Bastrop Main Street Advisory Board

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



AGENDA — August 11, 2021, 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. 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. Boogie Back to Bastrop at the Bastrop Convention Center on August 27th & 28th
- 3B. Farm Street Opry at the Bastrop Convention Center on September 2nd
- 3C. Main Event First Friday Art Walk on September 3rd

REPORTS

- 4A. Main Street Chair Report
- 4B. Main Street Manager Report

5. PRESENTATIONS

5A. Main Street Partner Check-In—Bastrop Chamber of Commerce

6. WORKSHOP

- 6A. Discussion of Main Street Committees
- 6B. Discussion of Work Plan

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Consider action to approve meeting minutes from the April 14, 2021, May 12, 2021, June 16, 2021, and July 14, 2021 meetings.

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, August 5, 2021 at 10:00 a.m. and will remain posted for at least two hours after said meeting has convened.

Victoria Psencik, Deputy City Secretary



STAFF REPORT

MEETING DATE: August 11, 2021 AGENDA ITEM: 4A

TITLE:

Board Chair Report

AGENDA ITEM SUBMITTED BY:

Terry Moore

UPDATES:

- Please mark your calendars for the Annual Volunteer Banquet scheduled for October 14th. A more formal invite will go out later. This is just a save the date. It would be awesome to have a good showing of the board there this year.
- First National Bank has begun their construction project at the corner of Spring and Main Streets. This lot has been used for parking for a long number of years.
- The lot on Chestnut where Jalisco's previously was, is now under construction. The plan for the property is to be a food truck court. An exciting new feature in our downtown.
- There is still currently one vacant place on our advisory board.



STAFF REPORT

MEETING DATE: August 11, 2021 AGENDA ITEM: 4B

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

<u>Texas Downtown Association Awards</u>: On July 30th, we submitted award applications for two Texas Downtown Association Awards, Best Downtown Business and Best Public Improvement. Astro Record Store was nominated for the Best Downtown Business award, and the Main Street Rehabilitation Project was submitted for Best Public Improvement.

New Main Street Businesses: From April through June, the Main Street District had five businesses obtain Certificates of Occupancy. Kathy Bayes Insurance Agency, located at 1108 Main, is an independent insurance agency which changed owners. The Bastrop Birthing Center, 1009 Chestnut Street, offers personalized holistic birthing experiences in a home-like setting and moved from another building in the Main Street District to its new location. Lost Pines Dentistry, 812 Chestnut Street, Suite 101, offers dental services. Cripple Creek Wine and Gifts underwent a commercial remodel, changing its name to CC Wine and Company, LLC. and moved into a bigger space at 924 Main Street. First Assembly of God Church opened Responsive Education Solutions at 609 Pecan Street and promotes moral and academic services for students. In July, two Certificates of Occupancy were obtained for Main Street businesses. Bastrop Medicine Shop moved from the Crossing to 1110 Main Street, Suite A, is a pharmacy. Blake Music Shop moved to 1112 Main Street and specializes in new and consignment instruments and repairs.

<u>EDC Funding</u>: The city is in the process of negotiating with the EDC the signing of an Agreement for Provision of Main Street Program Support. Both parties have included the funding in their proposed budgets, but the contract has not yet been signed. Attached please find the past contract as well as FY2021 report as provided to the EDC.

<u>Texas Historical Commission Reports:</u> Please see the attached 2020 Accreditation Program Report, 2021 Reinvestment Report, Q1 Activity Report and Q2 Activity Report.

<u>Proposed Budget:</u> The budget presented to the board in May was proposed to Council. Here is the link: https://www.cityofbastrop.org/upload/page/0368/docs/FY2022 Proposed Budget.pdf.

AGREEMENT FOR PROVISION OF MAIN STREET PROGRAM SUPPORT BETWEEN THE CITY OF BASTROP AND THE BASTROP ECONOMIC DEVELOPMENT CORPORATION

THE STATE OF TEXAS	8	
	8	KNOWN ALL MEN BY THESE PRESENTS:
COUNTY OF BASTROP	8	
August, 2019 ("Emunicipal corporation, acting by situated in Bastrop County, Texa	Effective and throuse (herein hafter referance)	t") is entered into and executed the 19 day of

WHEREAS, the City maintains a department within the City whose function is to advance the Bastrop Main Street Program to foster, encourage, support and direct downtown revitalization, while preserving the historical significance of Bastrop's downtown district; and

