



**Main Street Board of Directors Regular Meeting**  
**Monday, October 13, 2025 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 July 14, 2025 Meeting

**New Business**

2. Discussion and Possible Action regarding a Musician for BooBash
3. Discussion on the Main Street Managers' Summit Takeaways
4. Discussion on the 5K & Family Color Run Recap and Future Event Planning

**Staff Report**

5. 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.

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Accommodations for disabilities may be made upon request.



## Main Street Board of Directors Regular Meeting

Monday, July 14, 2025 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, July 14, 2025, at 8:35 AM by President Carrie Wedel.

### Roll Call

#### Present:

President Carrie Wedel

Vice President Brandon Jeffress via Zoom

Director Linda Bulmer

Director Jeff Struthers

Director David Cox

Director David Colleran

#### Absent:

Director Michael Hussey

There was a quorum to do business.

#### Also in Attendance:

Planner/Project Manager Alexandra Cramer

Permit Technician Dianna Hiatt

Deputy Town Clerk Harmony Malakowski

### 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

Ms. Cramer requested that we add an item no. 5 under New Business to discuss the upcoming Board of Trustees and Main Street Board workshop.

No changes from the Board.

Agenda set.

**Consent Agenda**

1. Minutes of the May 12, 2025 Regular Meeting

Motion by Director Cox, seconded by Director Bulmer, to Approve the Consent Agenda.

Voting Yes: President Wedel, Vice President Jeffress, Director Bulmer, Director Struthers, Director Cox, Director Colleran

Voting No: None

Motion Passed Unanimously (6-0)

**New Business**

2. Discussion on Main Street Car Show

Ms. Cramer provided a report. Discussion followed.

3. Discussion on 2025 Ornament Design

Ms. Cramer provided a report. Discussion followed.

4. Discussion on Gesin Lot Redevelopment Report

Ms. Cramer provided a report. Discussion followed.

5. Discussion regarding the upcoming Board of Trustees and Main Street Board of Directors Workshop

Mr. Cramer provided a report. Discussion followed.

Director Bulmer left the meeting at 10:00 AM.

**Staff Report**

6. Staff Report

- Planner/Project Manager Alexandra Cramer:
  - Training Reminders
  - Facade Grant
  - Promotional Video
  - Elbert County Artist Guild partnership
  - 5K & Color Run

**Board Reports**

- Director Cox:
  - Confirmed participation from Mother Cluckers food truck for the car show event.

**Adjournment**

Motion by Director Cox, seconded by Director Struthers, to Adjourn the meeting at 10:18 AM.

Voting Yes: President Wedel, Vice President Jeffress, Director Struthers, Director Cox, Director Colleran  
Voting No: None

Motion Passed Unanimously (5-0)

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Deputy Town Clerk Harmony Malakowski

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President Carrie Wedel



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**To:** Main Street Board of Directors  
**From:** Alexandra Cramer, Planner/Project Manager  
**Date:** October 13<sup>th</sup>, 2025  
**Subject:** Discussion and Possible Action on Musician for BooBash

## Summary

Per Board direction, staff and select MSBOD members met with Mary Martin from the Elizabeth Chamber of Commerce in September to discuss how Main Street can support the Chamber's events, specifically BooBash (formerly Harvest Festival) and ElizaBash. This memo summarizes the meeting outcomes and requests Board action on proposed support for BooBash.

## Meeting Outcomes

### Vendor Layout Improvements

The Chamber expressed challenges with vendor layout efficiency, particularly on Block 2. Staff developed a vendor map template that identifies Blocks 1-4 and allows the Chamber to designate locations for food trucks and other street fair elements. This will streamline their permitting process and provide consistency year-over-year.

### Day-of-Event Support

The Chamber needs help with vendor direction on event day. This is a good opportunity for MSBOD members to provide on-site presence, assist with vendor placement, and serve as points of contact during the event. This requires minimal financial investment but provides meaningful support to the Chamber while ensuring the event runs smoothly downtown.

### Live Music Entertainment

Meeting attendees discussed utilizing remaining MSBOD funds to enhance the event atmosphere and encourage attendees to linger downtown. Dave Chapa, who performed successfully at the Main Street Car Show, is penciled in to perform from 11:00 AM - 1:00 PM on Saturday during BooBash at a cost of \$400.

Those at the meeting felt this would be a good use of funds and demonstrates collaboration with the Chamber. Live music during this timeframe would create a more festive and inviting atmosphere on Main Street while encouraging attendees to stay downtown longer.

## Staff Recommendation

Motion to approve expenditure of \$400 from the FY2025 MSBOD budget to hire Dave Chapa for live music performance (11:00 AM - 1:00 PM) at BooBash in collaboration with the Elizabeth Chamber of Commerce.



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**To:** Main Street Board of Directors  
**From:** Alexandra Cramer, AICP Planner/Project Manager  
**Date:** October 13<sup>th</sup>, 2025  
**Subject:** Main Street Managers Summit Takeaways

## Summary

I recently attended the Colorado Main Street Managers Summit in Lyons, where Main Street managers from across Colorado presented their 2024-2025 accomplishments. This memo highlights innovative ideas and successful projects from peer communities that may inspire our Main Street program's future initiatives.

## What Other Communities Are Doing

### Community Engagement & Recognition

#### Wellington - Walk of Fame Program

Wellington puts up custom yard signs along Main Street for every graduating senior. The signs stay up all year, then students take them home after graduation. They've also added scholarships to the program. It's a cheap way to get high school families downtown regularly and builds some goodwill with the schools.

#### Meeker - Hometown Heroes

Meeker recognized volunteers and community leaders in a public forum, then highlighted them again at Oktoberfest. Got a lot of social media traction and people felt appreciated.

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### Business Support & Economic Development

#### Meeker - 10 for the Town Initiative

Meeker's Chamber created a shop-local incentive - get receipts from 10 different businesses, enter to win prizes. They gave away gift baskets worth thousands at Oktoberfest. Simple concept that got people shopping around instead of hitting the same 2-3 places.

#### Town of Lyons - Regular Business Communication

Lyons does monthly ads in the local paper, writes business features, and constantly promotes their loan programs and grant opportunities. It's steady, consistent support that keeps businesses informed.

#### Silverton - Town Entryway Signs (\$56,000 in donations)

Silverton raised over \$56,000 in pure donations in under 2 months to replace their Town Entryway Signs. Contributions came from San Juan County, Town of Silverton, and local businesses who stepped up to support the project. The community rallied because it was about town identity and making a good first impression.

#### La Junta - Infrastructure & Events

La Junta worked on updating their VMSW deliverables and built a 15x12 parklet downtown that takes

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- Fax: (303) 646-9434 ▪ [www.townofelizabeth.org](http://www.townofelizabeth.org)



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

up 3 parking spaces. They used mini-grant funds plus grants from Colorado Main Street. The parklet was their 4th Annual Tarantula Fest venue and saw increased visitation from the previous year.

### **Town of San Luis - Heritage & Placemaking**

San Luis completed their Town Plaza (5+ years in the works), continued their Heritage Banner project where families buy custom banners to display, and held their 4th Annual Tarantula Fest with increased attendance.

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### **Events & Placemaking**

#### **Rifle/GRIT - Third Thursday on Third Street**

Monthly event series from June through October with live music, vendors, and family activities on Thursday nights (their slowest evening). Attendance jumped from 250 to 650 adults over four months.

#### **Downtown Limon - Scrub a Hub Hub**

Community clean-up day with 66 volunteers. Free pizza, door prizes, sponsor support. Simple but effective.

#### **Windsor - Separate Events Nonprofit**

Windsor created a 501(c)(3) Main Street Partnership just for events and programming, so their Main Street Alliance can focus on economic development and infrastructure.

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### **Creative Placemaking**

#### **Wellington - Two New Murals**

"Love Where You Live" and "Wellington Eagles" murals celebrating local history and school pride. One became their community magazine cover.

#### **San Luis - Heritage Banner Project**

Families can buy banners printed with their family histories and crests to hang around town. Generates revenue and preserves history.

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### **What I Think We Should Consider**

After seeing all this, here's what stood out as doable and useful for us:

1. **Walk of Fame Recognition Program** - Wellington's version celebrates graduating seniors with yard signs along Main Street all year, then students take them home after graduation. They've added scholarships to it too. It's cheap, highly visible, gets families downtown regularly, and builds goodwill with the schools. We could adapt this for seniors, business milestones, community champions - whatever fits us best.
2. **Parklet or Pop-up Space** - La Junta built a 15x12 parklet using mini-grant funds that takes up 3 parking spaces but gives people a place to actually hang out downtown. It's been their Tarantula Fest venue and gets used year-round. We could test something temporary first - maybe on the Gesin lot or another underutilized space - before committing to anything permanent. Just gives people a reason to linger instead of drive through.



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

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3. **Mid-week Event Series on Main Street** - Rifle's Third Thursday went from 250 to 650 people in four months by giving folks something to do on their slowest night. We could try something similar - food trucks, mini farmers/makers market - somewhere like the Gesin lot or along Main Street without closing anything down. Keep it simple and repeatable. Wednesday or Thursday evening, May through September, see what sticks. If it works, great. If not, we tried for one season.

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### Next Steps

I'd like to hear which of these ideas interest the Board. I can dig deeper on any of them or connect with the managers directly to learn how they implemented specific programs.

### Attachments

Summit presentation materials



**COLORADO**  
Department of Local Affairs



**Community: Central City**

**Name: Joe Loyet**

**Years in Position: 2.5**

**Summary Statement for 2025: (one-two sentences)**

**Best word that describes accomplishments/achievements: (one word)**

**Exhausting**

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Successful 51<sup>st</sup> Annual Madam Lou Bunch Day Event**

**#2: Increased partnership and involvement with Main Street businesses**

**#3: Central City Walking Tour**

**Optional: Additional Comments and Photos**



# **COLORADO**

**Department of Local Affairs**



**Community: Town of Elizabeth**

**Name: Alexandra Cramer**

**Years in Position: 1**

**Summary Statement for 2025: (one-two sentences)**

**Built momentum for Elizabeth's downtown during a transition year, completing long-awaited infrastructure projects, creating events that engage diverse audiences, and forging partnerships that position Main Street for continued growth.**

**Best word that describes accomplishments/achievements: (one word)**

**Momentum**

**2025 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Infrastructure/Planning Projects:**

- **Completed the Main Street streetscape and Depot parking lot projects.**
- **Expanded downtown zoning to include an additional street, allowing more mixed-use development in old town.**
- **Added a large mural on the Oddfellows Building at the Main Street entrance.**

**#2: Events:**

- **Themed all events around Elizabeth's 135th anniversary**
- **Created a new event - the Elizabeth Main Street Car Show with 80+ cars and a couple hundred attendees**
- **Ran our 3rd Annual Main Street 5K and Family Color Run with more volunteers, non-profit participation and sponsorships than previous years**
- **Coordinated with our local brewery to create "Elizabrew" with flavors reflecting the town's character to commemorate the 135-year anniversary, advertised at all events**
- **Integrated the anniversary theme into our 11th Annual Historic Walk and Talk along Main Street.**

### **#3: Partnerships and Advocacy:**

- **Built a better working relationship with the Elizabeth Chamber of Commerce.**
- **Completed the Gesin Lot Redevelopment Roadmap with Ayres Associates, giving elected officials and the development community a clearer vision for potential future development on a prime piece of property along Main Street**
- **Coordinated the Main Street Board to engage more directly with elected officials on downtown priorities.**

**Optional: Additional Comments and Photos (see attached)**



Depot Parking Lot



11th Annual Historic Walk & Talk



2025 Main Street 5k & Family Color Run



New Streetscape





# COLORADO

Department of Local Affairs



**Community:** Haxtun

**Name:** Darcy Garretson

**Years in Position:** .5

**Summary Statement for 2025:**

Spent the year in preparation to become a MS community— creating a board, vision, mission, and strategic plan; began clean-out of Drake Building –500+ volunteer hours (our first project.)

**Best word that describes accomplishments/achievements:**

Rewarding!!

## 2024 Biggest Accomplishments

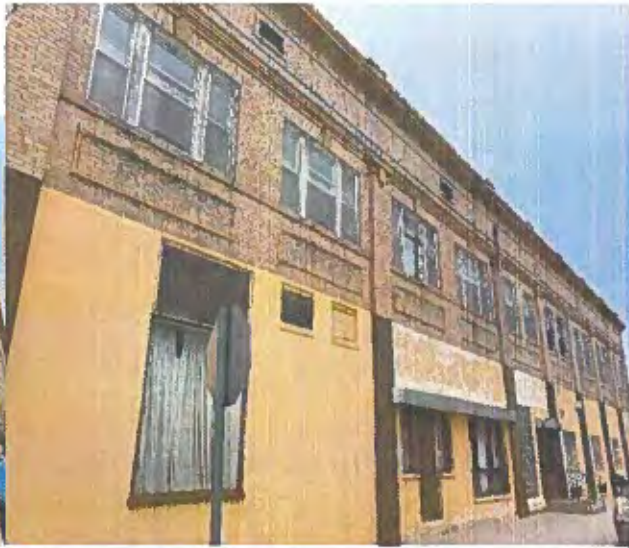
**#1:** Clean out of Drake Building, built in 1904—2700 sq/ft building on main street which has been used as storage/hoarding site for 20+ years.

**#2:** Created a strong board of community members eager to work on downtown Haxtun; our biggest issue is remaining focus and prioritizing/narrowing our ideas down to the do-able.

**#3:** Building community awareness of MS and its possibilities through community meetings, flyers and combining events with Preserving Haxtun's Past (Historical group)..

## Optional: Additional Comments and Photos







**Community:** Downtown Limon

**Name:** Donna Metcalf

**Years in Position:** 2

**Summary Statement for 2025: (one-two sentences)**

Since the Summit last fall, Downtown Limon has been busy creating impact, joy, and connection.

We celebrated the holiday season with *Jingle and Mingle*, our downtown Christmas celebration, along with the whimsical *Gnome on the Shelf* scavenger hunt and the *Super Sensational Gift Guide & Coupon Book*—all designed to spread cheer and encourage local shopping.

As spring and summer arrived, our spirit of service and pride continued. We came together for the *Scrub a Hub Hub* town clean-up day, brightened downtown with new benches, and planted new colorful self-watering planters. Looking ahead, we'll use AAA Sponsor funds to install handicap-accessible picnic tables, ensuring everyone can enjoy our community spaces. Ongoing: vacant building window decorations change for seasons and events.

And the momentum doesn't stop there—plans are already underway for Limon's Hometown Christmas Celebration on December 6, 2025.

Together, these efforts show how much we can accomplish when we unite around a shared vision of a more vibrant, welcoming Limon.

**Best word that describes accomplishments/achievements: (one word)**

Unifying

**2025 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Downtown Limon Sparkled with Holiday Spirit at Jingle & Mingle**

Downtown Limon was filled with festive cheer on Saturday, November 30, 2024, as families and friends gathered for the annual Jingle & Mingle celebration. From 3 to 7 p.m., the event highlighted the joy of small-town holiday traditions

with *Shop Small specials* and a playful Gnome on the Shelf scavenger hunt at local businesses.

The afternoon featured carolers, the brass band, and the Maverick Color Guard, while Hoffman Drug welcomed children for photos with the Grinch. Guests warmed up with Ahimsa Coffee at Shear Sensations, and the Hub City Senior Center drew a large crowd for a chili supper, hot cocoa bar, Cattlewomen beef samples, cookie giveaways, storytelling, and a lively Ugly Sweater Contest.

Additional highlights included Mrs. Claus photos with pets, antique carriage pictures, an art and craft market with apple cider, and an open house at the Heritage Museum—bringing holiday magic to the heart of Limon.

## **#2: Downtown Limon's Scrub a Hub Hub Brings Community Together**

Downtown Limon's Scrub a Hub Hub took place Saturday, May 10, 2025, uniting neighbors with a shared spirit of pride and service. Sixty-six volunteers of all ages worked side by side to collect litter at the west interchange of I-70 where heavy traffic for motels, restaurants, and fuel stops leaves a mess.

Awards and door prizes added extra excitement. Following clean-up activities volunteers enjoyed pizza baked by Roshe's Pizza and generously sponsored by Mountain View Electric, while many local partners stepped up with sponsorship and support—including Big Sandy Builders, Limon Chamber of Commerce, Pronghorn Country ACE Hardware, Stone Oil, Stop and Shop Supermarket, Transwest Dodge, Structures Unlimited, Farm Bureau Insurance, Rural American Realty, Limon Rotary, Town of Limon, and CDOT. Several individuals also gave money to help cover expenses.

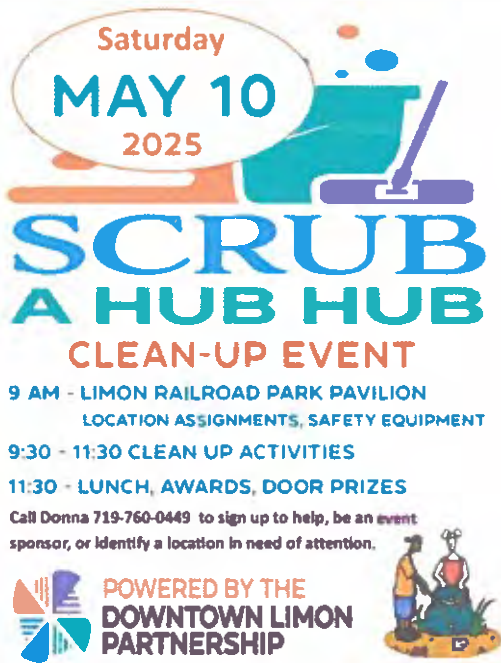
Special awards were given for the youngest participant, oldest participant, most bags by a group, and most bags by an individual. Door prizes in the form of cash, gift cards, and gift certificates were also given away. With strong participation and generosity, Limon showed what's possible when a community works together.

## **#3: Beautification**

Limon's downtown continues to shine thanks to the power of unity and community spirit. With generous grant funds from Eastern Colorado Bank, Lincoln County Tourism, and a Colorado Mainstreet Mini-Grant, we were able to purchase new benches, self-watering planters, and vibrant flowers to brighten our streets. Yet the true beauty came from the hands and hearts of our volunteers. When we called for help, the community answered—not only by picking up litter but also by planting. Sixteen dedicated individuals gathered to fill 37 planters along Main Street and 9 on E Avenue, while also refreshing the flower beds at Rohr Plaza. Their teamwork transformed the downtown into a

welcoming, colorful space that reflects the pride of Limon. This effort demonstrated that when neighbors work side by side, small actions blossom into lasting improvements, proving once again that community spirit is what makes our town truly flourish.

**Optional: Additional Comments and Photos**



**Saturday**  
**MAY 10**  
**2025**

**SCRUB A HUB HUB**  
**CLEAN-UP EVENT**

**9 AM - LIMON RAILROAD PARK PAVILION**  
LOCATION ASSIGNMENTS, SAFETY EQUIPMENT

**9:30 - 11:30 CLEAN UP ACTIVITIES**

**11:30 - LUNCH, AWARDS, DOOR PRIZES**

Call Donna 719-760-0449 to sign up to help, be an event sponsor, or identify a location in need of attention.

**POWERED BY THE DOWNTOWN LIMON PARTNERSHIP**



**JINGLE & MINGLE**  
**NOVEMBER 30, 2024**  
**3-7 PM**

SHOP SMALL SPECIALS & GNOME ON A SHELF  
SCAVENGER HUNT ALL DAY AT LOCAL BUSINESSES  
DOWNTOWN EVENTS BEGIN AT 3PM  
ASSORTED TIMES AND LOCATIONS: MIDDLE SCHOOL  
CAROLERS, BRASS BAND, MAVERICK COLOR GUARD  
AT HOFFMAN DRUG: PHOTOS WITH THE GRINCH 3-4 PM  
AT SHEAR SENSATIONS: AHIMSA COFFEE  
AT HUB CITY SENIOR CENTER:  
CHILI SUPPER & HOT COCOA BAR 4-6 PM  
CATTLEWOMEN BEEF SAMPLES, STORY TELLER  
COOKIE GIVE AWAY FFA  
TEMPORARY TATOOS, UGLY SWEATER CONTEST 6PM  
AT ROHR PLAZA:  
BYOC (BRING YOUR OWN CAMERA)  
MRS. CLAU PHOTOS WITH PETS 3:30 - 4:30  
PHOTOS WITH ANTIQUE CARRIAGE  
AT TOWN HALL:  
ART AND CRAFT MARKET, APPLE CIDER  
HERITAGE MUSEUM: GATES OPEN HOUSE

POWERED BY  
DOWNTOWN LIMON



**Gnome on the Shelf**  
**Scavenger Hunt**  
November 30 - December 21

**Participating Businesses:**  
Alex Taverna \* The Quilted Heart  
Ben's Family Pharmacy  
Expressions Beauty Salon  
FNB Hugo-Limon \* Hoffman Drug  
Limon Memorial Library  
Limon Stop & Shop \* Nu-2-U  
Peak Vista Community Health Center  
Pronghorn Country ACE  
Shear Sensations \* Vern's TV

Enter to win a \$1000 shopping spree by taking a selfie with Gnome in each business once per week, post on FACE BOOK, Tag Business, and/or text photo to 719-760-0449

**POWERED BY THE DOWNTOWN LIMON PARTNERSHIP**



**\$5.00**

**Super Sensational Gift Guide Coupon Book**

Enter to Win  
**\$1000**  
Shopping Spree

Valid Nov. 30 - Dec 21  
2024

Powered by Downtown Limon

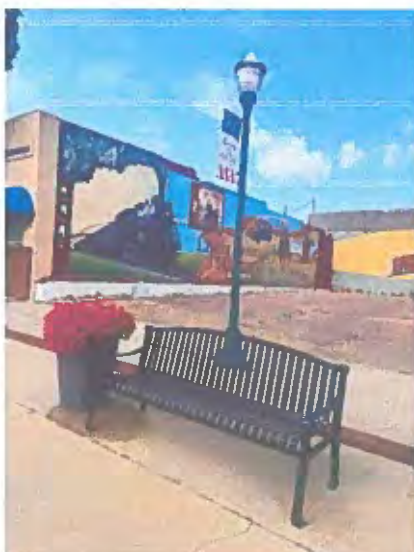


Multi  
Generational  
Scrub a Hub  
Hub  
Clean-up



Planting Fun!

New benches and Planters





**COLORADO**  
Department of Local Affairs



**Community: Town of Lyons**

**Name: Kim Mitchell**

**Years in Position: four**

**Summary Statement for 2025: (one-two sentences)**

While 2025 may have started off sleepy, it kicked into robust action by early February with the RFB for wayfinding fabrication and installation, which will wrap up this month. In the meantime, behind the scenes, the Lyons Main St Program continues to make steps to enhance our physical surroundings, promote Lyons as “Destination Lyons” and work to continue to build partnerships to strengthen our economic vitality.

**Best word that describes accomplishments/achievements: (one word)**

DETERMINATION

**2025 Biggest Accomplishments (limit to approx. 150 words each):**

**#1:**

**Wayfinding!** Our community’s wayfinding program is pivotal to fostering a vibrant and cohesive sense of place. By weaving a memorable, authentic, and compelling narrative, we celebrate the unique character of Lyons. This initiative forges a meaningful emotional connection with residents and visitors alike, while providing a strong foundation for marketing and promotional efforts. Rooted in collaboration, our wayfinding and signage plan integrates expertise in planning, graphic design, marketing, and stakeholder engagement. It reflects a deep understanding of what makes a place truly exceptional and communicates this essence effectively to all who experience Lyons. For the Town of Lyons, our wayfinding efforts aim to reinforce a strong sense of place, elevate the community’s image, and enhance the overall brand—supporting a shared vision of pride, connection, and belonging for everyone who calls it home or visits.

## #2:

**Actively promoted local economic vitality in Lyons, CO by championing the “shop local” movement and local services through a consistent, community-centered marketing campaign.** Designing and implementing a monthly advertising initiative in the *Redstone Review*, aimed at encouraging residents and visitors to support Lyons’ independent businesses. In addition to marketing efforts, I contributed regularly to both the *Lyons Recorder* and *Redstone Review*, writing articles focused on key local business developments and resources available to entrepreneurs and small business owners.

Coverage included highlights of the Town of Lyons’ *Revolving Loan Fund* program and the success in securing *Rural Economic Development Initiative (REDI)* grant—both of which play a critical role in enhancing business resiliency and sustainability in our small town. I also reported on local business milestones, grand openings, and special events, ensuring the community stayed informed and engaged with the evolving economic landscape of Lyons.

