WOODLAND PARK CITY COUNCIL
COUNCIL CHAMBERS - CITY HALL
MEETING MINUTES
November 16, 2017 – 6:00 P.M.

1. CALL TO ORDER AND ROLL CALL: Mayor Levy called the meeting to order at 6:00 P.M. with the following members of Council present: Mayor Pro-tem Harvey, Val Carr, Ken Matthews, Paul Saunier, Noel Sawyer and John Schafer.

MOTION: To move into Executive Session #1 pursuant to C.R.S. § 24-6-402(4)(e) to determine positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators; and C.R.S. § 24-6-402(4)(b) for a conference with legal counsel for the purpose of receiving legal advice on specific legal questions; both related to correspondence received from Main Street/Bob Carlsen.

MOTION: To move into Executive Session #2 pursuant to C.R.S. § 24-6-402(4): (1) Subsection (e) to determine positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators; and (2) Subsection (b) for a conference with legal counsel for the purpose of receiving legal advice on specific legal questions; all related to The Master Services Agreement between Peak Internet and the City of Woodland Park, as amended.

Motion was made by Councilmember Schafer and seconded by Councilmember Sawyer. Motion passed 7-0.

7:00 PM: Mayor Levy called the City Council meeting to order. Mayor Levy asked the participants of the Executive Sessions to state their names. Present at the Executive Session were Mayor Levy, Mayor Pro-tem Harvey, Councilmember Carr, Councilmember Matthews, Councilmember Saunier, Councilmember Sawyer, Councilmember Schafer, City Attorney Erin Smith, City Manager David Buttery and City Clerk Suzanne Leclercq.

2. PLEDGE OF ALLEGIANCE: Mayor Levy led the Pledge of allegiance.

The following Staff Members were also in attendance for this meeting:

City Manager David Buttery
City Clerk Suzanne Leclercq
Finance Director Mike Farina
Deputy City Clerk Chrissy Stapleford
City Planner Lor Pellegrino
Parks and Recreation Director Cindy Keating
Public Works Director Ben Sheets
Police Chief Miles DeYoung
Utilities Director Kip Wiley
City Attorney, Erin Smith
Planning Director Sally Riley

3. CEREMONIES, PRESENTATIONS AND APPOINTMENTS:

A. Proclamation recognizing the Woodland Park High School BEST Robotics Team for their accomplishments in the sport of robotics. Mayor Levy read the proclamation into the record. Mayor Levy had the students and their coaches come up to the dais where he presented them with Mayor Pins.

B. Appointments to the Keep Woodland Park Beautiful Committee and the Woodland Park Personnel Board. City Planner Lor Pellegrino introduced Kelly Hord who was interested in serving on the Keep Woodland Park Committee. Pellegrino noted that this would fill the final vacancy on this Committee.

MOTION: To appoint Kelly Hord to the Keep Woodland Park Committee. Saunier/Matthews. 7-0.

City Clerk Leclercq noted that there is still one available position on the Personnel Board and that the Clerk's Office had received an application from Meikel Stinner who was interested in serving on this Board. Council asked Mr. Stinner to approach the podium and Mr. Stinner shared with Council why he was interested in serving on this committee.

MOTION: To appoint Meikel Stinner to the Personnel Board. Harvey/Schafer. 7-0.

At this time City Clerk Leclercq asked Council to appoint the terms to the three individuals on the Personnel Board. Leclercq reminded Council that these terms begin staggered and then become 3 year terms. Council decided to appoint the terms by when the applications were received. Sherry Carr was appointed to a 3 year term, Jason DeVaux was appointed to a 2 year term and Meikel Stinner was appointed to a 1 year term.

C. Chairperson of the Woodland Park Main Street Board, Bob Carlsen approached the podium to give a presentation on the activities of Main Street over the past year. Carlsen shared with Council what the Main Street Program is, their mission, local partners and goals. Carlsen also shared some of the accomplishments of Main Street which included the Historical "The Story of Us" Mural, photo op interactive murals, workshops attended, the rest area sign, Antlers Alley and many other activities.

Council thanked Mr. Carlsen for his presentation and Jan Wilson approached the podium to ask that the Power Point presentation become part of the public record. City Clerk Leclercq acknowledged and said she would do that.

