

Bastrop Main Street Advisory Board AGENDA

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



April 11th, 2018, 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.

1. **CALL TO ORDER**
 2. **GREETINGS INTRODUCTIONS**
 3. **UPDATES FROM PARTNER ORGANIZATIONS**
 4. **APPROVAL OF MARCH 14TH, 2018 MINUTES**
 5. **Director's reports and updates**
 - a. Main Street Program Area business changes
 - b. Breakfast Bites
 - c. Deluxe Seminar
 - d. Bastrop Music Festival
 - e. Cultural Arts Master Plan
 - f. Business Bash & #buymybastrop
 - g. Beautification Action List
 - h. Customer Service Training
 6. **Discussion regarding the FY 18 BIG Grant Funding and action on any recommendations to be made to the Bastrop Economic Development Corporation**
 7. **NEW BUSINESS from committee representatives and items for discussion and possible action:**
 - a. **DESIGN:** Parking Wayfinding
 - b. **SMALL BUSINESS:** Imagine the Possibilities Tour and Downtowntx.org
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- c. **ORGANIZATION:** Discuss potential dates and attendance for FY 19 Work Planning
- d. **PROMOTION:** Table on Main, Art Walk, 2018 Lost Pines Christmas

8. Announcements:

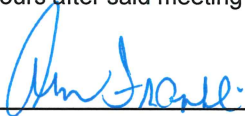
Upcoming Design Committee meeting: **Monday, May 14th, 9 a.m.**
Upcoming Small Business Committee meeting: **Wednesday, May 23rd, 8 a.m.**

* no discussion or action on announcements may occur beyond that allowed by the TOMA

9. Next Main Street Advisory Board Meeting Date: Wednesday, May 9th, 5:30 p.m.

10. 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: Wednesday, April 4, 2018 and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

SMALL BUSINESS
NETWORKING & TRAINING

Breakfast Bites

**THE POWER IS IN
YOUR HANDS:
BUILDING THE
BASTROP
MARKETING
LAYER CAKE**



PRESENTED BY SOCIAL
MEDIA & TOURISM
EXPERT:
SHEILA SCARBOROUGH
TOURISM CURRENTS

DATE: Friday, April 20th
TIME: 8:15-10:00 a.m.
WHERE: Bastrop Convention Center

Want to get the word out about your business and downtown Bastrop online and through social media? You can't do it alone. Cross-promotion gives you the best chance to catch people's attention in a busy and fragmented world, inspiring them to visit or even relocate takes effort. But what does the power of a strong online presence look like for a destination in 2018? It looks like a cake! Working together, you can build a marketing "layer cake" that ties together the individual promotional efforts of downtown partners (merchants, restaurants, attractions, local media, hotels, parks, etc.) on top of digital marketing work by Downtown Bastrop, Visit Bastrop, and Explore Bastrop County. Add some yummy icing with social media customer service - plus getting found with your listings on services like Google My Business - and you've baked your way to success. Every business owner, manager and community partner should join us for this exciting event!

Sheila will be available for 1 on 1 questions and social media tips after the event!

This event is FREE but you must
RSVP by 4/17/18:
mainstreet@cityofbastrop.org



Free Small Business Seminar:
**Effective Marketing.
Better Budgeting.**

Monday, April 23 | Bastrop, TX

Check-in begins: 8:30 AM

Event begins: 9:00 AM

Register at: www.deluxe.com/mybastrop



Deluxe, a proud champion of the Small Business Revolution, is coming back to Bastrop for a free, one-day small business seminar. Their experts will be on hand to share insights and suggestions to help small business owners run and market their business.

You'll learn how to:

- get found online locally
- enhance your sales and marketing tools
- identify and manage your customer experience
- build a budget, manage your finances and more

Be there for a chance to win \$1,000 in marketing services!

Hurry! Space is limited (2 seats per business, please) so register today at: www.deluxe.com/mybastrop

Morning Presentations

- "Customer Experience and Journey Mapping"
- "Does Google Love Your Business? (SEO 101)"
- "Using Email to Drive Revenue"
- "Social Media for Small Businesses"

Afternoon Workshops

- "Marketing Your Business and Identifying Your Customer"
- "Budgeting for Your Business"

Sign up to win a grand prize with a retail value of \$1,000, consisting of a combination of promotional & apparel products, retail packaging, and set-up charges (ongoing monthly fees are not included) for website design, SEO, Email marketing and social media products and services. The rules of this promotion are available upon request.

By attending this event I hereby give Deluxe Small Business Sales, Inc. permission to copyright and use, publish, video footage or photographic pictures of me or in which I may be included intact or in part without restriction made through any and all media now or hereafter known for illustration, art, promotion, advertising, trade, or any other purpose whatsoever. I hereby warrant that I am at least 18 years of age.



#MyBastrop
SHOP LOCAL

BASTROP BUSINESS BASH

Celebrate Bastrop Businesses



May 1 ★ 5:30 - 7:30 p.m.

Bastrop Convention Center

RSVP at EventLeaf.com/BastropBusinessBash

Downtown Beautification Action Plan

GIS & Visual Inventory of: Benches, Trash Cans, & Light Poles

Inventory with banner arm pole sizing of Light Poles, include poles without arms etc.

Trey- Shared use agreement for FNB Parking lot on Spring Street

Trey- Agreement with Opera House for Parklet

General Signage

- Remove cleverly worded parking signs

- Order additional brackets for light poles without banner arms

- Once Sarah deliver parking banner plan, double check sizes so signs can be order

- Remove all current large P Lot X parking signs

- Install new parking sign banners

- Address all handicap signage with appropriate paint markings and remove or repl

- Address County Courthouse sign at Water & Chestnut

FM Area

- Remove old gate, fence, and misc pole in middle of lot

- FM Board is working on a plan for improved signage in front of lot to address fla

Spring Street Area & Parking Lot

- Remove brick pavers and store at PW

- Remove Kiosk

- Re stripe lot

- Weed eat, leave removal, etc

- Add additional lighting

- Plan for moving electric pole and street light (main & Spring) in another FY

Opera House Lot

Citizen Clean Up Day

- Remove green planters

- Remove current fence

- Seating area

- Install white fencing

Alley D Parking Area

- Plant landscaping surrounding parking lot

- Remove trees

- Add trashcans

- Develop fencing and planting plan adjacent to gracies to walkway to Main Street

- Identify property line boundaries on walkway

- Develop entrance enhancements for walkway

Shared County Parking lot

- Remove Do not enter sign, and replace with friendly verbiage

Pine Street

Finish curb in front of Gracie's
Powerr wash/Leaves etc
Paint curbs in front of old Art Center in yellow/orange

Main Street General

Work with YMCA or other groups for painted rocks in tree bases along Main Stre

Downtown General

Enhance crosswalks with paint and add signage
All hydrants painted red (color coded by size of line)
Restripe, Coat, Whatever you are going to do to the street :)

Riverwalk Parking lot Area

Signage on archway
Plan for seating, parklet along fenceline
paint fencline
Not priority- but how to enhance rock wall and grassy area between wells fargo
stripping
leaves, power wash etc

Museum (Sarah Needs to address)

Ask for plantings on side
When is their building façade plan going to be finished?

A frame signs

CC Staff needs to bolt down

Alley B

Patch alleyway near chestnut
Long term- Alley B Shared Dumpspter

Main from Spring

Handicap signs & Curbs
Sarah ask for ugly pole to be removed

Water Street

Parking Sign removed
Get Fire Dept to replace their dumpster fence
Re stripe lot
Weedeater, leaves, powerwash
Remove tree?
Plant along street line

Once Inventory is complete:

Identify additional bench and trash can needs
relocate and paint existing items that need to be moved or painted
Identify cigarette butler locations and order
Place wooden planter boxes

Remove unnecessary or old signs

Remove signpost, wooden structure, and metal sign pole

Sarah- Rick Brackett needs to clean up area near baxters entrance



PARKING

Proposal for:

**Visit Bastrop/City of Bastrop
Online Customer Service Excellence Training**

March 2018



March 22, 2018

Sarah O'Brien, Hospitality and Downtown Director
City of Bastrop
1408B Chestnut St.
Bastrop, TX 78602

Dear Sarah,

I appreciate the opportunity to provide you with ideas for creating a customized online customer service training tool.

Successful, economically sustainable communities attract visitors and provide an increased quality of life for residents. One of the keys to sustainability is strong, consistent customer service. Providing excellent customer service on a continuing basis requires ongoing training and review, something most business owners and managers don't have the time or budget to accomplish.

Unfortunately, most of the Bastrop Main Street businesses and area attractions failed to attend the July 2017 customer service workshops that were provided for them at no charge. There were a variety of reasons—"We forgot"—"I don't have time or enough staff coverage"—"What training? I didn't know anything about it." By establishing an online tool with 24/7 availability, these excuses can be eliminated.

The attached proposal outlines the development of such a tool—a 24/7, fully-customized, Bastrop-specific customer service training. This engaging and comprehensive training tool can be easily updated and could serve as a foundation for a branded "Bastrop Friendly" certification program.

Additional team members have been assembled by Cygnet Strategies for this project, including Alysia Cook from Opportunity Strategies, who conducted the live trainings in 2017, and April Luter, who has developed similar online training systems for Denton and Abilene.

We believe our comprehensive solution will equip your businesses with an on-demand training option to help them succeed in today's competitive environment.

I look forward to discussing the possibilities with you.

Best regards,

A handwritten signature in black ink that reads "Vicky Soderberg". The signature is written in a cursive, flowing style.

Vicky Soderberg, Principal
vicky@CygnetStrategies.com

OVERALL GOAL

Quality customer service is the foundation of positive experiences for visitors and residents. Bastrop seeks to establish a customized, online training option to increase the caliber and consistency of customer service throughout the community. Once implemented, this training will reduce the need for business owners to find the time and resources to conduct their own training and could be part of a branded “Bastrop Friendly” certification program. Improved customer service will increase visitation, increase revenues and support a stronger, more sustainable tourism product.

OBJECTIVES

Results to be achieved include these key objectives:

- Provide customized customer service training that is available 24/7
- Improve the quality and consistency of customer service throughout Bastrop
- Establish a Bastrop Friendly certification program
- Encourage partnerships with BISD and the high schools as part of workforce development efforts
- Create an ongoing opportunity for updated information dissemination
- Support business owners in their efforts to provide training
- Change employee and owner mindsets
- Increase both business sales and sales tax revenues

METHODOLOGY

Assistance in achieving the objectives would include, but not be limited to, the following activities:

- Development of custom training modules, based upon best practices and using local photos, local businesses, and locally-shot video
- Creation of Bastrop-specific modules to encourage cross-promotion and better serve the customers’ needs
- Collaboration with BISD media classes and City of Bastrop media staff for video production

DELIVERABLES

Success in meeting objectives would be measured by the following deliverables and outcomes:

- Customized, online training tool including photos, video, quizzes and final exam for certification
- Incorporation of training tool into workforce development partnership with BISD
- Establishment of Bastrop Friendly program
- One year of support (including quarterly updates, if necessary)

COMMITMENTS

Our commitment:

- We will spend as much time as necessary to fulfill objectives and meet stated time frames
- We will respond to your phone calls and emails within one business day (and usually within one hour)
- We will conduct all information gathering, videography and photography with professionalism and respect
- We will meet all agreed upon deadlines and, in the event a deadline is threatened, will immediately report any such threats to the designated individual

Your commitment:

- You will provide access to all key staff
- You will share requested information within an agreed upon time frame based upon the availability of the information
- An individual will be designated to participate in regularly scheduled status meetings

We both commit to:

- Immediately inform each other of situations or developments that may materially affect the success of this project

NOTE: This proposal contains proprietary work product and is confidential pending formal acceptance.

TIMELINE

Cygnet Strategies anticipates a 6-month timeline for creation of deliverables

COSTS

Customized platform and course development—**\$24,500**

\$ 8,000 Deposit (paid at contract signing)

\$ 6,000 due after submission of scripts and outline

\$ 6,000 due after submission of draft training and ancillary materials

\$ 4,500 due after training goes live

Vicky Soderberg

After more than 20 years in the tourism industry, Vicky established Cygnet Strategies to support communities in their quest to preserve sense of place, strengthen tourism, and enhance economic development. Ultimately, the goals are a safe and appealing home for residents, a supportive and dynamic place for business, and a vibrant and enticing destination for visitors.

Accomplishing these goals involves different steps for every community. In all of the examples below, Vicky provided an effective, customized solution to best serve the community's individual needs.



Baytown, TX recently worked with Cygnet Strategies on a tourism strategic plan complete with affordable, implementable recommendations related to identity clarification, product development, event enhancement, wayfinding, and marketing strategy development.

Bastrop, TX is currently working with Cygnet Strategies to strengthen its downtown, define an identity, and improve tourism product.

Brady, TX is currently working with Cygnet Strategies on a two year project to develop a tourism and downtown strategic plan, improve their annual events, increase utilization of the civic center, and improve customer service.

Southlake, TX needed a detailed plan for its newly-formed tourism department and used it to leverage tourism as support for economic development.

Oxnard, CA required a feasible implementation plan to ignite work on their six-figure branding plan at a time when the funding climate shifted dramatically.

Porter County, IN requested help for 8 communities as they improved customer service and collaborated to define their sense of place and differentiating characteristics as part of a county-wide effort to entice more than 3 million annual visitors to extend their trips and travel south of the Indiana Dunes.

Alachua County, FL (including Gainesville and 9 other communities) needed a tourism assessment for each community, complete with low-cost recommendations and a follow-up series of small business digital marketing workshops.

West Yellowstone, MT used visitor assessment observations, recommendations and trainings to successfully improve its customer service in meeting the needs of the 2 million visitors it serves every summer.

Alysia Cook

Alysia's specific skills include designing customer service workshops, secret shopping, professional facilitation, the design and delivery of chamber of commerce and economic development strategic plans, and board member development.

She has extensive experience developing strategic plans for tourism and economic development organizations, chambers, local and state governments, associations, and other non-profits. She has designed and presented hundreds of training programs for business owners, elected officials, community leaders, adult and youth leadership groups, staff, and volunteers.

Her programs are designed to improve operations and relations within organizations, as well as prepare communities to attract and retain quality businesses.



April Luter

April's tourism marketing experience began in 1998 as an intern with the Austin Convention & Visitors Bureau. After graduating from Southwest Texas State University, she became the Director of the Mesquite Convention & Visitors Bureau, where she managed marketing, not only for the destination but also for two large city special events.

Since then she has worked for a total of five DMOs in various capacities from visitor center management, leisure tourism sales, convention sales and partnerships. After years of managing individual destination programs, April lends her expertise to other communities by developing custom hospitality training programs and sharing her knowledge of the tourism industry.



References

Nick Woolery, Dir. Strategic Initiatives
City of Baytown (TX)
nick.woolery@baytown.org
281.420.6500

Anna Yowell, Tourism Coordinator
City of Baytown (TX)
anna.yowell@baytown.org
281.420.5343

Greg Last, former ED Director
City of Southlake (TX)
glast@edtbestpractices.com
817.992.6156

Peter Lamont, Dir. of Community Services
City of Brady (TX)
plamont@bradytx.us
325.597.2152

Tom Stellman, President/CEO
TIP Strategies (Austin, TX)
tom@tipstrategies.com
512.343.9113

Lorelei Weimer, Executive Director
Indiana Dunes Tourism
lorelei@indianadunes.com
219.926.2255

John Pricher, CEO
Alachua County (FL) Tourism
jop@alachuacounty.us
352.374.5260

Tash Wisemiller
Montana Main Street
twisemiller@mt.gov
406.841.2756

Janet Sederquist, former President/CEO
Oxnard (CA) CVB
janetsederquist500@gmail.com
949.627.1330 (personal mobile)

"Our project had so many different aspects to it and Vicky managed all of them with no problems. It didn't matter what we needed or when we needed to talk to her, she made herself available. She took the time to listen to the thoughts, ideas and concerns we had with the project. She not only listened, but helped us resolve the issues. Vicky is a creative thinker and an asset to any project she works on."

