

Bastrop Main Street Advisory Board
Bastrop City Hall City
Council Chambers
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



AGENDA –September 9, 2020 at 5:30 P.M.

Bastrop Main Street Advisory Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.

PLEASE NOTE: ANYONE WISHING TO ADDRESS THE BOARD MUST PROVIDE COMMENT WITH **FULL NAME, ADDRESS, AND PHONE NUMBER TO RGLEASON@CITYOFBASTROP.ORG BEFORE 3:00 PM ON SEPTEMBER 12, 2020. SUBMITTED COMMENTS WILL BE READ ALOUD AT THE MEETING. COMMENTS FROM EACH INDIVIDUAL WILL BE LIMITED TO THREE (3) MINUTES WHEN READ ALOUD.**

- 1. CALL TO ORDER**
- 2. CITIZEN COMMENTS**

At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Issues may be referred to City Staff for research and possible future action.

To address the Board/Commission concerning any item on the agenda, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting.

- 3. ANNOUNCEMENTS**
 - 3A. City of Bastrop City Manager Paul Hofmann.**
 - 3B. Main Street Rehabilitation Project.**

4. REPORTS

- 4A. Main Street Manager Report.
- 4B. Design Committee Report.
- 4C. Business Retention Committee Report.
- 4D. Sponsorship Committee Report.

5. PRESENTATIONS

- 5A. Presentation on first half of 2021 Main Street Program goals.


6. WORKSHOP - NONE

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Discussion and possible consideration for recommendation to Mayor to fill Main Street Board vacancy.
- 7B. Consider action to approve minutes from Special Meeting March 20, 2020, Regular Meetings June 10, 2020, July 8, 2020, and August 12, 2020.

8. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, www.cityofbastrop.org. Said Notice was posted on the following date and time: Thursday, September 3, 2020, at 10:00 a.m. and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
Special Meeting March 20, 2020

The Bastrop Main Street Advisory Board met in a Special Meeting on Friday, March 20, 2020 at 3:00 p.m. via Zoom. Members present: Terry Moore, Jennifer Long, Steph Lewis, Dani Moss, Nancy Wood and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason

1. CALL TO ORDER: At 3:10 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. CITIZEN COMMENTS: None

3. Announcements:

3A: Under Governor Abbott's order the City is working to provide services to customers and stay within the criteria.

Rebecca has a designer working with Retailers to create virtual marketplace and with restaurants for curbside pods

4. Reports: None

5. Presentations: None

6: ITEMS FOR INDIVIDUAL CONSIDERATION:

6A: 2020 Table on Main. The board held a discussion on action to take on the scheduled Table on Main event. It was proposed to cancel the event at this time. Jennifer made the motion with a second by Candice.

7: ADJOURNMENT: The meeting was adjourned at 3:55 p.m. without objection.

APPROVED:

Insert name and title of signer

ATTEST:

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
June 10, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, June 10, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Jennifer Long, Rhonda Potter, Steph Lewis, Melinda Ortega, Shawn Pletsch, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers

1. **CALL TO ORDER:** At 5:37 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: 2020 Work Plan: Rebecca asked that each committee chair review their 2020 work plans and decide on the focus for the rest of the year.

3B: Main Street Project Update: The contractor was able to shift additional work crews here for now due to Austin shutdowns. Trees, benches and trash receptacles will be placed in October. The program will be able to sell Heritage Benches. We have 6 from before that will be placed back out. Rebecca and Dani will make recommendations for marketing the rest.

4. **Reports:**

4A: Main Street Manager Report: Rebecca reported her activity over the past month. As usual she has stayed active by attending several virtual meetings, trainings and webinars. She also got the curbside program in place and started an open for business campaign via social media.

5. **Presentations:**

5A: Main Street 2021 Budget: Rebecca discussed the budget she plans to present

5B: Fall 2020 Downtown Events: The board discussed any planned events on the books during the fall months. We may look to add activities to the planned homecoming scheduled for October 14-17.

