

# Timnath Main Street

## Board Meeting Agenda

**5:00 PM - Monday, January 5, 2026**  
**4750 Signal Tree Drive, Timnath, Colorado**

### **Old Town Timnath Reimagined Presentation**

- Dan Schumacher - Master of Landscape Architecture + Master of Urban Design Student, CU Denver

### **Call to Order and Roll Call**

- Roll call

### **Public Comment**

- Public Comment is a time for the Public to address the MS Board

### **Consent Agenda**

- Approval of November 17, 2025, Meeting Minutes

### **Business**

- Old Town Holiday Event Recap/ Lessons Learned
- Financial Compliance Policy
- Bank Account Update
- Survey Closed

### **Next Steps and Adjournment**

- Next Meeting: January 23, 2026

### **Work Session (Board Only)**

- Strategic Planning Discussion
  - Finalizing a boundary map
  - Discussion with the town on supporting a Main Street manager for the next 3 years
    - This can be part-time and combined with other job responsibilities - key will be sustainability and capacity
- Board discussion on key strategic priorities for the next 1-3 years
- Adopting a historic preservation ethic or ordinance
- Compile historic inventory

**Timnath Main Street  
Board Meeting Agenda  
5:00 PM - Monday, November 17, 2025  
4750 Signal Tree Drive, Timnath, Colorado**

- **Call to Order and Roll Call**
  - Allison Keithly, Katie Gibson, Brian Skipper, Matt Waserman, Logan Graves, Jeramie Holt
- **Public Comment:**
  - Dennis Strachota - working with grad student alongside Logan. Did walkthrough a few weeks back - is working on his project currently. His deadline is December so we should have information back then; Also wanted to call attention to the small historical sites on Main Street and asked board to consider how we can utilize these and get community involved with them (Cucumber Shed and Pump Station Shed) - Pickle shed is on Chinn property;
  - Dan Etheridge - Also shared the historic buildings as being a good opportunity;
- **Approval of Oct. 27 Minutes**
  - Jeramie motioned; And then Meaghan seconded
- **Regular Business:**
  - Survey Updates
    - Continuing to send out to survey different Facebook groups
    - Allison will send out email to the Timnath Moms
  - Holiday Event:
    - Discussed having a popcorn machine
    - Gift Cards - Refillery, Hidden Stem, Beerwerks, CF&G, Fine and Funky
    - **Action Items for Event:**
      - Meaghan is going to do gift card requests
      - Katie - back drops and photos
      - Logan - looking at Popcorn
      - Allison - figure out logistics of the bingo event
- **SWOT:**
  - Katie reviewed the Strengths, Weaknesses, Opportunities, and Threats
  - Discussed the need to review business incentives and how can we improve them - what are other towns doing in terms of developing economically

**Timnath Main Street  
Strategic Planning Session with DOLA  
3:00 PM - Monday, December 1, 2025  
4750 Signal Tree Drive, Timnath, Colorado**

**Attendees:** Matt Wasserman, Gayle Langley, Larry Lucas, Matt (from DOLA), Katie Gibson, Meaghan Beadle, Brian Skipper, Allison Keithly, Logan Graves

**Main Street Overview:**

- Over 12000 communities
- Colorado: 27 official communities; 72 aspiring communities
- Windsor = largest Main Street

**History:**

- 1980s National Main Street America organization founded
- Goal was preservation-based community driven approach to revitalize downtowns via 4-point approach
- Bring economic life back to historic commercial districts

**Main Street Approach**

- Organization
- Design
- Promotion
- Economic Vitality

**How do we do this?**

- **Vision:** Describes what areas building toward in the future
- **Strategic Plan:** Defines strategy and direction; Establishes goals
- **Mission:** outlines all the things you are doing in the present to reach the goal
- **Work Plan:** Takes goals and establishes strategies and actions to achieve them
- Opportunity to have Colorado Main Street/DOLA bring out their consultants to help us truly define this and then we can establish these things

**Services and Benefits:**

- *Technical consulting assistance*
  - Strategic plan-work plan development
  - Board retreats
  - Facilitation (growing partnership/collab)
  - On-call support
  - Training webinars
- *Scholarships*
  - Annual sitewide summit
  - National Now Conference
  - Other pro devo opps