## #3:

**Collaborated with local Main Street business owners and CDOT to support small businesses and enhance the vitality of downtown Lyons through more flexible use of public space.** We facilitated conversations between the Town of Lyons, CDOT, and local business owners to explore practical solutions for expanded outdoor use of the public right of way. A key outcome of this effort was the successful implementation of a *temporary incidental use permit system*, which allows businesses to utilize portions of the public right of way for seating and service, without incurring additional fees. This initiative was especially significant given that Main Street in Lyons is also a US highway (Highway 36).

By advocating against charging local businesses for this temporary use, the initiative supported equitable access to public space, and contributed to a more vibrant and pedestrian-friendly downtown, aligning with community goals around economic resilience and place-making. This work exemplifies a collaborative, solutions-oriented approach to local governance and economic development.

## Optional: Additional Comments and Photos











**COLORADO**  
Department of Local Affairs



**Community: Lamar**  
**Name: Brenda May**  
**Years in Position: 10/12 of one year.**  
**Summary Statement for 2025:**

**Best word that describes accomplishments/achievements: New**

**2024 Biggest Accomplishments:**

**#1: Conducted a slight re-branding with updated bylaws, name change, logo and added 6 new board members. Created more awareness of the Main Street program and projects within our community.**



Lamar Partnership Inc.



Main Street Lamar

**#2: New banners, new art mural and new storyboards in updated kiosks within our Main Street district.**



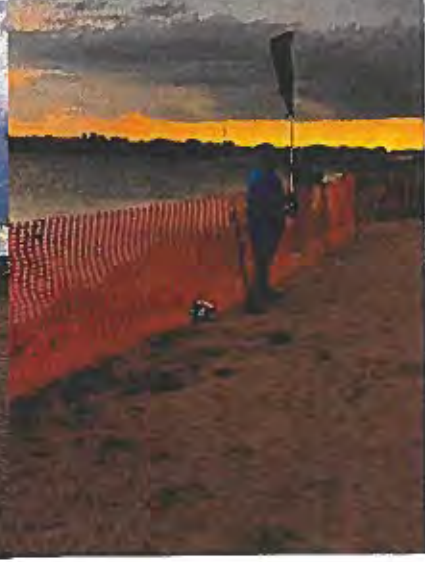
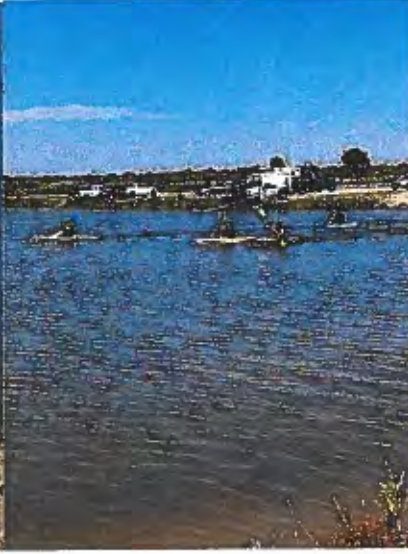
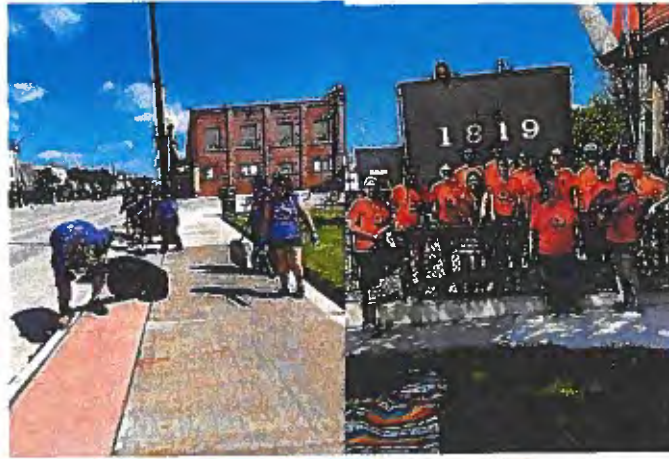
**#3: Corporate Cup Challenge. The 5<sup>th</sup> annual fundraising event was highly successful with the greatest number of teams, as well as corporate sponsors to date.**

THE  
CORPORATE  
CUP



2025

PRESENTED BY  
Main Street Lamar





**COLORADO**

**Department of Local Affairs**

Community:



**La Creative Junta Main Street**

**Name: Pamela Denahy**

**Years in Position: 1**

**Summary Statement for 2025: 2025 was a year of growth and renewal and we reenvisioned and reimagined our Main Street in La Junta.**

**Best word that describes accomplishments/achievements: (one word)**

*Resilience*

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: LJMS worked to update our VMSW deliverables. Matt Ashby was assigned to the VMSW contract. The first work session was in February with follow up sessions in May. Once this work is completed, La Junta Rise may also wish to revisit their Pickaxe project, depending on the outcomes of the VMSW session. <https://drive.google.com/drive/folders/1NND9-UltsGcB87pZVuaN25tVzPBtfv7h?dmr=1&ec=wgc-drive-globalnav-goto>**

**#2: With our remaining mini-grant funds, we used the money to build a 15x12 Parklet in Downtown. The Parklet takes up 3 spaces and is in front of a news business. The idea was born out of our Brownfields Grant Project. It was put in place for our 4<sup>th</sup> Annual Tarantula Fest that took place September 26-27. This parklet project was powered by La Junta Creative Main Street and paid for through grants funds from Colorado Main Street. A special thanks to I & A Construction for building this beautiful parklet, Wild Roots Kava for being our partner on this pilot project and the City of La Junta Engineering Department and incredible crew for transportation and installation! <https://www.facebook.com/share/p/1FD5Ds6VuC/>**

**#3:**

**The 4<sup>th</sup> annual Tarantula Fest took place on September 26-27 in La Junta. The event was held downtown and was a great success. We saw an increase in visitation from last year. <https://www.facebook.com/VisitLaJunta?ref=hl>**



# **COLORADO**

## **Department of Local Affairs**



**Community: Meeker**

**Name: Sara Stephenson**

**Years in Position: Less than 1**

**Summary Statement for 2025: (one-two sentences)**

**Best word that describes accomplishments/achievements: (one word)**

Community

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

### **#1: 10 for the Town**

In 2025, the Chamber launched the 10 for the Town initiative to encourage residents and visitors to shop locally. Participants submitted receipts from ten local businesses to enter a community-wide drawing, with prizes totaling several thousand dollars, including beautifully curated gift baskets from local merchants. The program not only promoted small business support but also fostered community engagement, culminating in the Oktoberfest – A Celebration of Local Heroes, where winners were announced and the community came together to honor Meeker’s local champions. By combining fun incentives with a focus on supporting local businesses, 10 for the Town strengthened connections between merchants and the community, highlighted the unique offerings of Meeker, and inspired continued participation in the town’s economic and cultural life.

### **#2: Hometown Heroes**

on Meeker, from volunteers to community leaders. Residents submitted nominations, and the Chamber recognized these individuals in a public forum. This year, the honorees were also highlighted at Oktoberfest – A Celebration of Local Heroes, giving them additional recognition in front of the community. The program garnered significant attention on social media, with hundreds of shares, engaging the wider community and inspiring others to get involved. Hometown Heroes not only gave well-deserved recognition to remarkable individuals but also strengthened community pride, showing that Meeker values and celebrates the people who make the town thrive.

### **#3: Pioneers in Paint & Downtown Banners**

In 2025, the Chamber brought arts and culture to the forefront with two standout projects: Pioneers in Paint and downtown banners featuring local high school artwork. Pioneers in Paint began as a paint-by-number project for the community to participate in at local markets, fostering hands-on engagement with Meeker’s history. The second mural will be installed on October 3, and eventually, there will be eight murals highlighting historical figures, each with a commemorative plaque celebrating our town’s heritage. Separately, downtown banners were designed and drawn by students under the guidance of Meeker High School art teachers, adding color and vibrancy to the streets. These initiatives connected residents of all ages with local art, encouraged community

participation, and celebrated both Meeker's history and future talent, reinforcing the Chamber's commitment to arts, education, and civic pride

**10 FOR THE TOWN**  
SHOP LOCAL INITIATIVE

**Oktoberfest**  
A CELEBRATION OF OUR LOCAL HEROES  
OCT 11, 2025

PROCEEDS GO TO LEE & ELK WILDFIRE RECOVERY FUNDS

2PM-10PM  
RECOGNITION CEREMONY  
PIB ROAST AND FOOD  
BY LOCAL BUSINESSSES  
LIVE MUSIC  
GAMES AND GIVE-AWAYS  
MERCHANDISE

LEE & ELK WILDFIRE RECOVERY FUNDS  
MEEKER, CO

Support local businesses and help our community recover from the wildfires!

How to win:  
1. Order or pickup from local businesses.  
2. Turn them in to the Chamber.  
3. Enjoy to your full heart's content! (Local businesses are open for winners on October 11 as Oktoberfest!)

Ways to support local:  
• Get service or all change  
• Morning coffee or drink  
• Fuel up  
• Local snacks & fix  
• Merchandise from downtown shops

Shop local. Support your corner.  
Share it with your friends & family!  
Contact: [info@meekerchamber.com](mailto:info@meekerchamber.com)

**HOMETOWN HERO**  
**IVAN CARILLO**



IVAN HAS BEEN A HERO, HELPING EVACUATE ANIMALS, SUPPORTING FIREFIGHTERS, AND LENDING A HAND TO FRIENDS AND STRANGERS ALIKE. HIS COURAGE AND KINDNESS HAVE TRULY MADE A DIFFERENCE IN OUR COMMUNITY.





**Community:** Pagosa Springs Main Street

**Name:** Kathleen McFadden

**Years in Position:** 3

**Summary Statement for 2025: (one-two sentences)**

Guiding Pagosa Springs Main Street through a two-year US 160 reconstruction project that has eliminated 180 downtown parking spaces and disrupted access to businesses. Known for quick action and creative problem-solving, we focus on keeping downtown businesses visible, supported, and connected during this unprecedented challenge.

**Best word that describes accomplishments/achievements:** Adaptability.

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Capital Improvement – Revitalizing the Middle School Block**

In 2024, Main Street partnered with the Town of Pagosa Springs to secure a \$250,000 CDOT Revitalizing Main Streets grant to improve the block in front of Pagosa Springs Middle School, one of the most deteriorated and visible sections of our downtown corridor. With only \$7,500 in DOLA/Colorado Main Street mini-grant funds available for match, we leveraged resources into the maximum award. When the larger highway reconstruction was postponed, we worked with partners to extend the grant and keep the project alive. Last week, the contractor poured a new sidewalk, with benches, lighting, and landscaping to follow. This project will transform a blighted block into a safe, welcoming connection between historic downtown and the East End, proving that small resources, persistence, and collaboration can lead to big, transformative change.

**#2: Improving Safety & Access – AARP Sponsorship**

When the AARP/Colorado Main Street Community Challenge Sponsorship was announced, I immediately recognized the fit with a long-identified need in our district: replacing the eroding dirt path between the Archuleta Senior Center

parking lot and the Riverwalk. Acting on behalf of our board, I worked directly with the Town to secure cost estimates, prepared photos and video to illustrate the hazard, and developed the application. The effort paid off, and we were awarded the full \$4,000 sponsorship to support our \$15,000 project, which will be completed this build season. The new permanent concrete staircase and handrail will create a safe, accessible connection for older adults, residents, and visitors. While modest in scale, this project is a meaningful win because it solves a long-standing safety issue and shows how quickly Main Street can convert streamlined opportunities into visible improvements.

### **#3:**

In response to the two-year downtown reconstruction project, we launched the Cone Zone Care Committee to keep businesses visible and supported. We created *Coney Z*, our construction mascot, and built creative campaigns to encourage the community to shop and dine downtown. We acted quickly on business requests by installing additional wayfinding and public parking signage where it was lacking, helping visitors navigate changing conditions. To draw customers downtown, we introduced Wednesday Wine Walks and the Goin' East Sidewalk Sale, events that blended fun with direct support for local merchants. We also purchased \$2,000 in gift cards directly from downtown businesses as giveaways and partnered with organizations to provide additional prizes, encouraging future spending. These efforts boosted visibility and raised \$12,500 for our Main Street Business Assistance Grant Fund, showing how adaptability and responsiveness can turn disruption into opportunity.

**Optional: Additional Comments and Photos**



**Pagosa Springs Middle School Sidewalk Project – Before**



**Pagosa Springs Middle School Sidewalk Project – In Progress**



**AARP Sponsorship – Senior Center Riverwalk Staircase & Handrail – Before**



Coney Z!



**Cone Zone in action: expedited banners, shovels in hand, and parking ready just in time for July 4th.”**



# COLORADO

Department of Local Affairs



**Community:** Haxtun

**Name:** Darcy Garretson

**Years in Position:** .5

**Summary Statement for 2025:**

Spent the year in preparation to become a MS community— creating a board, vision, mission, and strategic plan; began clean-out of Drake Building –500+ volunteer hours (our first project.)

**Best word that describes accomplishments/achievements:**

Rewarding!!

## 2024 Biggest Accomplishments

**#1:** Clean out of Drake Building, built in 1904—2700 sq/ft building on main street which has been used as storage/hoarding site for 20+ years.

**#2:** Created a strong board of community members eager to work on downtown Haxtun; our biggest issue is remaining focus and prioritizing/narrowing our ideas down to the do-able.

**#3:** Building community awareness of MS and its possibilities through community meetings, flyers and combining events with Preserving Haxtun's Past (Historical group)..

## Optional: Additional Comments and Photos







**COLORADO**  
Department of Local Affairs



**Community: Rifle - GRIT**  
**Name: Kim Burner**  
**Years in Position: 8**

**Summary Statement for 2025: (one-two sentences)**

***2025 has been a year of growth and planning for GRIT.***

**Best word that describes accomplishments/achievements: (one word)**

***Community***

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Hired a Delaney Passmore as GRIT event coordinator which made it possible to launch "Third Thursday on Third Street". A new monthly series of events in downtown Rifle designed to encourage locals and visitors alike to make new memories on one of downtown's slowest evenings of the week. The event runs from June through October with live music, vendors, and free family activities. June attendance was 250 adults, growing to approximately 650 adults in September.**

**The goal of this event series is to build memories of fun and laughter downtown by attracting the fastest growing demographic in Rifle. The average age of Rifle residents is 32 yrs old with young families who are new to the area. It's important to start building the habit of coming downtown with this new generation of residents as well as the next.**

**See attached pictures**

**#2: GRIT has seen remarkable success with its new facade grant program, aimed at revitalizing the downtown area and enhancing the community's aesthetic appeal. The program offers financial assistance to local businesses seeking to improve their storefronts, thereby attracting more visitors and boosting economic activity.**

**Local business owners have embraced the initiative, resulting in numerous that will transform the streetscape. Applications range from fresh paint to new awnings to complete façade upgrades; these improvements will not only improve the appearance of individual establishments but will also foster a sense of pride within the community.**

**The program's impact extends beyond aesthetics; it will create a ripple effect, encourage entrepreneurship and draw customers to the revitalized district. As more businesses participate, Rifle will become a more vibrant destination, highlighting the importance of community support in local economic development. The facade grant program stands as a successful venture for GRIT's growth and revitalization efforts.**

**#3: GRIT, in partnership with Rifle City Council, has introduced a lodging tax initiative designed to increase funding for GRIT. This initiative imposes a lodging tax increase on short-term rentals and hotel stays, aiming to generate revenue that can be reinvested into the community through.**

**The additional funds collected will be allocated towards enhancing recreational opportunities, promoting local events, and improving the overall visitor, and local, experience in Rifle. City officials believe that investing in GRIT will not only attract more tourists but also benefit residents by improving quality of life.**

**Optional: Additional Comments and Photos**

# THIRD THURSDAY

*on Third*

## 2025





**COLORADO**  
Department of Local Affairs



**Community: Ridgway**  
**Name: Tera Wick**  
**Years in Position: 3.75**

**Summary Statement for 2025: We completed a new mural, strategic plan, and found a new home for our film festival where it can thrive**

**Best word that describes accomplishments/achievements: (one word)**

**VISION**

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Completed new mural on Clinton Street! Thanks COMS Mini-Grant!**

**#2: Completed our new strategic plan – thanks, COMS!**

**#3: Launched Ridgway Independent Film Fest – new home at the Sherbino Theater!**

**Optional: Additional Comments and Photos**

**Almost done with our over-the-highway banner! (Thanks, Meeker!)**





**COLORADO**  
**Department of Local Affairs**



**Community:** Town of San Luis

**Name:** Teddy Leinbach

**Years in Position:** ½ year

**Summary Statement for 2025:** In 2025, we are working to activate our Main Street by celebrating our history and our culture through local art, both professional and amateur.

**Best word that describes accomplishments/achievements: (one word)**

Sexy

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

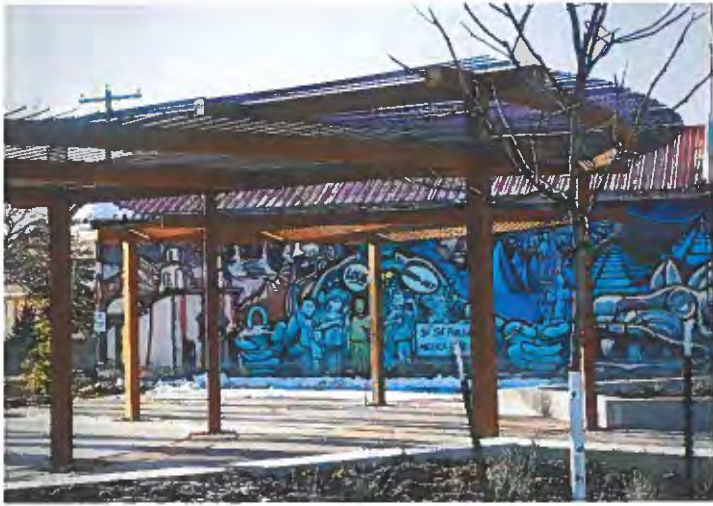
**#1:** We completed our San Luis Town Plaza. A project in the works for over 5 years, 2024 saw the activation of this outdoor community space. The plaza has been a central gathering point during festivals and has played host to multiple bands, food trucks, and countless vendors.

**#2:** We continued our Heritage Banner project. A project that started in 2023, a member of the San Luis Main Street team is a genealogist who has been compiling histories of the original families in the San Luis area. Those histories are then printed on banners with a family crest and families can buy large banners to hang throughout town or smaller banners to take home. In 2024, 16 large banners and 17 small banners were purchased.

**#3:** We were able to continue the flower pot project throughout town. We have 16 flower pots that we place up and down Main Street that help beautify our historic district and encourage people to explore San Luis. We plan on continuing this project into the future.

**Optional: Additional Comments and Photos**

# San Luis Town Plaza



# San Luis Main Street Flowers/Banners





# COLORADO

## Department of Local Affairs



**Community:** Town of Silverton  
**Name:** San Juan Development Association-  
**Sarah Moore, Director Main Street Manager**  
**Years in Position:** 1 yr, year 3 for Silverton

### Summary Statement for 2025:

Silverton's Main Street Program in 2025 is stronger than ever, spearheading transformative projects that are shaping the future of our community like never before. After more than a decade of planning, we've secured funding for major initiatives that will bring long-envisioned improvements to life.

### Best word that describes accomplishments/achievements: (one word)

**Pivotal**

### 2025 Biggest Accomplishments (limit to approx. 150 words each):

**#1:**

#### **Awarded full funding for Blair Street Revitalization Project**

Silverton is proud to announce the successful award of **\$260,990 from CDOT's Multimodal Options Fund (MMOF)** to match the awarded **\$1,043,958 DOT TAP grant** for the long-awaited revitalization of Blair Street in the Main Street District. This project has been in the works for nearly 10 years and was at serious risk of forfeiting the federal funds due to the lack of a local match, until the SJDA director and the TOS Administrator stepped up to ensure it moved forward. With this critical match now secured, the project is officially underway, beginning with the hiring of a new designer to bring the existing plans up to CDOT standards. Once complete, the project will deliver major improvements to **ADA accessibility, walkability, and drainage repairs**, creating a safer and more welcoming experience for residents and visitors, especially around the train station.

## #2:

### Generated \$56,000 entirely from donations to replace the Silverton Town Entryway Signs

Silverton is thrilled to share in just under 2 months, we raised over \$56,000 in pure donations to fund our replacement of the Town Entryway Signs. Contributions came directly from San Juan County, the Town of Silverton, and local businesses who stepped up to support the project, showcasing just how strong and committed our community is when it comes to getting things done.

This project has been in the works for more than 13 years, with multiple grant applications submitted and other funding attempts that unfortunately fell short. Despite those setbacks, thanks to the collective generosity of our partners and the leadership of the Silverton Main Street Program, the project is finally becoming a reality. This achievement not only delivers a fresh and welcoming entrance to our town but also demonstrates the power of community collaboration and persistence in making long-term goals happen.



## #3: Continued Art Through the Seasons Program into Year 3

Art Through the Seasons is now entering its third year, and this year marks a milestone for the program. We have more buildings participating than ever before, bringing vibrant, local artwork to spaces across the community. This growth reflects both the program's popularity and the incredible support from property owners and artists who help make our town more colorful and engaging throughout the year.



**COLORADO**  
Department of Local Affairs



**Community: Trinidad Historic Main Street**

**Name: Veronica Maes**

**Years in Position: 1**

**Summary Statement for 2025: (one-two sentences)**

In 2025, Trinidad Historic Main Street successfully developed and implemented a strategic plan, which included a rebrand launch and fostered collaborations with community organizations to advance its mission and vision.

**Best word that describes accomplishments/achievements: (one word)**

**Focused**

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1:** We are fully accredited! After much relationship building and consistency in collaboration, we completed all of the requirements and are very proud to say we are a fully accredited Main Street.

**#2:** WAY SIGNAGE! We have been resilient and consistent in our efforts to get way signage for our historic downtown area. Signage will include parking, museums, theaters, galleries, restaurants, and shops! We have approval and are just waiting for the signs to be shipped and installed!

**#3:** Trinidad Historic successfully launched its rebrand through a dedicated retreat with all board members, during which we updated our vision and mission and developed a new brand. Our consistent meetings to review this goal within our strategic plan have increased community awareness of our organization and strengthened our collaborations. Prior to this, we had 3 board vacancies. We now have a waitlist for people who are interested in joining!

## Optional: Additional Comments and Photos



# TRINIDAD

= *Main Street* =

Our rebranded logo



\$20 per entry.

Please have your item in the building by 10:30 am  
1<sup>st</sup> -2<sup>nd</sup> -3<sup>rd</sup> prizes in each category

\$5 per person to taste and vote between:  
11:00am-2:00pm

(Winners will be announced after Jalapeno eating  
contest)

Please contact Adriana Nunez  
adri.nunez27@gmail.com



organizations

Example of our collaborative efforts with other



The new way signage is on its way!



**COLORADO**  
Department of Local Affairs



**Community: Wellington**

**Name: Caitlin Morris**

**Years in Position: 2.75 years**

**Summary Statement for 2025: (one-two sentences)**

This year, we deepened our partnerships by aligning around shared strategies and goals, amplifying our vision throughout the community, and expanding both our reach and impact. We honed our role as the heart of the community, increasing connection and actively engaging in key conversations around the critical issues and challenges we face.

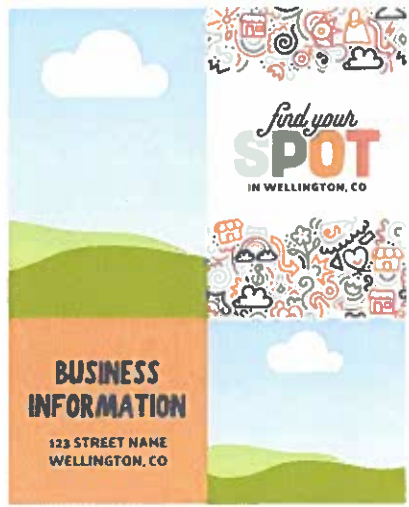
**Best word that describes accomplishments/achievements: (one word)**

GRIT!

**2025 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Shop Local Campaign**

One of our proudest accomplishments this year is launching Wellington's "Find Your Place" Shop Local Campaign. This initiative celebrates the unique businesses that make up our downtown while encouraging residents and visitors alike to invest in the community we call home. By choosing to shop local, every purchase strengthens the small businesses that fuel our economy and creates a ripple effect of support. The campaign not only builds pride and connection today but also lays the foundation for resilience as we prepare for the impact of the upcoming Cleveland Ave. construction project (i.e. our Main Street) and beyond. With "Find Your Place in Wellington", we are reminding everyone that when you support local, you're giving back to the heart of Wellington and helping ensure our community continues to thrive. To support the campaign, we've prepared refreshed photos, videos, social media content, graphic materials, a downtown business directory on our website, advertising plans, and more.



**#2: Completed Two New Murals**

This year, we proudly completed two new murals in downtown Wellington, each bringing vibrancy, color, and unique character to our community. The response has been beyond what we could have imagined—our community has truly fallen in love with these works of art. One mural, *Love Where You Live*, celebrates our history and the vibrancy of Wellington, while the *Wellington Eagles* mural honors our school mascot and showcases the pride we hold for our hometown. In fact, the *Love Where You Live* mural was chosen as the cover image for our new community magazine, a testament to its impact. These murals remind us that art and economy go hand in hand, drawing people downtown, sparking joy, and reinforcing the pride we share in calling Wellington home.





### #3: WMHS Walk of Fame

One of our most rewarding accomplishments this year is the launch of the Walk of Fame project, celebrating Wellington's graduating seniors while seeding a scholarship fund for future students. Each senior received a custom yard sign at no cost, proudly displayed along Main Street throughout the year and then moved to the field during graduation for students to take home as a keepsake. The overwhelmingly positive feedback from the community confirmed just how much this project resonated, and it has quickly become a beloved new tradition we plan to continue annually. Beyond the celebration, the Walk of Fame reflects our vision of eventually building a youth Main Street program, encouraging students to engage with and contribute to the life of downtown Wellington. Showing our students how much we appreciate and support them is deeply meaningful, and the addition of scholarships this year makes the project even more impactful—helping our young people pursue their goals while reinforcing the connection between youth and our vibrant community.



## Optional: Additional Comments and Photos

As Main Street Managers, we are more than organizers or administrators - we are ecosystem builders and changemakers. Our work goes beyond programs and events; we go to the people, we connect, we nurture the networks that make our communities thrive.

From Wellington to every other Colorado community, I deeply value and honor the work each of you are doing! The impact we create is not just measured in projects completed, but in the lives we uplift, the businesses we support, and the sense of connection we cultivate. Let's take a moment to celebrate and uplift one another! Together, we are shaping vibrant, resilient communities, and that is something worth celebrating every day.



With love from Wellington!





**COLORADO**

**Department of Local Affairs**

Com  
ty:



**La Creative Junta Main Street**

**Name: Pamela Denahy**

**Years in Position: 1**

***Summary Statement for 2025: 2025 was a year of growth and renewal and we reenvisioned and reimagined our Main Street in La Junta.***

**Best word that describes accomplishments/achievements: (one word)**

***Resilience***

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: LJMS worked to update our VMSW deliverables. Matt Ashby was assigned to the VMSW contract. The first work session was in February with follow up sessions in May. Once this work is completed, La Junta Rise may also wish to revisit their Pickaxe project, depending on the outcomes of the VMSW session. <https://drive.google.com/drive/folders/1NND9-UltsGcB87pZVuaN25tVzPBtfv7h?dmr=1&ec=wgc-drive-globalnav-goto>**

**#2: With our remaining mini-grant funds, we used the money to build a 15x12 Parklet in Downtown. The Parklet takes up 3 spaces and is in front of a news business. The idea was born out of our Brownfields Grant Project. It was put in place for our 4<sup>th</sup> Annual Tarantula Fest that took place September 26-27. This parklet project was powered by La Junta Creative Main Street and paid for through grants funds from Colorado Main Street. A special thanks to I & A Construction for building this beautiful parklet, Wild Roots Kava for being our partner on this pilot project and the City of La Junta Engineering Department and incredible crew for transportation and installation! <https://www.facebook.com/share/p/1FD5Ds6VuC/>**

**#3:**

**The 4<sup>th</sup> annual Tarantula Fest took place on September 26-27 in La Junta. The event was held downtown and was a great success. We saw an increase in visitation from last year. <https://www.facebook.com/VisitLaJunta?ref=hl>**



# COLORADO

## Department of Local Affairs



**Community:** City of Victor

**Name:** Jessica Thurman

**Years in Position:** 3.5 Months

**Summary Statement for 2025: (one-two sentences)**

*In my first few months as Community and Economic Development Director, I've been honored to witness the resilience, creativity, and collaboration of the Victor Main Street team and our community partners. Together, we've built momentum to improve infrastructure, strengthen our commercial core, and celebrate our community through successful events and new initiatives.*

**Best word that describes accomplishments/achievements: (one word)**

*Tenacity*

**2024 Biggest Accomplishments (limit to approx. 150 words each):**

**#1:** *The Main Street board successfully pivoted and collaborated with a local business and organizations to complete the Colorado Charge Ahead Grant, resulting in the installation of electric vehicle charging stations in Victor. This forward-looking project not only enhances accessibility for visitors and residents but also positions Victor as a more sustainable and connected destination. The effort demonstrated the ability of our team to be adaptable, resourceful, and innovative in meeting both community and statewide goals.*

**#2:** *A tremendous amount of collaboration with the Main Street team and community partners went into the adoption of a new Land Use Code that will better facilitate development in the commercial district. This milestone also includes the launch of a new Victor Main Street Revitalization Program debuting in October 2025, funded through a combination of Rural Economic Development Initiative (REDI) support and City matching funds. The program will provide 10 businesses with \$7,500 grants for property improvements, marking a major investment in the vitality and character of downtown Victor.*

**#3:** *Despite changes in city leadership, staffing, and evolving funding climates, the Main Street board and community partners have continued to show resilience and forward momentum. This dedication is evident in the success of community events such as the Summer Music Series, the largest community garage sale in Victor's history, a citywide cleanup, and a revamped Gold Rush event that attracted several thousand visitors. These efforts highlight Victor's ability to thrive through collaboration, celebrate its heritage, and grow its visibility as a welcoming destination.*

**Optional: Additional Comments and Photos**

*As the new Main Street Manager, I am genuinely excited to be part of Victor's vibrant community and to build on the strong foundation laid by my predecessors. I look forward to continuing their excellent work while bringing fresh ideas, new styles, and expanded connections to enhance the vitality of our downtown. My goal is to honor the progress already made, strengthen partnerships, and explore innovative opportunities that support our local businesses, celebrate our unique heritage, and engage residents and visitors alike. Together, I'm confident we can continue to elevate Victor as a thriving, dynamic, and welcoming community.*



*"The most difficult thing is the decision to act; the rest is merely tenacity."*

*— Amelia Earhart*



**COLORADO**  
Department of Local Affairs



**Community: Windsor**

**Name: Michelle Vance**

**Years in Position:**

**Summary Statement for 2025: (one-two sentences)**

In 2024-25, the Windsor Downtown Alliance made major strides in community revitalization, earning statewide recognition for our Downtown Master Plan, launching a successful “Reinvest in Downtown” campaign, and establishing the Windsor Main Street Partnership to expand our event impact. These efforts strengthened our economic foundation, energized public support, and positioned Downtown Windsor as a vibrant destination for residents and visitors alike.

**Best word that describes accomplishments/achievements: (one word)**

Determined

**2025 Biggest Accomplishments (limit to approx. 150 words each):**

**#1: Awarded the Colorful Colorado Choice Award for our Downtown Master Plan**

In 2025, the Windsor Downtown Alliance was honored with the prestigious Colorful Colorado Choice Award from Downtown Colorado, Inc. for our groundbreaking Downtown Master Plan. This recognition reflects the community-driven vision, technical rigor, and forward-thinking strategies embedded in the plan. Developed in partnership with RVi Planning + Landscape Architecture, the Master Plan outlines a roadmap for economic revitalization, placemaking, infrastructure renewal, and historic preservation. It has become a benchmark for community-centered downtown planning throughout Colorado and serves as the foundation for zoning code updates and capital improvement efforts in 2025.

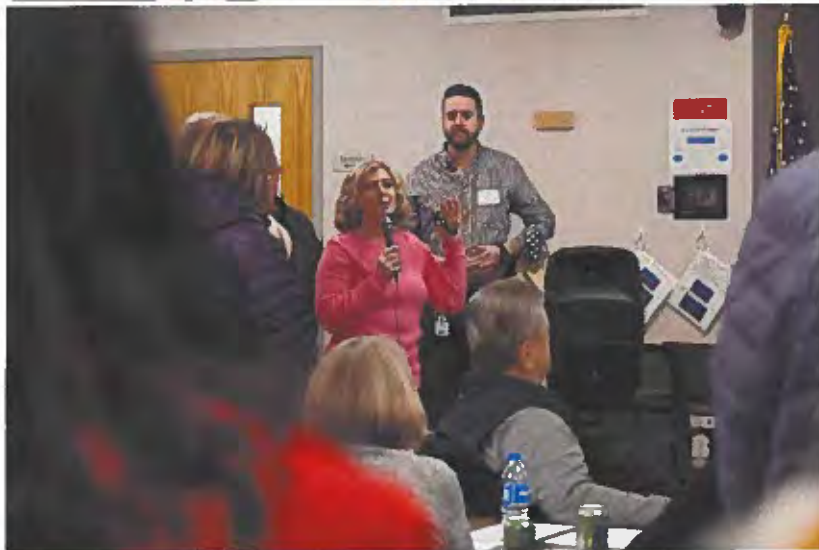
## **#2: Completed a Successful “Reinvest in Downtown” Campaign**

This year, the Windsor Downtown Alliance successfully executed the “Reinvest in Downtown” campaign, mobilizing community members, business owners, and civic leaders around the future of Downtown Windsor. Over a two-month period, the campaign gathered over 550 responses via public surveys, hosted 6 focus groups across key demographics, and conducted dozens of “man-on-the-street” interviews and walking tours. The campaign culminated in presentation to the Windsor Town Board, resulting in approval to begin engineering and explore financing options for the Main Street Rehabilitation and Boardwalk Plaza. The campaign not only built consensus but reinforced the shared vision of a vibrant, walkable downtown core that reflects Windsor’s identity.

## **#3: Started a 501(c)(3) Windsor Main Street Partnership**

In 2024-25, the Windsor Downtown Alliance launched a new nonprofit arm, the Windsor Main Street Partnership, officially recognized as a 501(c)(3). This new organization expands our capacity to attract grant funding, secure sponsorships, and implement high-impact community events that draw visitors to Downtown Windsor. While the Windsor Downtown Alliance remains focused on economic development and infrastructure, the Main Street Partnership specializes in programming and placemaking, from art installations and music festivals to chalk competitions and holiday activations. This collaboration ensures a steady pipeline of foot traffic, elevates downtown visibility, and strengthens the connection between our economic goals and our cultural vitality.

## Colorful Colorado Choice Award



## Reinvest in Downtown Windsor Campaign



Overall Concept Plan



WDA RVI CONSULTING

## Dueling Pianos



## Champagne on Main, Brunch, Sip & Stroll





# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**To:** Main Street Board of Directors  
**From:** Alexandra Cramer, AICP Planner/Project Manager  
**Date:** October 13<sup>th</sup>, 2025  
**Subject:** 5K & Family Color Run Recap and Future Event Planning Discussion

## Summary

The 5K & Family Color Run took place on September 13th with 230 attendees. The event went smoothly overall, but I'd like to use this as an opportunity to evaluate whether this event format still makes sense for our Main Street program moving forward.

## 2025 Event Overview

**Attendance:** 230 participants

**Budget:** \$8,000 (Main Street allocation)

**Total Project Expenses:** \$16,700

**Revenue:** \$5,552.94

**Total Spent to Date:** \$6,415.35

The event stayed within our Main Street budget allocation, with additional expenses covered by revenue and sponsorships. Our event coordinator did excellent work managing logistics, and the day ran without any major issues.

## Considerations for Moving Forward

As we begin planning for 2026, several factors merit Board discussion:

### Staff Capacity

This event requires significant staff time, with planning beginning several months in advance and intensive coordination in the weeks leading up to the event. Given our current staffing levels and the scope of other downtown initiatives, the sustainability of this level of effort should be evaluated.

### Event Coordinator Investment

Our event coordinator was compensated \$3,500 and delivered strong results. An alternative approach would be to allocate this investment across two smaller events throughout the year, potentially increasing downtown activation and distributing staff workload more evenly.

### Event Timing

September presents scheduling challenges due to the high volume of community events. This may impact both attendance and volunteer availability. Alternative timing should be considered for 2026.

### Downtown Business Impact

I would like to gather Board feedback regarding the event's impact on downtown businesses. Understanding whether businesses experienced meaningful foot traffic and sales during the event will help inform future planning decisions.



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

## Board Input Requested

To inform 2026 event planning, I am seeking Board input on the following:

1. Overall assessment of the 2025 event - strengths and areas for improvement
2. Feedback received from downtown businesses regarding event impact
3. Whether the current event format remains appropriate for our Main Street program
4. Openness to exploring alternative event concepts or formats
5. If continued, what modifications would enhance sustainability and downtown impact

## Alternative Approaches for Consideration

The following alternatives are presented for Board discussion:

- **Two smaller seasonal events** utilizing our event coordinator (\$1,750 each), potentially scheduled in spring and fall
- **Mid-week activation series** (market, food trucks, or entertainment) providing consistent downtown traffic with reduced organizational demands
- **Partnership with existing community events** to maximize impact while minimizing duplication of effort
- **Modified race/walk format** with stronger integration of downtown businesses
- **Scaled event** focusing on community participation rather than competitive race logistics

## Staff Recommendation

Staff recommends the Board engage in a comprehensive discussion about event strategy for 2026 at our next meeting. While no immediate decisions are required, beginning this conversation now allows adequate time for planning should the Board wish to pursue a different direction.

## Attachments

5K & Family Color Run Budget 2025

**5K & Family Color Run Budget 2025**

<b>Expense Categories</b>		
<b>Item</b>	<b>Budget</b>	<b>Actual 2025</b>
Shirts	\$3,500.00	\$0.00
Bags		\$0.00
Medals	\$4,500.00	\$4,500.00
Signage		\$0.00
Advertisement	\$250.00	\$0.00
Breakfast	\$1,500.00	\$1,002.00
Drinks	\$100.00	\$88.75
Color Run	\$300.00	\$236.54
DJ	\$500.00	\$600.00
Photographer	\$200.00	\$200.00
Face Painter	\$300.00	\$345.00
Event Coordinator	\$3,500.00	\$3,500.00
EMT Services	\$300.00	\$330.00
Colorado Race Timing	\$1,500.00	\$1,166.00
Photo Booth	\$0.00	\$0.00
Miscellaneous	\$250.00	\$0.00

<b>Budget Summary</b>	
<b>Category</b>	<b>Amount</b>
Total Budget	\$8,000.00
Total Project Expenses	\$16,700.00
Revenue	\$5,552.94
Total Spent to Date	\$6,415.35



**TO:** Main Street Board of Directors  
**FROM:** Alexandra Cramer, Planner/Project Manager  
**DATE:** October 13<sup>th</sup>, 2025  
**SUBJECT:** Staff Report

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**STAFF REPORT**

- 1. Streetscape Construction Update**
  - a. Construction is complete. Final punch list items are being addressed.
- 2. Ornaments**
  - a. Ornaments have been ordered and should be delivered in the next two weeks.
- 3. 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 2026 will be held in Tulsa, Oklahoma on April 13-15. Please let staff know if you would like to attend.
- 4. HAB Update.**
  - a. The HAB held their 11<sup>th</sup> Annual Historic Walk and Talk on September 27<sup>th</sup>.
  - b. The board is considering ideas for grant funding. This may incorporate Main Street board involvement.
- 5. Town of Elizabeth - Façade Grant**
  - a. The Façade Grant Program is proposed to be funded for 2026.
- 6. Locable**
  - a. Staff continues to update business pages on Locable and encourage business participation.
- 7. Main Street Parking Lot**
  - a. Construction has been completed.
  - b. Bathrooms will be installed in the spring.
- 8. Elizabeth Chamber of Commerce Collaboration**
  - a. Staff and some MSBOD members met with the Elizabeth Chamber to discuss how the MSBOD can assist with Boo Bash on October 25<sup>th</sup>.