WHEREAS, the vision of the Bastrop Main Street Program is to positively influence the continued preservation, enhancement and commercial vitality of Bastrop's historic downtown as a distinctive destination that engages and inspires both residents and visitors; and

WHEREAS, this vision is implemented through the Bastrop Main Street Program's mission that provides that the Program "through collaboration with other organizations and with volunteers' insights, talents and energies, will be a catalyst for the continued revitalization, preservation and economic health of our historic downtown area." Further, that the Program will be "Guided by the Main Street Four Point Approach of organization, design, promotion and economic vitality, we can continue positively transforming our historic downtown;" and

WHEREAS, the role of the BEDC is to enhance the quality of life in Bastrop by advancing the investment, development, growth and relocation of companies within the area. In addition to providing appropriate infrastructure, the BEDC promotes and supports economic development in the community that offers the people of Bastrop sustainable, meaningful and rewarding employment opportunities, and greater access to desirable goods and services; and

WHEREAS, the BEDC has continued to work collaboratively with the City and the Bastrop Main Street Program to foster economic development, investment and growth within the downtown area, participating actively with planning and development activities of the same; and

WHEREAS, the BEDC desires to monetarily support the Bastrop Main Street Program in exchange for economic development services that will assist both the City and the BEDC to achieve their respective missions; and

WHEREAS, the BEDC and the City are authorized under the laws of the State of Texas to enter into this Agreement.

NOW, THEREFORE, in consideration of the mutual benefits described in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree to the following:

I. Findings

The foregoing recitals are hereby found to be true and correct and are hereby adopted and made a part of this Agreement for all purposes.

II. City Obligations

The City agrees to utilize any funding provided under this Agreement to continue, through the funding and operation of the Main Street Program, to provide certain services that enhance the BEDC's ability to accomplish its mission of enhancing, encouraging and supporting economic development in the downtown area or "Main Street Program Area" that include, without limitation, the following services:

- 1. Supporting business expansion and retention of existing and future Main Street Program Area businesses;
- 2. Collaboratively marketing the Main Street Program Area and its assets;
- 3. Collaboratively providing training and small business resources for businesses in the Main Street Program Area, as well as the rest of the community;
- 4. Assisting with business recruitment in the Main Street Program Area;
- 5. Supporting the BEDC and community in its entrepreneurial and small business programs; and

III. BEDC Obligations

As consideration for the above listed services to be provided by the City, BEDC shall provide funding to the City in the amount of Fifty Thousand Dollars (\$50,000) per fiscal year, for fiscal years 2020 and 2021, conditioned upon the City's commitment to dedicate and utilize said funds exclusively to support the Main Street Program to achieve its vision through the implementation of its stated mission. The funding shall be prorated and paid monthly over the budget year.

- 1. Forty-five Thousand Dollars (\$45,000) of the funding provided is for promotional purposes and will not exceed ten percent (10%) BEDC's revenues, as required by Texas Local Government Code § 505.103; and
- 2. Five Thousand Dollars (\$5,000) of the funding provided is for administrative purposes.

IV. General Provisions

- 1. **Term.** Subject to early termination as provided below, this Agreement shall be in effect for a period of two (2) years, commencing October 1, 2019, and ending September 30, 2021.
- 2. Non-Appropriations. In the event that the BEDC's Board of Directors does not appropriate funds to make any payment under this Agreement for a fiscal year after the BEDC's fiscal year

in which this Agreement becomes effective, or in the event that the City's City Council does not appropriate funds to continue the Main Street Program department, then this Agreement will automatically terminate at the beginning of the first day of the successive fiscal year. The BEDC or the City, as applicable, shall use their best efforts to provide prior written notice of such impending termination as soon as possible following the formal determination of said non-appropriation.

- 3. **Termination.** In addition to automatic termination upon an event of non-appropriation provided above, either party may terminate this Agreement upon giving prior written notice to the other party, which termination shall be deemed effective the last day of the then current fiscal year. Further, if any state or federal law or regulation is enacted or promulgated which prohibits the performance of any of the duties herein, or if any law is interpreted to prohibit such performance, this Agreement shall automatically terminate as of the effective date of such prohibition.
- 4. **Severability.** If any clause or provision of this Agreement is held invalid, illegal or unenforceable under present or future federal, state or local laws, then and in that event it is the intention of the Parties hereto that such invalidity, illegality or unenforceability shall not affect any other clause or provision hereof and that the remainder of this Agreement shall be construed as if such invalid, illegal or unenforceable clause or provision was never contained herein; it is also the intention of the Parties hereto that in lieu of each clause or provision of this Agreement that is invalid, illegal, or unenforceable, there be added as a part of the Agreement a clause or provision as similar in terms to such invalid, illegal or unenforceable clause or provision as may be possible, legal, valid and enforceable.
- 5. **Entire Agreement.** This Agreement constitutes the final and entire agreement between the Parties hereto and contains all of the terms and conditions agreed upon. No other agreements, oral or otherwise, regarding the subject matter of this Agreement, shall be deemed to exist or to bind the Parties hereto, unless same be in writing, dated subsequent to the date hereto, and duly executed by the Parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement in the year and on the day indicated.

BASTROP ECONOMIC DEVELOPMENT CORPORATION

Kathryn Nash, Board Chair

CITY OF BASTROP, TEXAS

Lynda K. Hymble, City Manager

BEDC FUNDS FOR MAIN STREET PROGRAM

JULY 26, 2021

Amended FY 2021 Budget	
FUNDING SOURCE	FY 2021
HOT Funds	\$ 207,000
Sponsorships	\$ 30,000
EDC	\$ 50,000
Total Budget	\$ 287,000

Projected FY 2021 Budget	
FUNDING SOURCE	FY 2021
HOT Funds	\$ 135,000
Sponsorships	\$ 30,000
EDC	\$ 50,000
Total Budget	\$ 215,000

The Main Street Program is thankful for EDC's support since the program's inception. The program has grown over the years to be one of the most regarded in the Texas Main Street Program.

1. Supporting business expansion and retention of existing and future main street program area businesses

Over the past two years of the agreement, the District has seen 19 new businesses start, expand, or relocate and a private reinvestment of \$598,893.45 back into the District. In Fiscal Year 2021, nine new businesses opened in downtown:

- Pines Play School (907 Chestnut Street)
- Texas Public Service Training Academy (1001 Main Street)
- Chubby's Barbershop (901 Main Street)
- Radiant Mama (702 Main Street)
- KC Outfitters (705 Pine Street)
- Kathy Bayes Insurance Agency (1108 Main Street)
- Bastrop Birthing Center (1009 Chestnut Street)
- Lost Pines Dentistry (812 Chestnut Street)
- Responsive Education Solutions (609 Pecan Street)

During Fiscal Year 2021, three businesses expanded into bigger spaces:

- Astro Record Store moved from 705 Pine Street to 910 Main Street.
- Cripple Creek Wine and Gifts underwent a commercial remodel, changing its name to CC Wine and Company, LLC. and relocated to 924 Main Street.
- Signs & Banners moved to 1103 Main Street.

Main Street is excited to have the City of Bastrop Recreation Building open in the District. This space will be a vehicle to help promote businesses in the area.

During the first quarter of 2021, the Main Street Rehabilitation Project was officially completed allowing Main Street businesses to expand their business footprint on the new ADA compliant wide sidewalks. The Main Street Business Retention Committee met several times to create the new Clear Zone Accessibility Zone Guidelines to allow our businesses to utilize the new space

in a way that protects ADA access, does not distract from our community gathering space, and protects the aesthetic of our Main Street.

2. Collaboratively marketing the Main Street Program area and its assets

The Main Street Design Committee is currently rebranding the Main Street District flags and Downtown parking lots. The flag rebrand will capture driver's attention when entering the Historic Downtown District. The rebrand will consist of adding special high-wind brackets and 30x60 high-wind banners, two per pole. The parking lot rebrand will consist of new flags, a parking brochure, and wayfinding signage. Bastrop was named an inaugural Texas Bird City in 2020, so Main Street partnered with the Bird City Coalition to rename each parking lot after a native bird. The project will be complete within the next month.

In the Fiscal Year 2021, Main Street has spent \$17,700 in advertising and promotions for the Downtown District. The Downtown Bastrop brand is the strongest of the City's brands. Since October 2020, the Downtown Bastrop Facebook Page has 15,400 likes, reached over 225,630 people, and 6,063 post engagements. Of the 225,630 people reached, there were11,395 link clicks that include clicks on the ad header or comments that led to the Downtown Facebook Profile. To put that in perspective, during the same period, the BEDC Facebook has 4,204 page likes and 172 post engagements.

Main Street promotes all events that occur in the District. Because the Program is directly involved with the special event permitting process, Main Street in conjunction with event coordinators ensure the impact on our downtown businesses will be positive and economically successful. The Program's strong platform markets events to specific demographics to draw crowds necessary for economic impact. For example, the Veteran's Day Car show brings in one of the strongest sales tax days of the year for the District.

There are four Main Street signature events:

- 1. Table on Main is an outdoor dining experience specifically aimed at showcasing Downtown Bastrop restaurants. Attendees enjoy an evening with friends sharing local food and drink at a table literally in the middle of main street.
- 2. Summer in the City focuses on celebrating the Main Street District by partnering with business owners to showcase their business. The Program encourages the businesses to bring their products, food, or services to the street.
- 3. Red, White, & Brews is specifically aimed toward promoting Main Street District Retail businesses. Attendees stroll through Historic Downtown Bastrop, listening to local musicians, connecting with business owners, and enjoying Texas brews.
- 4. Lost Pines Christmas is four weeks of business promotion, including two events aimed at bringing people to the District. The Sidewalk Stroll Open House is one of the strongest sales tax days of the year.

"The Downtowner," a Bastrop mini video series, was created to focus on humanizing Downtown businesses, highlighting the theme that we are strongest when we support each other during COVID-19. By giving insider information about a business, our audience was able to see that businesses in downtown were open and learn what the businesses are doing to help keep their staff and customers safe.

During COVID-19, the Main Street Program launched "More Than a Business" Campaign for businesses in the downtown district. The purpose was to showcase the district's 200+ businesses on Downtown Bastrop social media. This exposure yielded more "follows", reached over 20,000 people, and 1,000 engagements for businesses downtown.

In 2020, Texas Downtown Association awarded Main Street with the Best Digital Campaign for its Downtown Bastrop Curbside Program. The curbside program was a larger effort that allowed the Main Street Program to support businesses as they closed dining rooms and reduced occupancy numbers due to the coronavirus pandemic. In the early weeks of the pandemic, nine pods were installed around Downtown Bastrop for curbside pickup. Some 10-minute parking spots were also installed to help smaller businesses that did not have the staff available to bring to-go orders outside. The Program also involved an intensive marketing campaign to promote the endeavor.

3. Collaboratively providing training and small business resources for businesses in the Main Street Program area, as well as the rest of the community

Main Street Program offers training opportunities through the Bastrop Chamber of Commerce, and the program helps to push out information and offer scholarships to Main Street District businesses who would like to attend, whether chamber members or not. Each fall, the program hosts Main Street Academy, and last year's was October 26, 2020, until November 16, 2020. The Program spent \$6,000 on the trainings which had 52 registrants and covered topics on Brand Presence, E-Commerce, and Social Media Marketing.

The Program communicates with the district's businesses weekly to push out information and updates. This was a great way to answer questions and provide resources to businesses before, during, and post COVID-19. The Program uses this form of communication to collaborate and connect businesses with marketing and promotional opportunities. For example, information on registering for the Go! Bastrop Savings Card through Visit Bastrop.

4. Assisting with business recruitment in the Main Street Program area

The building vacancy is the lowest it has been in years due to several building changing owners and opening new retail locations even during COVID-19.

Vacant buildings which are now filled:

- 813 Main Street—Storehouse
- 1015 Main Street—Black & White Interiors
- 912 Main Street—The Painted Porch Book Store
- 910 Main Street—Astro Records
- 901 Main Street—Chubby's
- 711 Chestnut Street—Bastrop Games & Hobbies
- 705 Pine Street—Nature's Divine
- 812 Chestnut Street—Lost Pines Dentistry & Bingham Law
- 1009 Chestnut Street—The Birthing Center
- 1507 Chestnut Street—Stem & Stone

A total of \$7,500 was allocated for business development.

The Main Street Program's Business Expansion Committee creates annual work plans to recruit and sustain businesses in the Downtown District. The Chair of the committee is highly engaged in the buying, selling, and renting of Downtown, so the Main Street Director can connect small businesses with great opportunities and remain part of the process. The committee's action plan consists of sector roundtables, event specific discounts, welcome wagon events, small business toolboxes, holiday open houses, and shop local campaigns. By keeping up-to-date data on available properties and spaces, as well as lists of apartments and HOAs, the committee can provide new businesses appropriate resources to launch in the district.

5. Supporting the BEDC and community in its entrepreneurial and small business programs

With help from the BEDC during COVID-19, Main Street was able to provide downtown businesses with information for financial assistance and other resources on a local and state level. The Main Street Program communicated information and answered questions to push out all rounds of BEDC's COVID Relief Grants.

By Maintaining Downtown's Accreditations and Certifications, Main Street can promote credibility for businesses and drive tourism. It also provides businesses with grant opportunities.

The Main Street Program wrote reference letters for 12 Main Street Businesses for the HartBeat of Main Street Grant Program which funded solutions to help small business owners respond and adapt to the COVID-19 and help to revitalize and strengthen older and historic downtown commercial districts. Grants of \$5,000 to \$15,000 were awarded on a competitive and first-come, first-served basis. The Main Street Program notified businesses of additional grant opportunities during the year.





ANNUAL MAIN STREET PROGRAM ACCREDITATION

To: Staff and Boards of Texas Main Street communities

Date: November 24, 2020 Report due date: **Friday, January 15, 2021**

As referenced in the November 24, 2020 listserv email that accompanied this report, due to COVID impact:

- If you were Accredited for the 2019 report, your program will be Accredited again this year as long as you can show in the updated report that your program has not gone COVID dormant. Please set aside time at upcoming board meetings to review last year's report and provide updates as needed or reference information already submitted in the quarterly Activity reports. If applicable, all self-evaluation scores can remain the same.
- If you were <u>not Accredited</u> last year, please update the report with your board. While it may not result in the program becoming Accredited for the current year, you would still be considered a Main Street America Affiliate program.

Foundational elements/strategy areas of the new National Accreditation **Standards of Performance**:

- 1. Broad-based Community Commitment
- 2. Leadership & Organizational Capacity
- 3. Diverse and Sustainable Funding
- 4. Strategy-Driven Programming (Main Street Transformation Strategy model)
- 5. Preservation-Based Economic Development
- 6. Demonstrated Impact & Result

Due to this reporting, a 4th quarter 2020 Activity report is <u>not</u> due. (Year-end Reinvestment reports/4th Quarter <u>are</u> due January 10, 2021)

How to submit. As in the past, please submit reports electronically via:

- 1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
- 2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

___City of Bastrop____CITY / PROGRAM NAME

- 1 = We do not do this.
- 2= Marginal performance. We do not consistently do this.
- 3 = Average performance. We do this, but there is general agreement improvement is needed.
- 4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Items not presently possible/expected due to COVID impact are crossed through.

A. The **Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our	5
efforts through regular external communications.	
2. An inclusive outreach strategy exists through which all sectors of the community are	5
invited to participate, and which encourages volunteer effort.	
3. Connecting with businesses in the district regularly is a program priority. This includes an	5
active visitation program (by staff, board and committee leaders) and stakeholder	
meetings/activities that provide opportunities for businesses to regularly come together.	
4. The Main Street volunteer base reflects district and community demographics (age, race	1
& ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by	
the make-up of the supporting volunteer structure.	
5. There is active participation from the public sector in the volunteer structure that supports	4
Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	
6. Main Street regularly updates City officials and share progress and impact of the	4
revitalization effort at council meetings and throughout the year.	
7. The supporting volunteer structure of Main Street includes participation	5
from partner organizations such as chamber, economic development corporations, tourism	
agencies, schools & universities, and anchor corporations.	
Self-evaluation score, this section	29

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve	5
its goals and objectives. (Budget detail under Strategy III)	
4. Main Street is included in municipal decisions pertaining to planning and implementation	5
of initiatives for the district.	
Self-evaluation score, this section	20

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. A majority of district property and business owners show commitment to the district's	4
vitality through direct <u>investment</u> of resources in physical, economic, and promotional	
improvements.	
2. A broad base of district property and business owners, residents, workforce, and other	5
organizations participate in revitalization through direct involvement in Main Street	
activities.	
Self-evaluation score, this section	9

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities.	1
(Refer to similar questions under A.)	
2. Local corporations actively support and invest in the district's revitalization program	4
through investment of human (leadership & employee participation) and financial	
resources directly and in partnership with the Main Street program.	
(Refer to similar question under A.7.)	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	4
you do not have downtown residents.)	ļ
Self-evaluation score, this section	5
STANDARD I TOTAL SECTION SCORE	<u>63</u>

Project profile/narrative. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses.