4. ADDITIONS, DELETIONS OR CORRECTIONS TO AGENDA:

A. None.

5. CONSENT CALENDAR

A. Approve minutes of November 2, 2017 Regular Meeting. ***(A)***

City Clerk Leclercq read the Consent Calendar into the record. Councilmember Schafer asked Leclercq to make two corrections to the minutes.

MOTION: To approve Consent Calendar as presented with corrections. Schafer/Sawyer. 7-0.Motion carried.

6. UNFINISHED BUSINESS

A. None

7. ORDINANCES ON INITIAL POSTING:

A. None

8. PUBLIC HEARINGS:

At this time Mayor Levy read the QJ announcement regarding electronics into the record.

A. Consider Paradise of Colorado Filing No. 3 Final Plat (SUB17-005) and Subdivision Development Agreement for a major subdivision of 1.93 acres into 3 residential lots and a 248-foot length of right-of-way (Peregrine Court) in the West Half of Section 19, Township 12 South, Range 68 West of the 6th P.M., City of Woodland Park, Teller County, Colorado as requested by North Peak Properties, LLC (owner) and Mark 8, LLC (applicant).

City Planner Lor Pellegrino reviewed the Staff Report regarding this request. Pellegrino gave some history on Filing No. 1 and Filing No. 2 of this subdivision. Pellegrino noted that at this time Paradise of Colorado Filing No. 3 is proposed to plat 3 lots and a portion of the Peregrine Court right-of-way on a total of 1.93 acres. Pellegrino noted that the proposed 3 new lots are intended to be developed for residential use for single family dwelling units. The portion of Peregrine Court to be dedicated with referenced plat encompasses 11,247 square feet. Pellegrino shared the process, the infrastructure and surrounding zoning and land uses. Pellegrino reviewed the code compliance with the Council noting the following:

Chapter 17.24. Final Plat:

- Section 17.24.070 Completed Plat Preparation – complies
- Section 17.24.080 Information – complies
- Section 17.24.090 Supplemental Material – complies
- Chapter 17.40 Design Standards – complies
- Section 17.40.020 Site consideration - complies
- Section 17.40.040 Streets, alleys and easements - complies
- Section 17.40.050 Streets-Frontage-complies
- Section 17.40.150 Street names and numbers – complies
- Section 17.40.170 Easements – complies
- Section 17.40.210 Lots- complies
- Section 17.40.250 Land use intensity rations – complies

Pellegrino also noted that the Notice of the Planning Commission and City Council hearings were sent to the owners of the property to be subdivided, to adjacent property owners within 150 feet of the subdivision boundary, and to the appropriate agencies at least ten days prior to the hearing date. Pellegrino also noted that a notice of public hearing was published in the Pikes Peak Courier at least seven days prior to the Planning Commission and City Council meetings. Pellegrino noted that no written public comment has been submitted to the staff. Pellegrino noted that the following plat was referred to various City departments as well as IREA, NETCFD, Black hills Energy, Century Link, and TDS Telecom and no objections were received.

Pellegrino noted that the Planning Commission's public hearing to consider the final plat was held on November 9, 2017. The Planning Commission voted unanimously to recommend City Council approval of the Paradise of Colorado Filing No. 3 final plat subject to the conditions specified in the staff's recommended motions. Based on concerns from local residents the Planning Commission also recommend that City staff inspect the overall drainage system in the entire neighborhood and report back to consideration of future projects.

Pellegrino asked that the Council consider the following motions:

MOTION #1 Based upon the findings described in the Staff Report, the Planning Commission recommendation, testimony and evidence, provided at the public hearing, approve the final plat for Paradise of Colorado No. 3 subject to the following conditions:

1. Prior to recording the mylar, the following corrections should be made:
   - Add a plat note stating "Pursuant to Section 17.40.250 of the Municipal Code, each lot shall have a maximum site coverage of 20% of the lot area as specified in Table LCS."
   - Mark all red-lined corrections recommend by staff.
2. Developer must provide a Title Insurance Policy within 60 days after final plat approval. The amount for this Policy is based on 11,247 SF of land dedicated to the City as public road right of way at a value of $24,000 per acre.
3. Developer shall provide the City a copy of the final "Declaration of Covenants, Conditions and Restrictions" which covenants must be recorded simultaneously with the final plat.
4. Developer shall enter into a Subdivision Development Agreement and provide a security guarantee in the amount of 150% of all outstanding public improvements prior to the City Council approval of the final plat.
5. A letter from the Property Owner to the City is required, prior to recording this plat, giving the City access to platted or un-platted tracts adjacent to this subdivision for the purpose of maintaining and operating the off-site mains and infrastructure until such time as additional plats provide easements for this infrastructure.

MOTION #2 Approve the Subdivision Development Agreement for Paradise of Colorado No. 3 and accept the guarantee in the form of an irrevocable letter of credit as presented.

At this time Pellegrino introduced Developer Mark McNabb to the Council and noted that Mr. McNabb was available to answer any Council questions. Council asked questions to Mr. McNabb regarding the current covenants of this property.

At this time Mayor Levy opened the Public Comment portion of the Public Hearing.

The following citizens spoke in regards to the problems in the development with drainage: Doug Ball, Dan Heimerdinger, Claudia Miller, Bill Miller, Deana Pilger and Dan McClellan. Mayor Levy, reminded the audience that the application needed to be considered first and then the Council would listen to the discussions on the drainage issues.

Tony Perry, President of Park State Bank (Park State Bank owns the land in question) approached the podium to speak. Perry shared that he would like to lay the ground work for the future. Perry shared that Park State Bank obtained the property in 2011. Since that time they have completed the storm water drainage plan, have worked to mitigate the beetle kill each year and have been very careful at maintaining covenants. Perry shared their desire was to be good neighbors. Perry also shared that he would like to have a neighborhood meeting with the residents/neighbors in that area to discuss future development.

The following motions were made by Council:

MOTION: Based upon the findings described in the Staff Report, the Planning commission recommendation, testimony and evidence, provided at the public hearing, approve the final plat for Paradise of Colorado No. 3 subject to the following conditions:

1. Prior to recording the mylar, the following corrections should be made:
   - Add a plat note stating "Pursuant to Section 17.40.250 of the Municipal Code, each lot shall have a maximum site coverage of 20% of the lot area as specified in Table LCS."
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4. Developer shall enter into a Subdivision Development Agreement and provide a security guarantee in the amount of 150% of all outstanding public improvements prior to the City Council approval of the final plat.
5. A letter from the Property Owner to the City is required, prior to recording this plat, giving the City access to platted or un-platted tracts adjacent to this subdivision for the purpose of maintaining and operating the off-site mains and infrastructure until such time as additional plats provide easements for this infrastructure. Harvey/Schafer. 7-0. Motion carried.

MOTION: Approve the Subdivision Development Agreement for Paradise of Colorado No. 3 and accept the guarantee in the form of an irrevocable letter of credit as presented. Harvey/Carr. 7-0. Motion carried.

At this time Mayor Levy asked City Manager Buttery to address the concerns of the residents regarding drainage issues. Buttery shared that he came to the City in 1997 as the Public Works Director. At that time, some maintenance was completed on the detention pond. Buttery noted as part of the master plan the detention pond was enlarged when Will Brown brought forward the next stage of development. Buttery noted that the rains the residents spoke of were 100 year storm events and that the roads would get overwhelmed. Buttery noted that they are generally built to withstand 5 year storm events. Buttery noted that the City needs to do maintenance on the culverts, swales and detention ponds. Buttery noted that Public Works Director Sheets is in the process of beginning to evaluate what is needed.

Public Works Director Sheets shared that he has visited the sites and the areas need repair in regards to overall drainage. He is still in the process of reviewing and needs to look at the detention pond a bit more. Sheets noted that it is a good start and glad that we are all on the same page. Sheets also noted that the silt fences are no longer working.

Citizens Steve Hall, Jim Unrow and Dan Heimerdinger spoke regarding the contact that they have had with the City in the past and how nothing has been done. Buttery apologized and noted that this was the first time he was hearing of this level of trouble. Buttery shared that the City has a responsibility to enforce the codes, and that the City will begin working on them.

B. Approve Ordinance No. 1314 adjusting expenditure appropriations to the various funds, in the amounts and for the purpose set forth below for the City of Woodland Park, Colorado for the 2017 Budget Year and Amending Ordinance No. 1291, Series 2016 and Ordinance No. 1311, Series 2017.

City Finance Director Mike Farina reviewed this Ordinance with Council. Farina shared the following background that on December 15, 2016 the City adopted the 2017 budget. Farina noted that pursuant to the City's Home Rule Charter, City Council can amend the budget when the City Manager certifies that there are available for appropriations revenues in excess of those estimated in the budget. Farina noted that this would be the second supplemental appropriation to the 2017 budget.

Farina shared with the Council that the appropriations are for the following reasons:

- Move Parks and Recreation, Cultural Center, Aquatic Center operations to a newly created Culture and Recreation Fund.
- Move the debt service payments on the 2015 Certificates of Participation issued for the Memorial Park improvements and the 2015 General Fund Bonds issued to construct the Aquatic Center from their respective debt service funds to the General Fund.
- Move the North Teller Build-A-Generation program from the Grants Fund to the General Fund.
- Increase the revenue and subsequent expenditure of the 1.09% City sales tax to the Woodland Park School district Re-2, based on year end projections.
- Increase the Fleet Maintenance budget based on an increase in estimated year-end projections, which are the result of unanticipated repairs to vehicles.
- Increase the General Fund support of the Victim Assistance Law Enforcement grant program due to an increase in personnel costs arising from the payout of leave balances upon departure of the current employee.
- Increase the revenue and expenditures of the Grants Fund based on the year-end projection of grant-related enforcement overtime year-end projections under the High Visibility Enforcement Grand and the Law Enforcement Assistance Fund Grant.
- Increase legal fee expenditures in the DDA Fund based on year-end projections for legal services.

After brief Council discussion Mayor Levy opened the Public Comment portion of the Public Hearing. There being no comment Mayor Levy closed the Public Hearing.

MOTION: Approve Ordinance No. 1314 adjusting expenditure appropriations to the various funds, in the amounts and for the purpose set forth below for the City of woodland Park, Colorado for the 2017 Budget Year and Amending Ordinance No. 1291, Series 2016 and Ordinance No. 1311, Series 2017 on initial posting. Matthews/Sawyer. 7-0 Motion carried.

C. Consider Ordinance 1315, Series 2017 establishing a special fund named the Culture and Recreation Fund for the purpose of accounting for the collection and expenditure of revenues, which purpose is to provide culture and recreation services.

Finance Director Farina reviewed Ordinance No. 1315 noting that the City Charter requires City Council to establish special funds by ordinance. Farina noted that this ordinance will establish a new special revenue fund to account for the expenditures and revenues for culture, parks and recreation services provided by the City. Farina also noted that creation of this fund will increase accountability and transparency related to the expenditures to provide these services, as well as the fees charged for these services and the revenue support received from the General Fund.

At this time Mayor Levy opened the Public Comment portion of the Public Hearing. There being none Mayor Levy closed the Public Hearing.

MOTION: Consider Ordinance 1315, Series 2017 establishing a special fund named the Culture and Recreation Fund for the purpose of accounting for the collection and expenditure of revenues, which purpose is to provide culture and recreation services. Carr/Sawyer. Motion carried 7-0.

9. NEW BUSINESS:

A. Request to the City of Woodland Park for transfer of 2017 funds to the Main Street Board. Chairman of the Board of Main Street, Bob Carlsen approached the podium to discuss this matter. Carlsen shared that he had submitted a letter to the City Manager for Main Street's request to transfer funds and files from the City to Main Street. City Attorney Smith advised that the transfer of the files would be no problem and that the personnel issue would be taken under advisement. Carlsen asked the City Attorney what does taking it under advisement mean. Smith explained to Carlsen that because there may be a posing issue of transferring the Coordinator that legal issues need to be addressed. City Manager Buttery noted that the Coordinator will continued to be paid by the City through 2017. Buttery reported that Finance Director Farina would get with the treasurer of the Main Street Program to look at the details. Buttery also requested that the Board send him something in writing as to what changes they would like to see with the MOU between the City and Main Street. Councilmember Carr noted that Main Street has not hired Darlene Jensen. They are reaffirming her duties and they do not have a contract with her yet.

10. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA:

A. None

11. REPORTS:

A. Mayor's Report: Mayor Levy reviewed the upcoming events for the next two weeks.

B. Council Reports:

Councilmember Carr commended the City Staff on the reports that they put out each month and encouraged the community to take a look at these reports.

Councilmember Saunier thanked the volunteers and the city staff for their dedication and hard work. Saunier noted that in his professional opinion he does not believe that the City is evaluating prospective jobs in the right manner. Saunier requested that the City receive 3 estimates, see the plans and see the completed engineer report prior to each project.

Councilmember Sawyer reported that the DDA held a workshop last Tuesday and that they are trying to streamline the TIF process.

Councilmember Schafer asked that the statements he made during the Council Worksession on November 14, 2017 become part of the record.

City Clerk Leclercq stated she would enter them into the Public Record.

<u>Thoughts for 2018 WP Budget Work Session (11/14/17) – by John Schafer</u>

1. As Council members we have many responsibilities; I believe the top two priorities are to provide adequate services to the community and to be good stewards of the funds that the tax payers give us annually.

2. In other words, we have a fiduciary oversight responsibility. What does that mean? It means that we act in the best interests of our citizens in ways that build a relationship of trust and confidence. Have we done that over the past few years? I think not!

3. In December 2014, Council passed a resolution (no. 786) that states, ***"There is hereby adopted a Fund Balance Policy, to wit: that the City's General Fund maintain a balance of not less than ten percent (10%) of the total operating expenditures for that fund in the then current year and each year that follows."*** The resolution was passed unanimously. We were serious, weren't we?

4. What's happened in the intervening years? We have passed budgets that did not provide for the 10% reserve. Why? There are always extenuations that make it "impossible" to meet the annual reserve requirement. In fact, the reserve turns out to be what is left over after all other programs/activities desired by the City staff are funded. Here we are again for 2018 showing a reserve of approximately 5% - only half of the "requirement" – business as usual! You may have noticed that our Finance Director has remained silent regarding when the emergency reserve requirement would be met under our current operating procedures.

5. Are we good stewards for our citizens? I say again: I think not. What can we do now? My proposal is this: ***Provide guidance to the City Manager that he submit a new draft 2018 budget that recognizes the 10% emergency fund ($840K) as a firm requirement and spreads remaining funds as he and his staff think best for 2018.*** I believe there is sufficient time for the staff to revise the 2018 budget and still get it approved before year-end.

6. I offer some ideas on activities that, in my view, can be deferred until 2019 or beyond: The latest version of the 2018 budget has $1.6M for street maintenance tasks; $168K for five new vehicles and a tractor for mowing grass; and reducing the merit 3% pool for performance raises next year. There are many other opportunities for reducing expenditures.

7. I would welcome comments from my colleagues, city staff and the audience. It's past time to become better stewards and exercise our responsibility to oversee all matters financial.

C. City Attorney's Report: None

D. City Manager's and Department Manager's Report:

Special Projects Director, Jane Mannon gave an update on all of the projects/events for the past month with Main Street and Special Projects.

City Clerk Leclercq reviewed with the Council the upcoming election on April 3, 2018. Leclercq reported that the Mayor, Councilmember Matthews, Councilmember Schafer and Councilmember Sawyer were all up for election. Leclercq noted that none of these position are term limited. Leclercq reported that the City would be holding a Prospective Candidate Forum on December 11 at 6:00 PM for anyone interested in getting information on running for Council. Leclercq also noted that petitions for nominations of prospective candidates could be picked up in her office beginning January 2 and must be returned to her office by January 22. Leclercq also shared with the Council that she had received 3 initiatives from Mr. Carlsen for the April 3 Election. Carlsen approached the podium and briefly spoke about these petitions.

12. WRITTEN CORRESPONDENCE: Mayor Levy read the following letters into the record:

David,

Instead of hiking on Saturday, we took, what I will call, the David Buttery walking tour of Woodland Park. We were at a crafts fair at one of the churches on Rampart Range and walked down to the new aquatic center. What a gorgeous facility, and it was teeming with happy children and families. Your vision and persistence made it possible. Then we wandered over to Memorial Park and enjoyed its newly restored beauty and its gorgeous Pikes Peak views. Without your vision and persistence, its restoration would not have been possible. Your imprint is everywhere we turn- what a set of achievements!

You are a humble enough man of high character to deflect this praise and point to your team of dedicated city staff. And, I have commented in the past about how impressed I have been since I've moved here with the city staff. However, every team needs a leader and we are fortunate as a community that you lead our city and its teams.

Your patience and willingness to "take the high road" in the face of periodic "ad hominem "attacks is extraordinary- editorials, Council meetings etc. etc. But, I suppose your sense of mission is so strong that you are able to shrug off cheap shots at your person, and stay focused on policies, programs, and what's best for the city. You have far more fortitude and patience and good will than I!

Keep up the great work. And, thank you!
Peter Scanlon

Mr. Buttery,

My wife and I own a home at the corner of Park St and Pikes Peak. The drainage here has and is horrible, the present open culvert is outdated and dangerous. We have numerous cars slide into it. It collects puddles of water in low spots, a breeding ground for mold.

