

**Main Street Agenda**  
**February 3, 2021 Meeting**  
**Held at the Chamber**

**Opening of Meeting & Roll Call** – Jeannie Caldwell

**Approval of Minutes from Last Meeting** – Minutes provided by McKenzie Webber

**Update on Current Projects:**

- A. **TREAD Social Media and Website Discussion and Review.**
- B. **Main Street Sidewalk Widening & Pocket Park – Look at Dates**
  - \* **Kick Dedication** – April 29<sup>th</sup>?
  - \* **Dedication** – End of June?
- C. **Grant Discussion - Kennedy Drive with Bench– Jocelyn**  
Photo of bench is attached
- D. **East End Signage** – MOU with Main Street in process
- E. **Strategic Plan** – Attached – Grant received to work with the Matthew Ashby's group to update strategic plan. We are front loaded.
- F. **Flower Pot Project** – Janet Miller
- G. **Board Retreat** – Grant received to have a Board Retreat. We are working with HrQ on this (the Melissas)
- H. **Main Street Event** – Finalize and put on calendar. Food Truck Friday?
- I. **Small Projects** – We need to determine

**Main Street Board Members**

Jeannie Caldwell  
President

Sue Samaniego  
Vice President

Marybel Cox,  
Treasurer

McKenzie Webber  
Secretary

Lisa Piering, Member

Karen Reed, Member

Hannah Hamblin, Member

Janet Miller- Advisor

Jocelyn Mullen,  
Advisor

Stephanie Talbot, Member

1. Call to Order: by Jeannie Caldwell at 12:06
2. Roll Call: Jeannie Caldwell, Sue Samaniego, McKenzie Webber, Karen Reed, Lisa Piering, Jocelyn Mullen, Stephanie Talbot, Marybel Cox
3. Changes to the Agenda- None
4. Minutes of Meeting

**Motion to approve Lisa Piering Second by Sue Samaniego Motion Passed x**

5. No New Business
6. Presidents Report/ Discussion
  - Pickaxe Project- Completed will be live on the website next week.
  - Pocket Park/ Street widening- Benches, Trash Receptacles, and Bike tower received. We need I done by June or July
  - Received tents/ chairs for events stored at town hall
  - Kennedy Drive walking path- presenting to council
  - Gale is willing to help us with the east end
  - Need to think about a yearly event
7. Adjournment 12:30 pm

Kennedy Drive - Bench



## 2020-2021 Rangely Main Street Board Annual Work Program

The Main Street Board participated in a planning workshop to identify specific actions necessary to carry out the Transformation Strategies and Strategic Plan. The Annual Work Program provides the Board with a specific method for tracking annual progress for the Rangely Main Street Program. It enables Board members to identify actions, prioritize, schedule, budget and amend activities for the program. It is anticipated that the Board will use the work program as a part of their regular meetings to review actions and progress and make inroads into the revitalization of Rangely. The following section describes the components that make up the Annual Work Program and can be used as an ongoing planning tool to develop subsequent work programs.

The Rangely Main Street Board developed the following Transformation Strategies for the Main Street Program. The Annual Work Program below identifies how the Main Street Board plans to advance each of these Transformation Strategies this year as depicted in their Annual Work Program.

1. Collaborate on creating an inviting, attractive Main Street environment through wayfinding, streetscape implementation, park, and aesthetic enhancements
2. Make the Rangely Main Street Program Sustainable
3. Identify an annual community event/project that Rangely Main Street can champion

Guide to the layout of the Annual Work Program

The Annual Work Program is organized in a table format to enable the Board to easily identify and track activities on an ongoing basis. The following abbreviations are used to develop the table.

**Priorities and their ranking are abbreviated as P1, P2 AND P3:** P1=High Priority; P2 = Medium Priority; and P3 = Low priority

**The Main Street Four Point Approach categories are abbreviated as follows:** EV = Economic Vitality; O = Organization; D = Design; and P = Promotion

**Status of Action Items is described by the following terms:** Ongoing; Completed; Not Started; Program Constraint; Stopped/Removed

### Key Performance Indicators & Metrics – What Does Success Look Like?

KPIs/Metrics: Help assess the value of actions and identify outcomes associated with work completed

*What you should know and be tracking about Main Street Activities?*

- Who are the direct beneficiaries of your work?
- What value do you add?

### Sample Metric Areas

- Increased visibility (Media/PR/ Word of Mouth)
- Business downtown
- Volunteer expansion
- Increased partnerships
- Increased visitation
- Funding Eligibility
- Board Effectiveness

OBJECTIVE	ACTION	RESPONSIBLE	BUDGET	SUCCESS = KPI/METRIC	TIMING	PRIORITY	FOUR POINT APPROACH	STATUS
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**TRANSFORMATION STRATEGY # 1:**