One of the areas that we as a Main Street program have long struggled with is building a volunteer base that reflects our district and community demographics. Our volunteer base and our Main Street Advisory Board are primarily females between ages 45 and 65. After hiring a new City Manager, the City of Bastrop did a major reorganization at the end of 2020, creating a Main Street Department. One of the newly created positions in that Department will be the Community Impact Manager, whose role will be to develop networks, manage partnerships, and engage the public to better support our Main Street program. Showing our commitment to creating a broad base of community members/residents, one of the major duties of that role will be volunteer recruitment, organization, and recognition through relationship building.

This year the Main Street Program continued to communicate with the district's businesses nearly weekly due to the City's Emergency Management role. As both the Main Street Manager and City Public Information Officer, I was able to quickly push out accurate information with a full explanation of the cause and business effect. I answered questions and got our businesses to the right resources to help them in their journey through the pandemic. Because of our Main Street District's size realization to the extent of our City limits, nearly half of all Bastrop businesses are within the Main Street District meaning the communications were impactful.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders,	4
essential partners and community members. (Refer to similar questions under Standard I.)	
2. The Board leads through strategy, which includes annual review of organizational and	3
programming efforts in a retreat setting; an active work plan guided by the Board that aligns	
with strategies; and focus on strategies through the business segments of monthly Board	
meetings.	
3. Each board member demonstrates an active level of board participation through regular	4
attendance at board meetings.	
4. Board members are active advocates for the program and the district.	3
5. Every Board member, in addition to attending meetings, has a working role in different	5
aspects of the program, by leading or participating in committees or teams and projects	
throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for	5
board service. (Note: examples are in the Online Resource Library)	
7. Board members participate in leadership development and trainings that	3
support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main	5
Street Approach, board roles & responsibilities, the district, agreements with the	
coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to	5
Board service.	
Self-evaluation score, this section	37

B. Supporting Volunteer Structure.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. All four points of the Approach are addressed through the work plan and program	2
activities. Note: Specific questions about the Work Plan is covered in Standard IV.	
2. There is a volunteer coordination structure in place that includes rotation and retention	1
initiatives.	
3. Each volunteer committee, team, task force, and project or activity has active chair or co-	5
chairs and enough supporting members to implement their focus effectively and	
carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together	3
throughout the year to ensure cross-collaborative effort and alignment of strategy.	
(i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	3

6. The organization has active volunteer recognition initiatives and activities that highlight	5
the talent, contributions, and impact provided by individuals and groups within the	
organization.	
Self-evaluation score, this section	19

C. Professional Program Management.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. (Note: see related questions under Standard III)	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	5
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	5
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 th Q Activity report due to this submission. 4 th Q reinvestment reports due January 10, 2021)	Texas Main Street office will score this based on your report submissions.
Self-evaluation score, this section	35

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value
	(1=low to
	5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission	5
statement. The Board reviews the mission statement annually and uses it as a tool to help	
evaluate the organization's priorities, areas of focus and involvement, and to drive the	
program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed	3
communication tools, and projects and activities.	
3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	4
Self-evaluation score, this section	17

Project profile/narrative. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.

One of the areas that we are average in is having our board members participate in leadership development and training that support board roles and knowledge base in revitalization. Us being average is mainly because of the sheer size of the Main Street Managers role before the City of Bastrop's reorganization. After the reorganization, we have created a Main Street Department that encompasses two new roles- a Community Impact Manager and Special Events Manager. Our Community Impact Manager will manage relationships within our Main Street. Our Special Events Manager will oversee Main Street District events whether, hosted by the Main Street Program or an outside organization. Because we will have two full-time staff members focusing on those two large roles customarily taken on by the Main Street Manager, it will free up the Director to focus on Board engagement, including leadership development.

Our Main Street program at the City of Bastrop only focuses on three of the four-point approach: The City had a robust Historic Landmark Commission and Historical Society before creating our Main Street Program, which has done an incredible job of protecting and revitalizing our historical assets. We work closely with our Historic Preservation Officer for Certificates of Appropriateness for our Downtown buildings and our application to become a Certified Local Government. * As mentioned in Section 1, we are looking forward to hiring a Community Impact Manager to oversee our Main Street volunteers, including creating a coordination structure that includes rotation and retention initiatives. The Community Impact Manager position posted at the beginning of January, and we have already received nearly 50 applications. The goal is to have that position hired by the end of February 2021.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has Diversified Funding Sources.

Please explain budget adjustments due to COVID here.

Our budget was not reduced due to COVID- in fact we have some new initiatives we wanted to do and it was slightly increased.

Key Indicators	Value
	(1=low to
	5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate	5
city funding.	
2. District stakeholders (businesses and property owners, workforce, residents,	5
organizations) invest in Main Street programming and revitalization efforts through	
partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc.	
(Also asked in Standard I.)	
3. Similarly, community-wide individual and organizational stakeholders understand	5
downtown's value and invest in the effort. (Also asked in Standard I.)	
Self-evaluation score, this section	15

B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	2
2. Work aligns with financial capacity.	5
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	5
4. The budget adequately covers programming and activity expenses.	4
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	5
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	N/A
9. For urban non-profits: There has been an independent financial review in the last 12 months.	N/A
Self-evaluation score, this section	31

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street ApproachTM has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

STANDARD III TOTAL SECTION SCORE

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. Feedback from district stakeholders is regularly collected.	3
2. We have up-to-date district market, economic and demographic data.	2
3. Our vision and mission (outlined in Standard II-Leadership) drives our work.	5
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	2
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	3
Self-evaluation score, this section	15

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

De l'imm server s' vi din l'imm is l'inglieu es server de server gles una ene l'imm server i l'eme	
Key Indicators	Value
	(1=low to
	5=high/strong)
1. We have a Plan of Work driven by market understanding.	2
2. We are (please indicate which one) exploring / have begun / have adopted a Transformation	3
Strategy plan of work.	

46

3. Our work plan has activities across all four points of the Approach.	3
Self-evaluation score, this section	
STANDARD IV TOTAL SECTION SCORE	R

Please submit your current work plan as a separate document. To allow us to provide assistance as needed in 2021, please answer the following:

☑ Our work/action plan reflects what was in place before COVID and we expect it will need to be adjusted
during 2021
\square Our work/action plan reflects what was in place before COVID but we $\underline{DON'T}$ expect that it will need to be
adjusted during 2021
☐ Our work/action plan has been adjusted to reflect anticipated post-COVID proposed activities
□ Other

Reference: Main Street Transformation Strategy planning model (Planning for Recovery)

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year	5
through reinvestment activity and appropriate design work from façade and building	
rehabilitations, signage, awnings, maintenance etc. (We will reference reinvestment &	
design reports for this section.)	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes No	5
3. There is an educational program in place to build community awareness about the	5
value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details</i> .	3 in process
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. (Mark as '3' if it only applies to projects receiving	5
local grants; '5' if there is review for any work in the Main Street district.)	
7. There is a recent business/property inventory. (Also asked in Standard IV)	3 updating this year with new CM
8. Volunteer leadership, staff seek out preservation-based training and as a result are	5
confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate	5
improvements to historic resources in the district.	

10. Ordinances, activities and/or incentives have been put into place to address and target	3
issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12	5
months.	
12. We are live/public on DowntownTX.org.	Yes, updating this
	year
13. We are actively working to become live/public on DowntownTX.org.	N/A
Self-evaluation score, this section	49
STANDARD V TOTAL SECTION SCORE	49

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during 2020, with before/during/after images and a brief description of the work. This can include investment pertaining to COVID responses.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS.

Key Indicators	Value
	(1=low to
	5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	Texas Main Street
	office will score this based on your
	report submissions.
2. Reinvestment into the district during the year and over time indicates improvement is	5
occurring.	
3. The Main Street program is recognized and valued locally as the driver of the	5
revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or	5
designations over the year (i.e. Texas Downtown Association President's Awards, THC	
Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund,	
etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	4
6. There are long-time businesses in downtown, providing evidence that there is a	5
marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown	4
are prepared for and capable of effectively running a business. 'Hobby' businesses have	
decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their	5
responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	3
10. Downtown's occupancy rate has increased over time, including second floor uses.	4
11. Downtown has destination businesses.	5
Self-evaluation score, this section	45
STANDARD VI TOTAL SECTION SCORE	45



2021 Quarterly Local Program Activity Overview Submit with each quarter's Reinvestment Report

PROGRAM NAME:

