



CITY COUNCIL WORK SESSION
Monday, June 15, 2026 - 10:00 AM
City Council Chambers, Elks Civic Building - 107 S. Cascade Ave.

Public participation for this meeting will be in person in the City Council Chambers. The meeting can be viewed online [via livestream](#) and video recordings of the meetings can be viewed on our [YouTube page](#).

Public comment will be accepted on topics listed under “Discussion Items.” Please note that no formal action will be taken on the matters raised during this time. Comments made during this time should be addressed to the Council and pertain to the agenda item on which comment is made. City Council or City staff may respond or engage in discussion should the comment provoke discussion. Please refrain from any personal attacks and disagreements, personnel and employment matters, the use of profanity or ethnic, racial, or gender-oriented slurs as they may be considered “disorderly conduct” which violates state or local law.

Hearing assistance devices are available for public use. Please let us know if you need accommodation. Spanish interpretation may be provided upon request, subject to availability. Please [email the City](#) at least three days in advance to coordinate this service.

1) **INTRODUCTION OF NEW CITY EMPLOYEES**

Amanda Gieske- Sales Tax Accountant
Gavin Lindsey- Environmental Coordinator
Jennifer Velasquez- Customer Service Technician
Riley Thompson- Police Officer

2) **DISCUSSION ITEMS**

A) DART Budget Discussion Related to Professional Contract Services (30 minutes)
Staff: City Manager Bill Bell

B) Discussion of the Formation of a Charter Commission (60 minutes)
Staff: City Attorney Chris Dowsey

3) **GENERAL CITY COUNCIL DISCUSSION**

4) **STAFF COMMENTS**

DART (Retail Sales Enhancement)

DART funds within this budget will continue to build upon our very successful programs related to establishing strong business, social, and cultural centers through business development activities, physical infrastructure improvements, events, and promotions. DART will focus on its city-wide impact and encourage business owners to pursue the Facade Improvement Matching Grant Program and the recently implemented Mural Program as ways to renovate existing structures and improve the beauty of our community. Local business event support and sponsorships are also included within the DART budget.

Account Number	Account Title	2023-23 Prior year 2 Actual	2024-24 Prior year Actual	2025-25 Current year Actual	2025-25 Current year Projected budget	2026-26 Future year Budget
200-6050-331-000	MARKETING & ADVERTISING	9,325.65	5,536.96	8,690.04	9,200.00	10,000.00
	Budget notes:					
	~2026 \$7,200 for Daily Press Ads (20% of \$3,000 monthly cost); \$2,800 for event marketing and campaigns.					
200-6050-332-000	DUES/MEMBERSHIP/SUBS	500.00	900.00	781.01	1,000.00	1,050.00
	Budget notes:					
	~2026 \$490 for DCI Membership; \$375 for National Main Street Membership; \$100 for Colorado Preservation Inc. Membership; \$85 CCCMA Emerging Manager Membership.					
200-6050-341-000	UTILITIES	2,643.40	1,919.09	331.88	500.00	2,000.00
	Budget notes:					
	~2026 Utility fees for food truck electricity and public restrooms					
200-6050-344-000	COMMUNICATIONS	7,200.00	4,200.00	.00	.00	.00
	Budget notes:					
	~2026 Cell Service for Golf Cart GPS Units.					
200-6050-353-000	PROFESSIONAL/CONTRACT SERVICE	118,132.23	254,342.08	63,394.95	140,000.00	272,620.00
	Budget notes:					
	~2026 \$6,500 for 50 flower baskets (\$130/basket); \$5,100 for horse carriage rides (\$425*12); \$75,000 for the façade improvement program; \$75,000 for murals; \$10,000 for concerts/musicians for downtown events; \$40,000 for emergency restaurant grants; \$6,000 for projected moving murals; \$22,000 for artist stipends; \$2,020 for CaFÉ Plus Plan for 4 Call For Entries for public art programming like roundabouts or downtown sculptures; \$1,000 for Holiday reindeer, and Montrose Lifestyle Community Marketing Contract					
200-6050-356-000	COMMUNITY PROGRAM SUPPORT	24,925.01	25,000.00	25,000.00	25,000.00	25,000.00
	Budget notes:					
	~2026 Colorado Flights Alliance match with Tourism and General Fund.					
200-6050-358-000	PROGRAMS	23,608.66	23,886.80	7,968.20	24,200.00	25,000.00
	Budget notes:					
	~2026 \$25,000 - Montrose Bucks program; \$5,000 for Region 10 Small Business Resource Center					
200-6050-358-100	VOLUNTEER APPRECIATION	.00	1,512.62	208.33	1,500.00	2,000.00
	Budget notes:					
	~2026 \$2,000 for DART volunteer appreciation events or volunteer swag					
200-6050-360-000	PROMOTIONAL ITEMS	451.38	1,206.65	6,733.65	8,000.00	3,000.00
	Budget notes:					
	~2026 DART promotional items for public awareness/marketing. Inclusive of swag such as koozies, stickers, and gift baskets for conferences.					
200-6050-370-000	TRAINING/CONFERENCE/TRAVEL	8,214.37	15,341.10	13,186.57	14,500.00	16,500.00
	Budget notes:					
	~2026 \$2500 for National Main Street Conference; \$9,000 for DCI Conference (staff and DARTarians); \$1,000 for Main Street Managers Summit; \$2000 for Colorado Creative Industries Summit; \$1000 for Emerging Managers' Summer Camp; \$1000 for CCCMA Conference					



