



## City of Woodland Park Main Street Board Meeting - Minutes

June 1, 2026

Location: City Hall Council Chambers

1. **Call to Order:** 10:01AM
  
2. **In Attendance:** Board of Directors: Tim Miller (President), Lynn Jones (Vice President), Jeff Bilsland, Michelle Gillespie; Anita Riggle (City Liaison), Deb Miller (Chamber Liaison)  
Absent: Joseph Perea, Don Dezellem (Council Liaison);
  
3. **Logo and City Council alignment June 5**
  - Everyone in agreement on new logo
  - Tim will present it at the 6/4 City Council meeting
  - Anita will confirm logo selection with branding company so that we can receive all the files.
  - Anita will order nametags for board members
  - Anita will send new logo to Debbie
  
4. **Discuss itinerary and preparation for DOLA visit, June 17–18**
  - Matt Gordon, Colorado Main Street Specialist and Larry Lucas, Colorado Main Street Architect will go to Cripple Creek first; Woodland Park late afternoon.
  - Pat Hyslop will do a history tour.
  - Anita would like to do a meet and greet with downtown business owners, possibly 8-10AM; then walk around.
  - Lynn suggested putting together a postcard or something to leave with businesses...identifying volunteer opportunities, elevator pitch, etc.
  - Anita will work on an agenda with Matt & Larry.
  
5. **Promotion support for the Light Above the Clouds Parade and Fourth of July events**
  - Toastmasters is taking the lead on the parade this year.
  - Could Main Street fund Hwy 24 banner flags to advertise the parade?
  - Suggestion to use Velcro patches on Hwy 24 banners that would advertise specific dates.
  - Is there a consistent cycle for displaying/changing banners?
  - Anita will check with Kimberly about the banner process and existing banners.
  - Anita will check with Laurie Glauth about the Main Street bunting and banners from the previous Main Street organization.

- July 4: City will have a booth. Anita will follow up with Laurie Glauth about the previous Main Street tent. New tent fabric with the updated logo will be ordered for the existing frame.
- New logo will be used on stickers, t-shirts and bags.

**6. Review current tagline and decide whether to keep or revise it**

- Options from the branding consultant:
  - Where the heart of the community and the mountains meet.
  - Community gathers where mountain peaks rise.
  - The spirit of outdoor adventure, the feeling of community.
- Suggested by the Board: Woodland Park Mainstreet: Your basecamp for adventure.
- Discussion about elevator pitch. Workshop scheduled for June 8, 9-10AM. Tim suggested preparing our own pitches to share; Tim will email his ideas and a workshop outline.
- Anita handed out the new Woodland Park “Visit the City Above the Clouds” trifold that was prepared by the City.
- Anita visited some downtown businesses and asked about participating in a downtown passport.
- Visitwoodlandpark.com is the new website from the Visitor Center. Debbie talked about billboards that have been rented from May 25 – Sept 25. Two billboards are static. Both are on I25; one is at S Academy heading north and one is at Fillmore heading south. One electronic billboard located on Hwy 24 will include signature events.

**7. Work plan discussion**

- Take a look; work with volunteers
- Shop Small
- Buntings

**8. Adjournment: 11:08AM**

**Next Board Meetings:**

- June 8 – Elevator Pitch Workshop, 9-10AM in Council Chambers
- June 17 & 18 – DOLA Representatives will be in Woodland Park
- July 6 - Monthly Board Meeting at 10AM in Council Chambers

Recorded by Lynn Jones, Board Vice President.