



Town of Elizabeth

Main Street Board of Directors Regular Meeting

Monday, September 14, 2026 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 August 10, 2026, Meeting

New Business

2. Discussion of recent events on Main Street
3. Discussion on potential Communication Plan

Staff Report

4. Staff Report

Board Reports

Adjournment

Action may be taken on any and all items listed on the agenda.

Accommodations for disabilities may be made upon request.



Town of Elizabeth

Main Street Board of Directors Regular Meeting

Monday, August 10, 2026 at 8:30 AM

Town Hall, 151 S. Banner Street

Call to Order

The Regular Meeting of the Elizabeth Main Street Board of Directors was called to order on Monday, August 10, 2026, at 8:37 am by Vice President Brandon Jeffress.

Roll Call

Present:

Vice President Brandon Jeffress

Director Linda Bulmer

Director Jeff Struthers

Director David Cox

Director David Colleran

Absent:

President Carrie Wedel

Director Michael Hussey

There was a quorum to do business.

Also in Attendance:

Community Development Director Alexandra Cramer

Planning Technician Dianna Hiatt

Planning Technician Gayle Gardner

Deputy Town Clerk Allison Ritter

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.

There was no Public Comment.

Agenda Changes

No changes from Administration.

No changes from the Board.

Agenda set.

Consent Agenda

1. Minutes of the July 13, 2026, Meeting

Motion by Director Cox, seconded by Director Struthers, to approve the Minutes of the March 9, 2026, April 6, 2026, and July 13, 2026, Meetings.

Voting Yes: Vice President Jeffress, Director Bulmer, Director Struthers, Director Cox, Director Collieran

Voting No: None

Motion Passed Unanimously (5-0)

New Business

2. Discussion on AARP Livability Grant Idea

Ms. Cramer gave a Staff report.

Discussion followed.

Staff Report

3. Staff Report

- Community Development Director Alexandra Cramer:
 - Presented her Staff report provided in the packet.
- Discussion on the Gesin Lot RFQ.
- Discussion on Town events.
- Planning Technician Dianna Hiatt:
 - Discussed the "Then and Now" posts.

Board Reports

- Director Linda Bulmer:
 - Informed the Board that Mary from the Elizabeth Chamber of Commerce would be available to meet regarding the Boo Bash on Thursday, August 13, 2026, at 8:30 am at Ziggy's.
 - Discussed singers/music for the 250/150 celebration event.
- Director David Collieran:
 - Discussed scammers at the car shows.
- Director David Cox:
 - Discussed concerns and ideas regarding Elizabash. He presented the Board with a Concept Proposal. Discussion followed.

Adjournment

Motion by Director Cox, seconded by Director Struthers, to adjourn the meeting at 10:08 am.

Voting Yes: Vice President Jeffress, Director Bulmer, Director Struthers, Director Cox, Director Collieran

Voting No: None

Motion Passed Unanimously (5-0)

Deputy Clerk Allison Ritter

President Carrie Wedel



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors

FROM: Alexandra Cramer, AICP, Community Development Director

DATE: September 14th, 2026

SUBJECT: Discussion on Car Show and 5k & Family Color Run

SUMMARY

This memo provides an opportunity for the MSBOD to review and discuss recently completed Main Street events: the Main Street Car Show and the 5K & Family Color Run. To support the discussion, staff has pulled Placer.ai foot-traffic data for the two venues (Main Street & Running Creek Park). The purpose is to gather Board members' impressions of what worked well, what could be improved, and how these events fit into the broader goals for Main Street.

EVENT DATA HIGHLIGHTS (Placer.ai, August 21–31, 2026)

Main Street – Car Show & 5K/Family Color Run

- Main Street drew 986 visits from 917 visitors over the period, with the busiest days aligning with the two events.
- Visits were up 29.7% over the same period last year and 46.3% over two years ago.
- About 40% of visitors came from Elizabeth; the remaining ~60% traveled from outside town, including Parker, Black Forest, Franktown, Kiowa, and parts of the Denver metro.
- Visitors stayed an average of 51 minutes, with activity peaking in the late afternoon and early evening.

Running Creek Park – Brewfest & BBQ in the Park

- The two park events drew 576 visitors (staying 10 or more minutes) – roughly 205 at Brewfest and 345 at the BBQ – with little park traffic on non-event days.
- Visitation was far above the same window last year, when the park saw very little measured activity; the events brought significant new traffic to the venue.
- Engagement was high, with visitors staying an average of 129 minutes (over two hours).
- Reach was even broader than the Main Street events: only about 28% of visitors were local, with the rest coming from Parker, Kiowa, the Denver metro (Denver, Aurora), and as far as Johnstown.



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

Across the Slate

- Together, the four events generated more than 1,500 visits to Elizabeth over the period, the majority from outside the community.
- Event visitors also appeared at nearby Elizabeth businesses during the same window – including Gold Creek Retail Center, Wild Pointe Ranch Marketplace, Safeway, and downtown Main Street – suggesting these events help drive spillover foot traffic for local merchants.

RECOMMENDATION

Staff recommends the Main Street Board discuss the completed events and share feedback on successes and areas for improvement, so that staff can incorporate the Board's input into planning for upcoming events and future years.

ATTACHMENT(S)

N/A



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors

FROM: Alexandra Cramer, AICP, Community Development Director

DATE: September 14th, 2026

SUBJECT: Discussion on Potential Main Street Communication Plan

SUMMARY

With several major developments on the horizon for Elizabeth, staff would like to gauge the Board's interest in developing a communication plan for Main Street. Colorado Main Street, provides technical assistance and consulting funds that may be able to support this kind of work. This memo is meant to start that conversation.

At its simplest, a communication plan is a short, practical roadmap for how the Main Street program shares information and engages the community — especially during a period of change. For a small-town board, it usually covers a few basics:

- *Key messages* — what we want residents, businesses, and visitors to understand about Main Street and the changes ahead.
- *Audiences* — who we most need to reach (downtown businesses, property owners, residents, potential visitors).
- *Channels* — how we reach them (newsletter, social media, website, signage, local press, events).
- *Roles and cadence* — who communicates what, and how often.
- *Feedback loop* — how the community can weigh in, and how we respond.

The goal isn't a large document; it's a simple guide that keeps messaging consistent and builds trust as development moves forward.

Staff would welcome the Board's thoughts on:

- Whether there's interest in pursuing a communication plan supported through Colorado Main Street.
- The audiences and messages the Board feels are most important right now.



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

- Concerns or opportunities tied to the upcoming developments that our communication should address.
- Channels the Board already trusts or would like to strengthen.
- Who should be involved in shaping and carrying out the plan.

RECOMMENDATION

Staff recommends the Board discuss its interest in a Main Street communication plan and provide initial input, so staff can explore Colorado Main Street support and bring back next steps.

ATTACHMENT(S)

N/A



TO: Main Street Board of Directors
FROM: Alexandra Cramer, AICP, Community Development Director
DATE: September 14th, 2026
SUBJECT: Staff Report

STAFF REPORT

1. Main Street Streetscape

- a. The contract with Triple M has ended and Public Works has been able to start making some improvements to elements on the street such as removing the excessive white bollards. Over the coming months, additional improvements will be completed.

2. Ornaments

- a. 2026 ornaments have been delivered. Main Street businesses have been notified to pick up their batches up.

3. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.

4. Gesin Lot

- a. The Gesin Lot RFQ statements of qualifications are due on October 2nd.

5. HAB Update.

- a. Historic Walk and Talk will take place on September 26th, 2026.

6. Main Street Flowers

- a. Irrigation lines have been brought up to 6 inches below the soil surface to help with getting enough water to the plants.
- b. Volunteers from the Elbert County Master Gardners have indicated their interest in planting perennials in the planter boxes within the next week.

7. Town of Elizabeth - Façade Grant

- a. The following awards have been given in this last grant period:
 - i. **286 Main Street (The Nest)** — Linda Bulmer — front display window glass repair — \$688.00 grant / \$172.00 match (25%)
 - ii. **338 Main Street (The Section House)** — Jeff Struthers — exterior wood repair and repainting — \$3,424.00 grant / \$856.00 match (25%)
 - iii. **360 Main Street (Antelope Alpacas Fiber Arts Center)** — Kate Blackburn — exterior painting of building and stucco walls — \$4,124.95 grant / \$2,062.47 match (50%)
 - iv. **375 S Main Street (Rock Canyon Roofing)** — David Cox — handicap ramp replacement only — \$533.33 grant / \$266.67 match (50%)



- v. **392 Main Street (The Carriage Shoppes)** — Linda Bulmer — front elevation painting (partial award) — \$1,229.72 grant / \$614.86 match (50%)

8. Locable

- a. Staff continues to update business pages on Locable and encourage business participation.

9. 5K and Color Run

- a. We had 265 participants this year (15% increase from last year)
- b. Staff and MSBOD will be discussing feedback in the next meeting.

10. 2027 Business Summit

- a. Staff is seeking to gauge MSBOD interest in collaborating with other local organizations to host a business summit in 2027. Preliminary research indicates that successfully planning an event of this type takes approximately 6–8 months, so early direction from the Board would allow staff to begin outreach and coordination on an appropriate timeline.