I have spoken with numerous members of council over the last few years as well as yourself. Park street improvements keep getting delayed. I beg of you and council to please budget and get this work finally completed.

David please share this with council at the next public meeting.

Thank you,

Jim &Tracey Harris

13. ADJOURNMENT: The meeting adjourned at 10:12 PM.

Recorded by:

Suzanne Leclercq

Suzanne Leclercq, City Clerk

APPROVED THIS 7th DAY OF December, 2017

Neil Levy, Mayor

Woodland Park Main Street Program

A Community Partner

www.wpmainstreet.org

What is the Main Street Program?

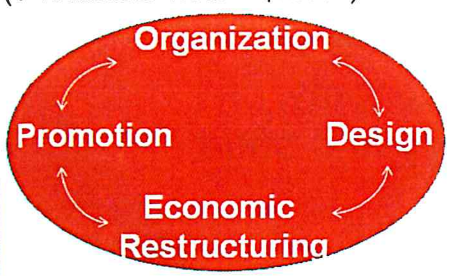
- Main Street is an historically based national program which allows us to tell our story and enhance our downtown. Main Street brings resources and additional opportunities to bolster our local economy, preserve our history and build community.

Woodland Park Main Street Mission

- ***Enhance the quality of life in Woodland Park by engaging the community in historic preservation, downtown revitalization, and economic development by promoting a strong business climate.***

Main Street: A proven national model
2,000 Main Streets nationwide
Woodland Park Main Street - 1 of 20 Colorado Main Streets

Volunteer based program. Woodland Park Main Street logs an average of 2400 volunteer hours per year equivalent to an estimated $72,000 in in-kind service. (1 volunteer hour + $23.00)

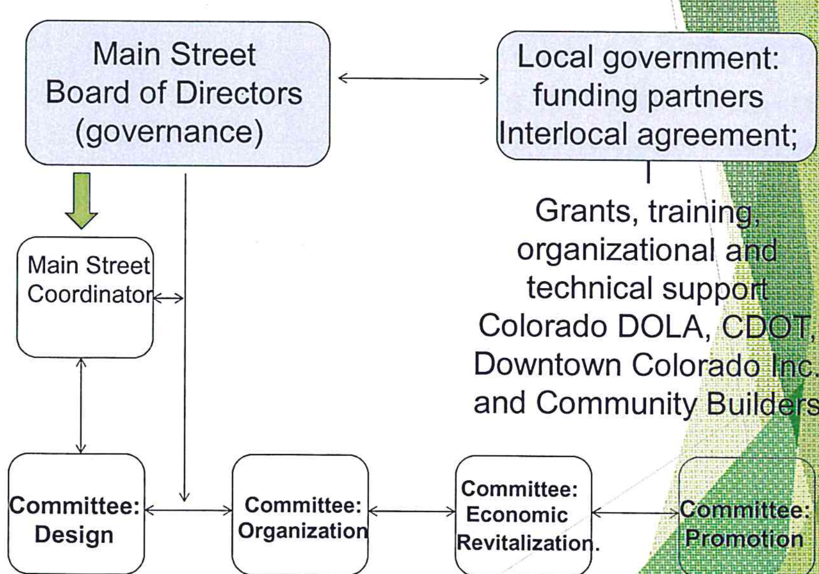


Newly Implemented National Main Street Refresh Approach is **Project Driven Through Partner Collaboration**

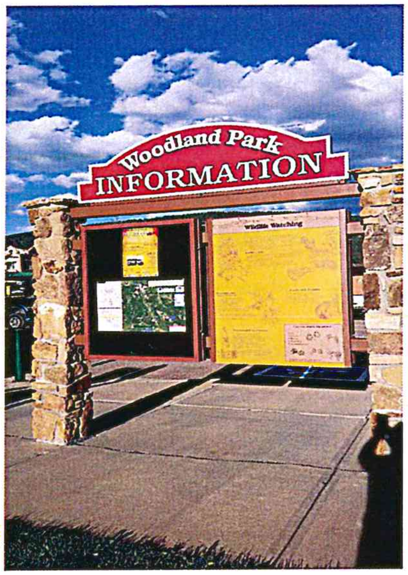
Main Street Major Local Partners

- City Council - Val Carr
- City of Woodland Park - Jane Mannon
- Chamber of Commerce - Deb Miller
- Downtown Development Authority -Elijah Murphy
- Keep Woodland Park Beautiful- Jan Wilson
- Woodland Park Arts Alliance - Laurie Glauth
- Ute Pass Historical Society - Donna Finicle
- Kiwanis - Renee Bunting
- Mountain Arts Council - Val Carr

Non-Profit 501(c)(3) Main Street Organization



Main Street Projects with Grants and Cost-Share Dollars

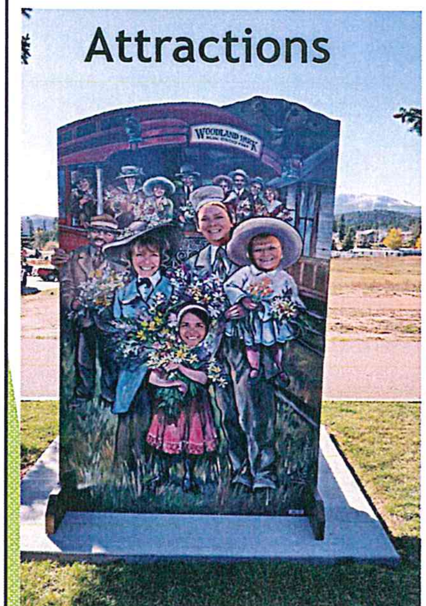


Information **KIOSK** in downtown; interchangeable display case DOLA grant **$2,500** with Main Street Cost-Share and City in-kind services

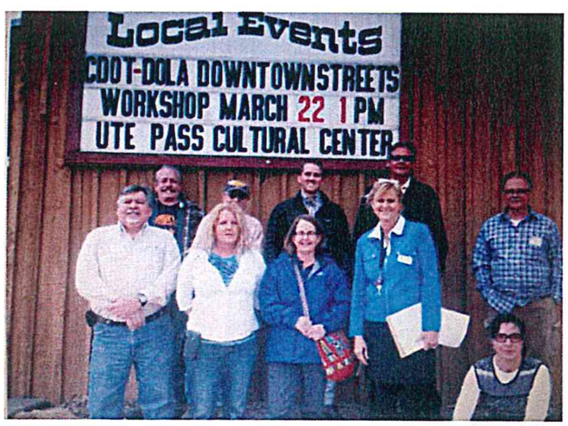
Main Street DOLA **$5,000** grant provided to WPAA toward Historical Mural Completion "The Story of Us"

Photo Op Interactive Murals $ 2,500

Attractions



Main Street hosted 1st Colorado Downtown Streets Workshop; $5,000 provided to Main Street for Workshop and Wayfinding



Other Events Supported by Woodland Park Main Street

- Statewide Main Street Managers Summit
- Downtown Visioning Sessions facilitated by DOLA
- Walkability and Parking Studies facilitated by Jim Charlier of Community Builders, Inc.
- Meetings with CDOT on downtown pedestrian safety, signage and road improvements
- 7K Broncos Run – Main Street recruited 150 volunteers
- Certified Local Government received by City with assistance by Main Street increasing grant opportunities

Recommendations by Jim Charlier, Community Builders, Inc., for downtown improvements.

- Below is brief summary of what Jim recommended to focus on with the Community Builders - New Mobility West Community Assistance Grant:
- 1. Build on the momentum of completing the Parking and Walking Audits, (i.e., Build MOJO by hosting quarterly business coffee meetings).
- 2. Address pedestrian safety, sign clutter, and wayfinding challenges downtown.
- 3. Request technical assistance for engaging CDOT, businesses and Community members regarding regulatory/directional signage, pedestrian wayfinding and safety, effective business signage and downtown design.
- 4. Obtain grant funds for public improvements and establish a matching grant program with businesses/property owners to help implement new signage and façade improvements

Main Street partnered with DOLA, CDOT and CDPHE funding **$3,900** Downtown Rest Area Sign; with added local mason rock base $1,500 and in-kind services provided by local business - Quality Signs and Designs

Collaborative Partner in Grants, Trainings, Workshops, Community Events

- Partnered with Keep Woodland Park Beautiful in applying for and receiving **$20,000** Lowe's Grant for downtown improvements

  - Secured DOLA grant of **$2,500**; provided grant funds to WPAA for Antler Alley Arches

Main Street co-partnered with Build-A-Generation and City in hosting last 3 years of the successful Woodland Park 4th of July Event; 4,000 attendees

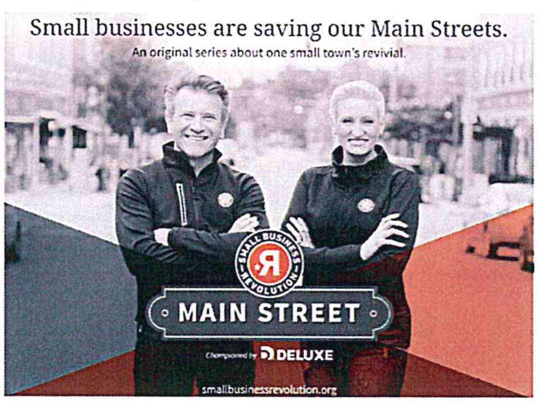
- -Recruited Volunteers
- -Secured Sponsors
- -Developed Promotional Materials
- -Marketed Event
- -Contacted Attractions
- -Main Street Event Booth

Main Street 4th of July Booth enjoyed by all generations

Main Street supports small business:

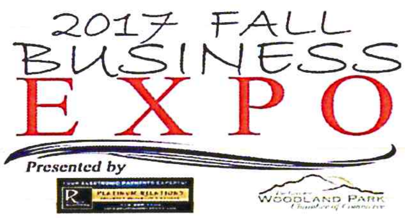
- Obtain DOLA "OppSites" grants for marketing downtown b opportunities
- Consistently visit with local businesses ("Quarterly Coffees")
- Placing live website links for businesses on MS website
- Running promotional ads for shopping local and listing businesses through newsprint, and active social media
- Launching Shop Dine and Unwind promotional campaign
- Quarterly Newsletter featured local business and business interviews through "Business Spotlight"
- Posting top ten list of things to do in Woodland Park
- Enhancing storefronts and sidewalks with decorations
- Promoting Shop Small Saturday and providing customers with gift basket incentive for shopping local
- Cross promote business opening hours with Parade of Lights
- Cross promote partner events; Moose is Loose, Vino & Notes, etc.

- Main Street initiated city-wide Small Business Revolution (SBR) nomination campaign.
- Main Street and its partners submitted application
- Woodland Park selected **as top 8 finalist 2017**, out of **14,000 nominations** submitted nationwide
- **$500,000 opportunity** for small business support
- Local, Regional, State and National exposure
- Multiple video productions and business interviews



https://vimeo.com/2

Woodland Park Main Street and Partner Events



Main Street promotes and participates in partner events. At each Chamber Business Expo, Main Street purchases a booth and provides information on the benefits, projects and programs of the Woodland Park Main Street, and helps recruit volunteers for partner events. Chamber partnered with MS on studies.

Woodland Park Main Street recruited volunteers and partnered with Keep Woodland Park Beautiful and other community partners for city-wide clean-up; securing tools and equipment tools from its partner, Habitat for Humanity; Main Street coordinated power washing of downtown supported by DDA/City

Main Street Funds

- City General Fund support 2017:
- $15,000 operating costs
- $10,000 capital projects
- $29,000 part-time coordinator/
  $ 2,000 withholdings

  Total: Main Street budget $56,000
  Main Street Program = .005 % of Total WP City Budget
  (scaled correlation: $56 out of a $10,000 budget)
  Other:
- $ 5,500 DOLA estimated grant contributions
- $ 7,200 DOLA consulting service
  $ 3,000 DOLA volunteer and partner training
  $3,000 DOLA scholarships
  $ 2,500 DOLA technical support concept design '16
- $8,100 private donations

National Main Street Accreditation 2017

- **Woodland Park Main Street received National Accreditation January 2017** for meeting rigorous performance standards set by the National Main Street Center. Woodland Park Main Street was recognized for its exemplary commitment to preservation-based economic development and community revitalization efforts. Recognition supports Main Street moving forward into Designated level with DOLA, providing increase grant opportunities.
- For list of accreditation requirements: www.mainstreet.org

National Main Street Center
a subsidiary of the National Trust for Historic Preservation

"Over the past 35 years, the Main Street movement has transformed the way communities think about the revitalization of their historic downtowns and neighborhood commercial districts, and helped put historic preservation back in the community revitalization conversation. Cities and towns across the nation have come to see that a vibrant, sustainable community is only as healthy as its core".

WOODLAND PARK MAIN STREET…
"more than antlers and benches"

A Community Partner