*-Lorelei Weimer, Executive Director
Indiana Dunes Tourism*

"Vicky is a pleasure to work with and was immensely thorough in her approach. Her communication skills are exceptional and she is sensitive to the interpersonal skills needed to interact with public officials. I received several compliments about Vicky during our project. She is someone you can count on to follow through with any tasks in the most comprehensive and professional way."

*-Janet Sederquist, former President/CEO
Oxnard (CA) CVB*

Imagine

THE

POSSIBILITIES

TOUR

BROKER &
DEVELOPER
PROPERTY
TOUR

MAY 17th, 2018



DOWNTOWN, TX

HISTORIC PROPERTY LISTINGS

3 to 5 P.M. - **PROPERTY TOUR**

5 to 6 P.M. - **RECEPTION**

6:30 P.M. - **BASTROP MUSIC
FESTIVAL KICK OFF**



RSVP BY MAY 1ST, 2018 TO JEAN@BASTROPEDC.ORG TO RESERVE YOUR SPOT
BASTROP MUSIC FESTIVAL WRISTBANDS ARE LIMITED

DOWNTOWN BASTROP PRESENTS TABLE ON MAIN

a farm to fork event

EXPERIENCE THE BEST OF BASTROP'S RESTAURANTS AND GROWERS ON MAIN STREET, IN HISTORIC DOWNTOWN BASTROP, BENEATH THE TEXAS SKY. JOIN YOUR FRIENDS AND NEIGHBORS AT THE TABLE IN THE HEART OF OUR COMMUNITY AT THIS UNIQUE EVENT.

FEATURING LOCAL FOOD, WINE, AND SPIRITS FROM

COLORADO RIVER WINERY	NEIGHBOR'S KITCHEN & YARD
COPPER SHOT DISTILLERY	PAW PAW'S CATFISH HOUSE
CRIPPLE CREEK WINE & GIFTS	PINEY CREEK CHOP HOUSE
THE GRACE MILLER	THE 602 ON MAIN
MAIN STREET CAFÉ	TOUGH COOKIE BAKERY
MAXINE'S CAFÉ	VIEJO'S TACOS Y TEQUILA

SUNDAY, APRIL 29, 2018

5 PM - 8 PM

DOWNTOWN BASTROP

TICKETS: \$100

SEATS ARE LIMITED
BUY YOUR TICKETS NOW



SPONSORED BY



WWW.DOWNTOWNBASTROP.COM

VENUE & MERCHANT

GUIDE TO SUCCESS

YOU MUST MAKE IT SPECIAL

The key to attracting new shoppers and First Friday Art Walk attendees is making sure we always have something different to offer them. It is crucial that each participating venue offer something unique inside or outside of their doors EVERY Month. First Friday is much more than just about artists, you can host a variety of activities and events that don't always have to involve a guest artist. And the most important thing is to PROMOTE what is happening by sharing that information with the Art Walk Committee, and your customers. I know it sounds stressful, but here are some easy ideas you can use to increase foot traffic at your business at each First Friday Art Walk:

2018 Dates & Themes

February 2nd: Love

March 2nd: Texas Independence

April 6th: Spring

May 4th: Cinco De Mayo

June 1st: Summer

July 6th: Patriotic

August 3rd: Hot summer, Cool Nights

September 7th: Back to School

October 4th: Fall

November 2nd: Thankful

December 7th: Lost Pines Christmas

MONTHLY TODO LIST

1st Week of the Month: Check Theme, Find Activity

2nd Week of the Month: Firm Up Details

3rd Week of the Month: Plan Food/Drinks

FRIDAY BEFORE: Send info to Donna & Sarah

WEEK OF: Post on Social Media, E-Newsletter, Word of Mouth

IDEA BOARD

- Guest Artists
- Cooking Classes
- Demonstrations of products or services
- Trunk Shows with your vendors
- Mystery Discount Drawings
- New Product Line Launches
- Live Music
- Newsletter Sign Up Drawings
- Teacher Discounts or Specials
- Debut Charging Stations
- Pet Friendly Activities
- Fashion Show
- Wellness Class or Activity
- Local or Regional Celeb Appearances
- Classes & How To Workshops
- Partner with a non profit
- Behind the scenes look at product creation
- Sidewalk Chalk or DIY painting
-