADJOURNMENT**

Motion by Mr. Hussey, seconded by Mr. Jeffress, to adjourn the meeting at 9:53 AM.

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

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President Tedd Lipka

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Deputy Town Clerk Harmony Malakowski



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** September 11, 2023  
**SUBJECT:** Town of Elizabeth 5k

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**SUMMARY**

Staff is considering opportunities which could promote Historic Main Street and its businesses. Many surrounding communities hold 5k runs as family friendly events that serve their own communities as well as draw crowds from outside their own Town boundaries. Staff feels that the Main Street Board could fund, seek sponsorships, organize, and help run a 5k to promote the Town’s Historic Main Street. Given the planning that would be required, Staff suggests the race to occur sometime between July and September 2023.

Staff has found the following general items make up the bulk of planning for a 5k:

- Choose a theme
- Plan your route
- Get the proper permits and permissions
- Set a budget
- Set an official date and time
- Create an event page or website
- Recruit sponsors
- Marketing
- Order Race Day gear and essentials
- Recruit and organize race volunteers
- Coordinate with local government for police and medical assistance
- Coordinate cleanup effort

**BUDGET**

The Main Street Board currently has a full yearly budget of \$33,000. The MSBOD has taken the 5K Committee’s recommendation and allocated \$16,000 of that budget leaving \$4,875 currently unallocated.

The 5K Committee has put together an event budget which totals \$16,000.

This includes:

- T-shirts & medals: \$5,000 (150 each)
- Signage, advertising: \$2,500

- Event Coordinator: \$2,500
- Running Company Rentals:
  - Arch - \$100
  - Generator - \$50
  - Timing Clock - \$75
  - Bibs - \$20 per 100
- Porta Pot Rental: \$1,000 (2 regular, 1 handicap)
- Photographer: \$500 (\$250/hour)
- DJ: \$1,000
- Breakfast: \$1,000 (~\$7/150 ppl for pancakes)
- Drinks: \$750 (\$5/150ppl)
- Fun Run Equipment: \$1,000 (100 kids)
- Miscellaneous Expenses: \$425

**Tentative Event Coordination Timeline:**

March – Decide on Theme, Vet additional scope items, set a budget, set official date and time  
 April – Decide on a design for Marketing/T-shirts, permits and permissions  
 May – Reach out to vendors and other stakeholders with details, create event page or website, recruit sponsors  
 June – Begin formal advertising  
 July – Continue advertising/open ticket sales, order race day gear, recruit and organize race volunteers  
 August – Coordinate cleanup effort  
 September – 09/23/2023 Event Date

Race Website: <https://runsignup.com/Race/CO/Elizabeth/ElizabethHistoricMainStreet5K>

**STAFF RECOMMENDATION**

Continue to provide Staff with direction regarding the creation of a Town of Elizabeth 5k. Assign tasks to MSBOD members and 5K Committee to meet milestones.

**ATTACHMENT(S)**

N/A



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** September 11, 2023  
**SUBJECT:** DOLA Main Street Open House and SBDC Workshop

**SUMMARY**

Staff has reached out the SBDC per direction from the MSBOD to find ways to help small businesses on Main Street and throughout Town. In those conversations, the SBDC offered to host trainings, workshops, and one-on-one sessions in Town. DOLA Main Street also reached out about wanting to do an Open House here at Town Hall to promote the Main Street Program and meet with the community.

We are tentatively planning to do a joint Open House and Training Session here at Town Hall the evening of November 13<sup>th</sup>. Please provide feedback on who to target the event for, what information should be provided, and how to market.

**RECOMMENDATION**

Staff recommends the Main Street Board provide direction for the joint Open House and Training Session for DOLA Main Street and SBDC.

**ATTACHMENT(S)**

N/A



**TO:** Main Street Board of Directors  
**FROM:** Zach Higgins, AICP Community Development Director  
**DATE:** September 11, 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 street lights.
- s. Staff is working on the Revitalizing Main Street Grant to be submitted 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. CO APA Conference will be held at the Cheyenne Mountain Resort 09/27-09/29. Please let staff know if you would like additional information.

## **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 and BOT Joint Workshop**
  - a. **Thursday, September 14<sup>th</sup> 6:00pm – 8:30pm, Town Hall**