Collaborate on creating an inviting, attractive Main Street environment through wayfinding, streetscape implementation, park and aesthetic enhancements								
Coordinate with CDOT & Stakeholders	<ul style="list-style-type: none"> <li>Logos/Letterhead</li> </ul>	Richard/Jeannie		Complete Main St Logo/Letterhead	Q3	P1	Organization	
	<ul style="list-style-type: none"> <li>Board Meetings</li> </ul>	Richard/Jeannie		Regular monthly schedule	Q2	P1	Organization	
	<ul style="list-style-type: none"> <li>Coordinate with Chamber</li> </ul>	Richard/Jeannie		Ongoing relationship building	Q2	P1	Organization	
Identify and create outdoor event spaces & events	<ul style="list-style-type: none"> <li>Inventory of spaces for events/empty lots</li> </ul>	Janet/Jocelyn			Q2	P1	Design	
	<ul style="list-style-type: none"> <li>Develop town wide annual calendar</li> </ul>	Lisa/Richard – coordinate with Chamber		Updated list of events & phased approach for holding events	Ongoing	P1	Organization	
Develop prioritized list of projects for Main Street (who funds it, how, who)	<ul style="list-style-type: none"> <li>Community Polls to identify needs, improvements &amp; programs (utilize UTA study results)</li> </ul>	Jocelyn, Janet, Lisa & Sue		Community supported project list	Q2	P1	Organization, Promotion	Complete for 2020
	<ul style="list-style-type: none"> <li>Design east end gateway sign/entrance sign</li> </ul>	Town lead (PW), Design (Janet), Jeannie (Coordinate w/ Main St, Jocelyn, Janet)	In house design only, budget for future construction	Have a design and budget for what it should like	Q3-Q1	P1	Design	

OBJECTIVE	ACTION	RESPONSIBLE	BUDGET	SUCCESS = KPI/METRIC	TIMING Q1-Q4	PRIORITY	FOUR POINT APPROACH	STATUS
	<ul style="list-style-type: none"> <li>Clean up area (landscape design. – create design concepts</li> </ul>	Town lead (PW), Janet Lead Design (Janet), Jeannie (Coordinate w/ Main , Jocelyn	In house design only, budget for future construction	Have a design and budget for what it should like	Q2-Q4	P1	Design	
Widen sidewalks and add streetscape furniture to make more inviting and improve walkability	<ul style="list-style-type: none"> <li>ID where to want to add new sidewalk improvements every year (Utilize UTA list to start)</li> <li>Coordinate with Development Projects</li> </ul>	Town lead (PW) (town engineer), Jeannie		Identified list, and priority seeing new sections of sidewalk	Q2-Q3 (ongoing)	P1	Design	Ongoing
<b>TRANSFORMATION STRATEGY # 2</b> <b>Make the Rangely Main Street Program Sustainable</b>								
Identify stakeholders and recruit volunteers	<ul style="list-style-type: none"> <li>Target local residents, organizations, high school students</li> </ul>	Richard & Jeannie		List of partners and volunteers to assist with the Program	Q2-Q3	P2	Promotion, Organization	Ongoing
Build Networks & Partnerships	<ul style="list-style-type: none"> <li>E-mail List, Social Media</li> </ul>	Richard & Jeannie		Establish social media accounts	Q2-Q3	P1	Promotion, Organization	
Create Rangely Main Street Program Brand & Marketing Strategy	<ul style="list-style-type: none"> <li>Active social media (Instagram, Facebook, twitter)</li> </ul>	Jeannie/Richard	In house	Increased awareness of Main St. Track social media analytics ( activity)	Q3-Q4	P2	Promotion	
Identify funding mechanism & strategies	<ul style="list-style-type: none"> <li>Donations, sponsorships, grants, cost share</li> </ul>	Richard, Sue (college), Marybel		Diverse donor base, funding to complete projects	Q4	P1	Economic Vitality, Organization	

OBJECTIVE	ACTION	RESPONSIBLE	BUDGET	SUCCESS = KPI/METRIC	TIMING Q1-Q4	PRIORITY	FOUR POINT APPROACH	STATUS
	<ul style="list-style-type: none"> <li>Marketing &amp; fundraising events to generate revenue</li> </ul>							
Identify chain of command for future	<ul style="list-style-type: none"> <li>Flow Chart</li> <li>Recruitment of businesses for Board</li> <li>Set up bylaws, develop Board application</li> </ul>	Marybel			Q3-Q4	P1	Organization	
<b>TRANSFORMATION STRATEGY #3:</b>								
<b>Identify an annual community event/project that Rangely Main Street can champion</b>								
Identify purpose, vision and plan for project implementation	<ul style="list-style-type: none"> <li>Host events, activities and food/drink from local Main Street Businesses, improvements to Main Street to beautify the area</li> </ul>	Coordinate with Chamber Board Richard/Lisa, Sue			Q4-Q1	P2	Design, Promotion, Organization Economic Vitality	
Obtain financial sponsorship	<ul style="list-style-type: none"> <li>Identify appropriate sponsors to promote Main Street: Giovanni's, El Agave,</li> </ul>	Jeannie Lisa Karen		Obtaining funding to hold event	Q1-Q2 (2021)	P2	Promotion, Economic Vitality, Organization	
Coordinate projects with appropriate departments and partners	<ul style="list-style-type: none"> <li>Identify events and entertainment that can showcase all Rangely Main Street has to offer</li> </ul>	Richard Jeannie Karen Lisa			Q2-Q3 (2021)	P2	Organization, Promotion, Economic Vitality and Design	
Pre-Post, Promotions/Marketing /Strategy	<ul style="list-style-type: none"> <li>Coordinate with Chamber, develop print and social media campaign</li> </ul>	Jeannie Richard Karen			Q2-Q3 (2021)	P2	Promotion, Organization	