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	Budget notes: ~2026 \$7,200 for Daily Press Ads (20% of \$3,000 monthly cost); \$2,800 for event marketing and campaigns.					
200-6050-332-000	DUES/MEMBERSHIP/SUBS	500.00	900.00	781.01	1,000.00	1,050.00
	Budget notes: ~2026 \$490 for DCI Membership; \$375 for National Main Street Membership; \$100 for Colorado Preservation Inc. Membership; \$85 CCCMA Emerging Manager Membership.					
200-6050-341-000	UTILITIES	2,643.40	1,919.09	511.85	500.00	2,000.00
	Budget notes: ~2026 Utility fees for food truck electricity and public restrooms					
200-6050-344-000	COMMUNICATIONS	7,200.00	4,200.00	.00	.00	.00
	Budget notes: ~2026 Cell Service for Golf Cart GPS Units.					
200-6050-353-000	PROFESSIONAL/CONTRACT SERVICE	118,132.23	254,342.08	102,426.01	160,000.00	4,200.00
	Budget notes: ~2026 \$6,500 for 50 flower baskets (\$130/basket); \$5,100 for horse carriage rides (\$425*12); \$75,000 for the façade improvement program; \$75,000 for murals; \$10,000 for concerts/musicians for downtown events; \$40,000 for emergency restaurant grants; \$6,000 for projected moving murals; \$22,000 for artist stipends; \$2,020 for CaFÉ Plus Plan for 4 Call For Entries for public art programming like roundabouts or downtown sculptures; \$1,000 for Holiday reindeer and Montrose Lifestyle Community Marketing Contract					
200-6050-356-000	COMMUNITY PROGRAM SUPPORT	24,925.01	25,000.00	25,165.00	25,000.00	25,000.00
	Budget notes: ~2026 Colorado Flights Alliance match with Tourism and General Fund.					
200-6050-358-000	PROGRAMS	23,608.66	23,886.80	23,534.06	24,200.00	25,000.00
	Budget notes: ~2026 \$20,000 - Montrose Bucks program; \$5,000 for Region 10 Small Business Resource Center					
200-6050-358-100	VOLUNTEER APPRECIATION	.00	1,512.62	328.33	1,500.00	2,000.00
	Budget notes: ~2026 \$2,000 for DART volunteer appreciation events or volunteer swag					
200-6050-360-000	PROMOTIONAL ITEMS	451.38	1,206.65	11,797.12	8,000.00	3,000.00
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Typo
Should Be \$272,620