### **Consulting Services Overview:**

- DOLA choose 4-5 communities each year to provide their consulting services to from a strategic planning session
- Would have to get approved by them
- They have 4 different consultants/groups they work with - they can decide or we can request who we want to work with
- Next application round will be in mid-March for an April advisory meeting; Other date is July

### **Design**

- Attractive place where people want to be
- Historic preservation
- walkability/accessibility
- Placemaking - sense you have when you are somewhere

### **Streetscapes**

- Support businesses
- Shoppers arriving by foot or bike spend 8.5% to 25% more than those arriving by car
- Support Quality Development
- Property values increase
- Business sales increase
- Improves community health and wellness
- Improved interest in filling vacant buildings

### **Business/Property Discussion:**

- Discussed current roadblock of properties that are not owned by the town or are owned by the town, etc.
- Meaghan shared her experience talking with local land owners who are interested in transitioning to commercial properties - how do we make sure these individuals are supported/that we connect with them
- Main Street can provide assistance on these types of conversations
- Discussed historic preservation etc.

### **Placemaking**

- Design for people - integrate diverse opinions into a cohesive vision
- Great Spaces - sociability, activity, comfort, public art
- Programs and uses - translating the vision into space and activity
- Wayfinding - access and linkage; Highlight points of interest and help people locate them

### **Design: Services and Benefits**

- Technical and Consulting Assistance
  - On call main street architect - individual building business owners

- park/parklet design and construction documents
- Gateway sign construction documents
- Parking assessment/analysis
- Alleyway activation
- Wayfinding (limited)
- On-call support
- Training webinars

**Promotion:**

- *Identity and Image*
  - Can help with vision, mission, branding and identity awareness for communities
- *Technical and Consulting Assistant*
  - Branding
  - Marketing and messaging materials
  - Website development
  - On-Call Support
  - Training Webinars

**Economic Vitality**

- Supporting businesses
- Retention and expansion
- Encouraging investment
- Training and resources

**Data Driven**

- *Market Analysis*
  - What do you offer?
  - Where are you leaking to other communities?
- *Demographics*
  - Who are your residents?
  - What is your regional market?
  - Who else might you attract?
- *Buildings/Businesses*
  - Building stock?
  - Businesses?
  - Owners?
  - Vacancies?
- *Focus Groups/Surveys*
  - What do your residents and stakeholders see as a need or opportunity?

**Technical and consulting assistance:**

- Building and Business Inventory
- Grant Incentive toolkit
- Market Analysis

- ESRI Data Analytics
- Redevelopment Toolkit
- National Coordinating Program Resources
- On-call support
- AI Development
- Training Webinars

### **Achieving (Entry Level) Pre-requisites**

- Paid Main Street Manager
- Formalized Organizational structure (non-profit)
- Active Steering committee or board of directors
- Dedicated support and funding from the town
- Volunteers and staff attend/review MS educational trainings
- Main Street district boundary and map (historic, commercial, walkable downtown)
- Demonstrate a strong historic preservation ethic or ordinance
- Community awareness of the Main Street program
- Main Street district boundary and map (historic, commercial, walkable downtown)
- Need to have support from the town to have support for 3 years
- Demonstrate a strong historic preservation ethic or ordinance
- Community awareness of the Main Street program
- Obtain three letters of support
- Adopt a multi-year strategic plan that addresses the current vision
- Community awareness of MS program
- Support from the public

### **Requirements of MS:**

- Present a State of MS at least annually to local elected body
- Have a strategic plan that is current and updated regularly
- Submit an annual work plan that is coordinated with board/govt
- Attend at least 4 community convos or check ins with MS
- Attend annual MS Summit (Manager)
- Attend National NOW Conference (manager and/board members)
- Board/staff retreat
- Host a site visit each year
- Host annual review visit
- Maintain compliance with DOLA
- Show historic preservation ethic
- Submit quarterly reports
- Host annual board retreat

### **Current Issues:**

- Logan being the “representative” but she’s not actually able to be dedicated full-time to Main Street
- Need to talk to Town Council about what the commitment looks like for 3 years