5C: 2020 Red, White and Brews: Still scheduled for November 14th

6: ITEMS FOR INDIVIDUAL CONSIDERATION: None

7: ADJOURNMENT: The meeting was adjourned at 7:15 p.m. without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
July 8, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, July 8, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Jennifer Long, Rhonda Potter, Steph Lewis, Melinda Ortega, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers

1. **CALL TO ORDER:** At 5:32 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: Fall 2020 Downtown Event: The board decided not to plan anything because of too many unknowns but would like to brainstorm ideas to help the businesses in the program area. Rebecca will reach out to the State Main Street program for any ideas.

3B: Main Street Project Update: The contractor will be working on the Austin to Water St area. Main Street paving will start late August. There will be a walking tour with City staff and the MSAB late September for decisions about bench and trash receptacle placement

4. **Reports:**

4A: Main Street Manager Report: Rebecca reported her activity over the past month. As usual she has stayed active by attending several virtual meetings, trainings and webinars. She also submitted Q2 report and the reinvestment report for Q1. She shared one new business in the district-Bastrop Birthing Center and shared Becca Pentland is no longer working for the City of Bastrop.

5. **Presentations:**

5A: 2020 Veteran's Day Car Show: Bo Godfrey with the organization presented to the board that they car show is cancelled. They have sent emails and letters to the sponsors, partners and past participants. Due to this Melinda recommends we also cancel Red, White and Brews.

5B: 2020 Committee Workplan: Steph and the committee are working on flags for downtown and setting policies for the flags. They are also working on signage for parking in located in the program area.

6: ITEMS FOR INDIVIDUAL CONSIDERATION: None

7: ADJOURNMENT: The meeting was adjourned at 6:09 p.m. without objection.

APPROVED:

Insert name and title of signer

ATTEST:

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
August 12, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 12, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Jennifer Long, Rhonda Potter, Steph Lewis, Shawn Pletsch, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers. Guest were Becki Womble, Debra Drescher and Cara with the TX Main Street program Office

1. **CALL TO ORDER:** At 5:40 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: City of Bastrop City Manager Paul Hofmann: Unable to attend

3B: Main Street Project Update: The contractor is still working on the south end of Main with street paving to follow in a few weeks. We will still have walking tour late September to work on bench placement.

4. **Reports:**

4A: Main Street Manager Report: Rebecca reported the More than a Business campaign on social media is going well with great reach and engagement activity. This campaign will continue. She is working on a video series and plans to have it once/week after launching. The National Main Street launched a grant program and we had 11 businesses apply. BEDC is working on a 3rd round of grants. The district has 1 new business opening soon (Painted Porch) and two closures (Spoiled Sisters and Kristin Couture)

5. **Presentations:**

5A: 2020 Committee Workplan:

1. Business Expansion-no update
2. Sponsorship-committee is working on Heritage Bench sponsor package
3. Business Retention-working on contacting HOAs and apartments to tap their newsletters, social media, etc to spread information about Main Street activities. Evaluating if we can have a soft event over a Thursday-Sunday

promoting the new improvements to Main Street with Sidewalk sales and market day style goodie bags for shoppers.

6: Workshop: Debra Drescher, Texas Main Street State Coordinator

Debra shared that the State office has been holding calls with Main Street managers to share ideas, challenges, actions and solutions with one another. They are still having these calls 1x/month. She shared ideas from other programs-Webinars on transitioning to ecommerce, virtual tours of downtown buildings available, love notes to businesses and checkin calls from board members. Debra also shared the State program has a resource library that we have access to for updates, ideas, etc...

The board had discussions on ideas to implement. It was decided we would conduct a survey with the businesses in the program area to do an inventory of tools they have (websites, social media pages, ecommerce) in order to focus on how best to help through any promotions, trainings and webinars. We will also divide the businesses up amongst the board to make personal contact with the owners/managers, look into hosting some virtual happy hour shopping and maybe sidewalk sales to make use of the new improvements.

Rebecca will send out the survey and assign businesses to contact to each board member

7: ITEMS FOR INDIVIDUAL CONSIDERATION: None

8: ADJOURNMENT: The meeting was adjourned at 7:20 p.m. without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting