



## BOARD OF TRUSTEES – MAIN STREET BOARD – CHAMBER BOARD

May 12, 2025

Dinner – 5:30 PM \* Meeting - 6:00 PM

Leeper Center, 3800 Wilson Avenue, Wellington, CO

### Joint Work Session Agenda

The Zoom information below is for online viewing and listening only.

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/84871162393?pwd=UkVaaDE4RmhJaERnallEK1hvNHJ5Zz09>

Passcode: 726078

Or One tap mobile:

US: +17207072699,,84871162393# or +17193594580,84871162393#

Webinar ID: 848 7116 2393

Dinner will be available at 5:30 pm

#### A. Items for Discussion

1. Follow up from January 21, 2025 joint meeting
  - Investigation of Visit Wellington domain – Kelly Houghteling
  - Chamber survey update – Carol Bennis
  - Community calendar alignment – Carol Bennis
  - 2026 event planning – *Schedule for October 2025*
2. Presentation and/or follow up of new activities and projects
  - Workforce development & job board page – Carol Bennis
  - Shop Local campaign – Caitlin Morris (memo included in packet)
  - Walk of Fame – Caitlin Morris/Main Street Board
  - Cleveland Avenue Construction Project update – Town of Wellington
3. Board discussion/Future topics for discussion
  - Review and update of Memorandums of Understanding (MOU) between entities
  - Other topics?

The Town of Wellington will make reasonable accommodations for access to Town services, programs, and activities and special communication arrangements. Individuals needing special accommodation may request assistance by contacting at Town Hall or at 970-568-3380 ext. 110 at least 24 hours in advance.



## **Board of Trustees Meeting**

**Date:** May 12, 2025  
**Subject:** Joint meeting of Town of Wellington, Main Street and Chamber of Commerce

### **BACKGROUND / DISCUSSION**

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Everyone has been busy since the first joint meeting on January 21, 2025! From planning for the Cleveland Avenue project to coordinating community-wide events and managing day-to-day operations, the Chamber, Main Street, and the Town have continued working collaboratively on behalf of Wellington and the region.

This upcoming meeting will include updates on several topics discussed at the January 21 meeting, an overview of new activities and initiatives, and an update on the Cleveland Avenue project.

Several new projects are progressing or are in development including the Walk of Fame and the workforce development/job board page. These initiatives will be presented to ensure all partners are informed and aligned.

Town staff will provide the latest updates on the Cleveland Avenue project. In addition, the C3 group has been actively developing strategies to support local businesses during construction, drawing on lessons learned from other municipalities with similar projects.

We look forward to continuing our strong collaboration as we move forward on these important initiatives for Wellington.

### **STAFF RECOMMENDATION**

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Review and retain report.

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# Memo

TO: Work Session Attendees

FROM: Wellington Main Street Program

RE: Shop Local Marketing Campaign – Progress Update

DATE: May 12, 2025

We are pleased to share a brief update on the Downtown Wellington Shop Local Marketing Campaign, made possible by a \$25,000 grant provided to the Wellington Main Street Program from the Department of Local Affairs (DOLA) for being an “Exceptional Level” community under the State’s Main Street Program.

## **Selected Firm:**

We selected Slate Communications to lead the campaign. They are also producing the new community video for Wellington, allowing for cohesive storytelling and branding across platforms.

## **Campaign Objectives:**

The campaign aims to increase visibility and support for downtown businesses and the community through strategic marketing that highlights the value of shopping locally and fosters community connections.

## **Progress to Date:**

- Developed a comprehensive marketing plan
- Selected “Find Your Place in Wellington” as the official campaign slogan
- Created graphics for social media, advertisements, and print posters
- Provided advertising recommendations for both digital and print channels
- Captured photos and video content during the St. Paddy’s Day celebration
- Completed the first draft of the story board for the community video
- Selected business directory style and content

## **Next Steps:**

- Complete videography for community video
- Conduct photo and video shoots with all remaining Main Street businesses
- Host a Marketing 101 session for businesses and provide local business media kit
- Develop online business directory
- Create templates for post card mailer, print media ads, and pole banners
- Identify additional promotional strategies to expand the campaign and encourage the community to get involved.

All deliverables are on track for completion by June 25, 2025, in compliance with the DOLA grant timeline. Included below are examples of the selected logo and current template graphics developed for the campaign.



*find your*  
**COMMUNITY**  
IN WELLINGTON, CO



A landscape graphic with a light blue sky, a single white cloud, and green rolling hills at the bottom.

A horizontal decorative border featuring a repeating pattern of colorful, stylized icons. The icons include houses, clouds, suns, and abstract shapes in shades of orange, green, blue, and yellow.

*find your*  
**SPOT**  
IN WELLINGTON, CO

**BUSINESS INFORMATION**

123 STREET NAME  
WELLINGTON, CO







# EVENT NAME

H2 SUBHEADER GOES HERE



*find your*  
**COMMUNITY**  
IN WELLINGTON, CO

H3 SUBHEADER GOES HERE

12am - 12pm

123 Street Name, Wellington, CO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[WEBSITE.COM/EVENT-URL](http://WEBSITE.COM/EVENT-URL)

SCAN THE CODE BELOW!

QR



MAIN STREET PROGRAM  
WELLINGTON, CO • EST. 2014



# Memo

TO: Work Session Attendees  
FROM: Wellington Area Chamber of Commerce  
RE: Community Calendar Alignment  
DATE: Monday, May 12, 2025

The Wellington Chamber of Commerce is ready to host an aggregated community calendar beginning in May 2025.

We have been sharing community events via our calendar found at [business.wellingtoncoloradochamber.net/calendar](https://business.wellingtoncoloradochamber.net/calendar) since the beginning of the year.

Telephone (970) 868-1223

Member Login

**WELLINGTON AREA CHAMBER OF COMMERCE**

Home | Visit Us | Live Here | About Us | Member Center | Business Development | Calendar of Events | News & Resources | Contact

## COMMUNITY EVENTS

What are you looking for? Show Events Happening... Q Search

5/12/2025 - 5/12/2026 x  
Results: 71

< MAY 2025 >

| Sun | Mon | Tue | Wed | Thu | Fri | Sat                                               |
|-----|-----|-----|-----|-----|-----|---------------------------------------------------|
|     |     |     |     | 1   | 2   | 3                                                 |
|     |     |     |     |     |     | Spargetoberfest<br>Foundation 3rd<br>Annual Salsa |

See What's New!

All events will be vetted for completion. We will be accepting additions via email to: [calendar@wellingtoncoloradochamber.net](mailto:calendar@wellingtoncoloradochamber.net)

Submissions will be reviewed for consideration in a new North40 News feature: the Wellington Community News which will run the first Friday of each month (see example on the back of this memo.) This single page of local news will feature a linked calendar directly to event organizers.

This full page will be available as a jpg for social media use.



Friday June 6, 2025

Vol.1



### 4th of July Parade/Festival

The Town of Wellington is still accepting applications for anyone interested in participating in the 2025 4<sup>th</sup> of July parade which kicks off at 9am on Cleveland Avenue in Wellington. Visit: [URL](#) to register today!



### John Stenner Memorial Colorado Time Trial State Championships

Bicycle Colorado designates and supports events to serve as Colorado State Championships for 29 racing categories for criterium, road racing, time trial, hill climb, XC mountain bike, track and cyclocross. Visit: [URL](#) to learn more! Trials end at Centennial Park for award presentations.



### Join us for a Special Business-After Hours

On Thursday, June 10<sup>th</sup> Whole Heart Ranch will host Chamber of Commerce member businesses for a tour of the ranch and presentation of their equine therapy and leadership programs. Registration is required at: [URL](#)



### Cleveland Ave Construction

Community volunteers have been hard at work to help businesses and residents prepare for the 2025-26 construction on Cleveland Avenue which will reshape the appearance and functionality of the area. To sign up to have updates delivered to your email, go to: [URL](#)

### Upcoming Events: June

- 7 Annual Town-Wide Yard Sale
- 7 Wellington Brewfest & Wine Tasting
- 8 Wellington Artwalk
- 12 Chamber Business After-Hours @ Whole Heart Ranch
- 13 Morning Mugs Networking @ Owl Canyon Coffee w/SBDC + the Wellington Chamber
- 13 Main Street Market
- 14 Colorado Time-Trial State Championships
- 20 Mingle on Main
- 20 Main Street Market
- 21 4<sup>th</sup> Annual Chamber of Commerce Golf Tournament
- 21 Spargetoberfest Food Truck Rally
- 26 Empower/U @ Owl Canyon Coffee
- 27 Main Street Market

Submit your events to the  
Wellington Community Calendar:  
[wellingtonareachamber@gmail.com](mailto:wellingtonareachamber@gmail.com)



NEW! June 1st

A community job  
board designed for  
Wellington.

[www.wellingtonworks.org](http://www.wellingtonworks.org)

### 4th Annual Chamber Golf Tournament Returns

Golfers from all over northern Colorado will be gathering at Mountain Vista Golf Course on Saturday June 21<sup>st</sup> for a 7am shotgun start to their annual 4-golfer scramble. A \$25,000 purse for a hole-in-one will be offered along with many prizes and surprises. Register your foursome today. [URL](#)

SPONSOR AD HERE

SPONSOR AD HERE

MAIN SPONSOR AD HERE



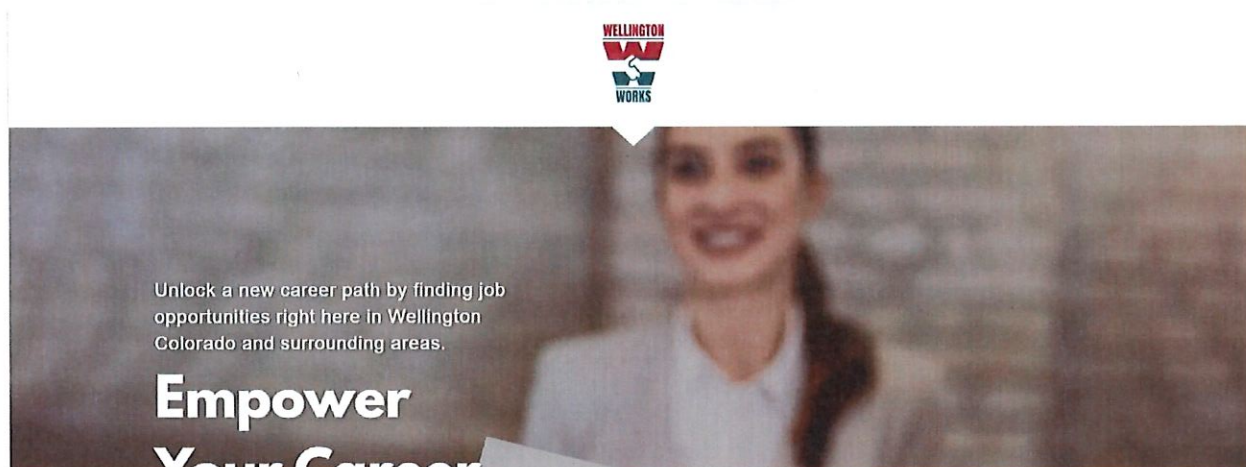


# Memo

TO: Work Session Attendees  
FROM: Wellington Area Chamber of Commerce  
RE: Workforce Development Initiatives / Community Job Board  
DATE: Monday, May 12, 2025

The Wellington Chamber of Commerce is ready to host an aggregated community job board beginning in June 2025.

We will use the URL: [www.wellingtonworks.org](http://www.wellingtonworks.org) to redirect job seekers and employers to the dedicated page on the Chamber's website at [www.wellingtoncoloradochamber.net](http://www.wellingtoncoloradochamber.net)



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Employers will be able to post jobs at no cost as long as their submissions meet the posting requirements of the State of Colorado. All submissions will be reviewed for accuracy/completion and will be time-limited.

The job board will also feature volunteer opportunities to address a variety of community needs.

This will help to address the preliminary needs of a workforce initiative that will include training by several strategic partners, targeted articles for employers, a deeper connection to Wellington High School (support of their student Summer Job Fair and presentations to career/business classes), and the nurturing/incubation of aspiring entrepreneurs, startups, and home-based businesses.

**WELLINGTON**

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**WORKS**