- Need to revisit the convo about the Main Street Manager - we must have this person in existence in order to get approved
- Will plan to discuss at our next meeting

# Old Town Timnath SWOT Analysis

## Overview

Old Town Timnath is at an inflection point. The district has strong community backing, untapped economic potential, and the advantage of shaping its identity before competing uses take hold. At the same time, aging infrastructure, limited commercial space, and a slow path to redevelopment create real constraints. This SWOT analysis reflects input from community members, business owners, and the Main Street Board. It outlines the current landscape with an eye toward practical strategy, shared investment, and opportunities to strengthen Old Town as a vibrant and connected destination for residents and visitors.

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## Strengths

- Highly walkable, compact district that lends itself to a true Main Street experience.
  - Existing buyer base already present in the trade area even without a built-out downtown.
  - Strong community appetite for growth, development, and revitalization.
  - Current business owners are receptive to board support and collaboration.
  - Affluent, well-educated local population capable of sustaining higher quality retail, dining, and services.
  - Strategic location near the Poudre River and midpoint access to the Poudre Trail.
  - Presence of the iconic CF&G building which provides a recognizable landmark and anchor identity.
  - Broad resident endorsement for Old Town investment, programming, and staffing, with more than 80 percent supportive in community surveys.
  - High willingness among residents to volunteer and participate in community-led initiatives.
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## Weaknesses

- Limited infrastructure to support meaningful revitalization, including stormwater capacity and core utilities.
- Very small and constrained commercial footprint, with significant non-tax-generating or industrial uses occupying key parcels.
- Minimal available building space for new businesses, paired with high renovation and startup costs.
- Existing buildings rarely come up for sale, slowing turnover and redevelopment.
- Building code and permitting challenges create barriers for converting residential properties or updating older structures.
- Business mix today generates low foot traffic, with few restaurants or evening uses to anchor activity.
- Road closure issues and limited wayfinding reduce visibility and ease of access.

- High impact fees and an ineffective small business incentive program limit business attraction.
  - Fractured relationships with some property owners which complicates coordinated planning.
  - No TIF district and few economic development levers available to attract private investment.
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## Opportunities

- Strong alignment with DOLA programs that can help accelerate planning, funding, and Main Street designation.
  - A near blank slate environment with minimal competition allows intentional curation of district identity and uses.
  - Daily traffic from Timnath Elementary and TMHS families creates a consistent base of potential customers.
  - Ability to connect Old Town with the new recreation center through coordinated infrastructure and safe pedestrian routes.
  - Neutral public perception provides a clean starting point for building a positive narrative.
  - Significant leakage in dining, entertainment, and personal services offers a clear path for business recruitment.
  - Opportunity to extend the Poudre Trail directly into Old Town to draw recreation-based traffic.
  - Potential to define the district through placemaking concepts such as an Artisan District, Riverwalk, community hub, or entertainment zone.
  - Activation of arts, murals, and public art installations including Swets sculptures to create a distinctive tone and sense of place.
  - Targeted incentives, facade grants, small business support, and improved wayfinding can lower barriers for new tenants.
  - Town ownership of several key parcels provides flexibility for catalytic projects.
  - Launching signature events or a year-round event series to generate traffic and build tradition.
  - Opportunity to rebuild trust between Old Town businesses, residents, and the Town through consistent engagement.
  - Process improvements and stronger digital discoverability to make Old Town more accessible to businesses and visitors.
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## Threats

- Reduction or loss of federal and state programs that support Main Street revitalization.
- Traffic diversion and increased competition resulting from the Ladera development.
- Additional pressure from surrounding retail hubs that can offer move-in-ready commercial space.

- Elevated interest rates and rising construction and labor costs that drive lease rates upward.
- Slow action or lack of strategy for Town-owned properties, with risks that buildings like the Firehouse become unusable.
- Real or perceived resistance to growth from residents or Town leadership, creating policy or cultural barriers.
- Ongoing communication gaps between the Town and residents that erode trust and slow momentum.
- Limited coordination among business owners, reducing the impact of shared marketing and advocacy.