



TOWN OF ELIZABETH

**TOWN OF ELIZABETH
MAIN STREET BOARD OF DIRECTORS
Monday, July 08, 2024 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 June 10, 2024

NEW BUSINESS

- [2.](#) Discussion regarding the July 31st Main Street Networking Event and Neighborhood Block Party

STAFF REPORT

- [3.](#) Staff Report

BOARD REPORTS

ADJOURNMENT



**MAIN STREET BOARD OF DIRECTORS – RECORD OF PROCEEDINGS
JUNE 10, 2024**

CALL TO ORDER

The Regular Meeting of the Main Street Board of Directors was called to order on Monday, June 10, 2024, at 8:34 AM by President Linda Bulmer.

ROLL CALL

Present were President Linda Bulmer, Vice President Brandon Jeffress, and Board Members Michael Hussey, Jeff Struthers, and Kurt Prinslow. Carrie Wedel was in attendance via Zoom. Director Tedd Lipka was not present. There was a quorum to conduct business.

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

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 May 13, 2024

Motion by Mr. Hussey, seconded by Mr. Prinslow, to approve the Consent Agenda.

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

NEW BUSINESS

2. Discussion and possible action regarding 2024 MSBOD Budget



Motion by Vice President Jeffress, seconded by Mr. Hussey, to reallocate \$330 towards the Friday Night Vendor Scholarship Fund, \$200 towards flower planting supplies, and the remainder of the unallocated funds to be used toward Main Street Board marketing purposes.

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

Further discussion occurred regarding the Town of Elizabeth Block Parties.

3. Discussion regarding 2025 Workplan and Budget

Director Higgins provided a Staff report.

Vice President Jeffress requested that this discussion occur at the next meeting after having a workshop to discuss the future goals and direction of the Main Street Board. A workshop was set for Friday, June 28th at 8:30 am.

STAFF REPORTS

- Director Higgins provided updates regarding:
 - Streetscape timelines
 - Gesin Lot RFP
 - Ornaments
 - Training updates will be brought back to be discussed in more detail at the next meeting
 - Wi-Fi on Main Street
 - Friday Night Markets layout update and new logo reveal
 - Façade Grants
 - Locable
 - Friday Night Market Town booth attendance
 - Vice President Jeffress had a question regarding the archway over Main Street
 - Vice President Jeffress had a question regarding if the Historic Advisory Board is focusing on art history in Town

BOARD REPORTS

- There were no further Board reports.

ADJOURNMENT



TOWN OF ELIZABETH

Motion by Mr. Hussey, seconded by Vice President Jeffress, to adjourn the meeting at 10:15 AM. The vote of those Board Members present was unanimously in favor. Motion carried.

President Linda Bulmer

Deputy Town Clerk Harmony Malakowski



TO: Historic Advisory Board

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

DATE: July 8th, 2024

SUBJECT: July 31st Neighborhood Block Party and Main Street Networking Event

Summary

The Main Street Board will be co-hosting the July 31st Neighborhood Block Party and Main Street Networking Event at the Gesin Lot. The Elizabeth Brewing Company will be selling beer, a food truck will be in attendance to sell food, and a vendor will be in attendance to provide free ice cream or shaved ice (TBD).

The Town’s standard arrangement for Block Parties includes 1-2 speakers for music, yard games, and providing general Town information. Does the Main Street Board intend to provide any additional information for the networking event? How does the Main Street Board intend to market this event and to what stakeholders?

Staff Recommendation

Staff recommends that the Main Street Board of Directors discuss the networking event, any desired materials, and marketing strategies.



TO: Main Street Board of Directors
FROM: Zach Higgins, AICP Community Development Director
DATE: July 08, 2024
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 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 1st. Staff has presented to the Grant committee in February, 2024.
- u. Updated designs to accommodate less demolition have been created and will be presented to the MSBOD and BOT in early March.
- v. Staff has formally received notice of funding of \$1,000,000.00 through the DOLA EIAF Tier II Grant Program.
- w. Staff is working with CORE Engineering to receive final draft bid documents by May 15th.
- x. Staff is completing review of draft drawings. Bid process opens 06/09/2024.
- y. Bid is live.

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.
- k. The Town is starting the process of creating an RFP for the design and development of the Gesin Lot.
- l. DHM has presented the 60% design set to the Town for review of the Main Street Archway Sign.
- m. Gesin Lot RFP draft is being reviewed by the BOT on 06/11/2024. Planning for a RFP release of July.

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 from the Town for 2023.
- d. Michael Hussey has provided the MSBOD with a draft for the 2024 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. Zach, Tedd, and Carrie attended the Main Street NOW Conference held May 6th-8th in Birmingham, AL. Plan to discuss highlights at the June MSBOD meeting.

5. WiFi on Main Street

- a. The Town is working with Maverix to provide wireless internet service to Main Street and Running Creek Park. Maverix to met with the BOT on October 10th, 2023.
- b. BOT has approved Maverix contract and Maverix team is moving forward with infrastructure improvements.
- c. Fiber has been pulled and equipment is being installed and set up for deployment.

6. 2024 First quarter stats were submitted to DOLA on April 15.

7. HAB District Creation and Design Guideline Update

- a. The HAB is starting a new effort for Design Guideline creation for 2024.
- b. The HAB has distributed their initial survey regarding the Design Guideline effort.

8. MSBOD, HAB, PC, and BOT Joint Workshop

- a. Tentative BOT and MSBOD Workshop schedule:



- i. COMPLETED 01/23/2024 – 5pm (Gesin Lot Discussion)
- ii. COMPLETED 04/23/2024 – 6:30pm
- iii. 07/23/2024 – 6:30pm
- iv. 09/24/2024 – 6pm (Advisory Board Budget Requests)

9. Strategic Planning with Melissa Antol, COREFLECTION

- a. COMPLETED - Please complete the survey by 01/15 @5pm
- b. COMPLETED - In-person workshop 01/29 4-8pm
- c. COMPLETED - Virtual workshop 01/30 6-8pm
- d. COMPLETED - Follow up during regular meeting on 02/12

10. Town of Elizabeth - Façade Grant

- a. The BOT has approved the Town of Elizabeth Façade Grant Program on 03/26/2024.
- b. The MSBOD needs to provide a Façade Grant Committee Member for 2024.
- c. First round of Façade Grant applications will be accepted from June 1st-June 30th.
- d. The HAB heard three project proposals in anticipation of full applications. Anticipated requests will total \$14,000-\$15,000.

11. Locable

- a. Staff has purchased the Locable package as directed and is in the process of starting the website.
- b. Staff is compiling a list of businesses and partners to provide to Locable. Locable will hold a kickoff call and subsequent virtual community meeting.
- c. Locable has completed a draft of the website which will continue to be updated as Staff and the MSBOD provide feedback. The website will be ready for a “soft launch” at the MSBOD Networking Event.
- d. Need to discuss full launch as well as adoption by Main Street businesses and trusted partners.

12. Main Street Flowers

- a. Main Street flowers have been purchased and planted. Watering will not be completed by Public Works for the 2024 summer season.