City of Bastrop
THIS REPORT COVERS:
☑ QUARTER 1 (covering January-March, due April 10 th)
QUARTER 2 (covering April-June 2020, due July 10 th)
☐ QUARTER 3 (covering July-September, due October 10 th)
(Your QUARTER 4 Activity will be part of the annual report/ Community Accreditation Standards that will be due in December 2021.)
This Activity Report aligns with the national office's new Community Accreditation Standards (the former 10 Criteria), which Main Street communities nationwide will now submit to their coordinating programs as the annual report at the end of each year. That evaluation is now a strong component of determining National Accreditation. Using this activity template, local programs should briefly summarize activity as they relate to the revised standards, which outline general guidelines for performance:
1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding 4. Strategy-Driven Programming (Community Transformation Strategies)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result
Using this new Quarterly Activity template, you should be able to more efficiently and effectively complete the annual self-evaluation (to be distributed in late fall 2020). Completion of these quarterly activity reports, and the annual report, should be a joint effort of both staff and board. This template should not just list activities or board/staff meetings; it should show how the program's work/activities in its plan of work drives strategies and alignment with the standards (or working toward that). For those that have not yet adopted transformation strategies, this report should help in that process. Regardless of your program structure or process (i.e. traditional committees, task forces etc.) evidence that your program adheres to the Main Street Four Point Approach™ should be evident, as this remains the foundation of our work and the nationwide success of the Main Street movement. https://www.mainstreet.org/mainstreetamerica/theapproach "The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a
focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy."
We have adopted and articulated our Main Street Transformation Strategy or strategies ⊠Yes □ No Please summarize your strategy or strategies:
For the past twelve years, the mission of the City of Bastrop Main Street Program has been to be a stimulant for the economic health, design, and promotion of the entire historic Main Street District through community partnerships and grassroots community involvement.
Our work is completed through: Traditional four-point committee model Task forces/Project committees OtherX Combination

Please provide a brief description of activity below. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if needed. (not required).

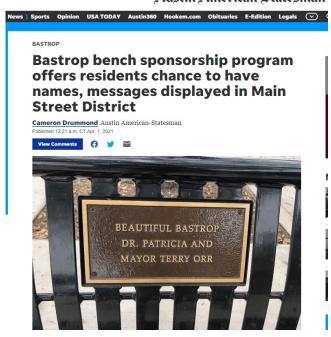
ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

During the first quarter of 2021 our Main Street Rehabilitation Project was officially completed allowing our businesses to expand their business footprint on the new ADA compliant super wide sidewalks. The Main Street Business Retention Committee has met several times to create the new Clear Zone Accessibility Zone Guidelines to allow our businesses to utilize the new space in a way that protects ADA access, does not distract from our community gathering space, and protects the aesthetic of our Main Street. Our historical Main Street Heritage Bench Program has been doing incredibly well with 20 or our 31 benches having already sold. All funds collected from the bench sales are being set aside for a future Main Street beautification project as determined by the Board.



Austin American-Statesman

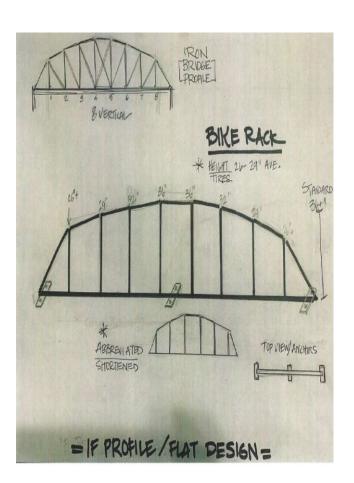


DESIGN

Please provide images/descriptions on separate pages for any physical improvements completed during the quarter (before/after). The data should also appear in your reinvestment reports.

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Our Main Street Design Committee has worked hard during the first quarter of 2021 with several design projects including new bike racks and the rebranding of our parking lots. New bike racks were part of our original Main Street Rehabilitation Project but unfortunately, due to increasing the scope of paving, the bond ran out of funds for new bike racks. We were able to secure the Rotary Club to pay for the new bike racks which will be fabricated at the Smithville High School trade school. The Design Committee worked on the bike rack design which will look just like Bastrop's Old Iron Bridge. We are hoping to have them fabricated and installed this summer. The Design Committee has also been working on the rebranding of our City Parking Lots. Last year Bastrop was named one of the four inaugural Texas Bird Cities so the Committee has decided that each of our public parking lots will be named after a different bird. Rebranding will include a new digital parking map whose code will be given to businesses in the district for their web sites, a parking brochure, new flags in the lots, and new wayfinding signage to the lots.



Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

This quarter we continued our min-series on our Downtown Facebook page called "The Downtowner". In this video series we visit our downtown businesses and humanize the person and the business. We have also continued our Bastrop Strong campaign highlighting the theme that we are strongest when we support each other. The Main Street Summer in the City Committee has begun meeting to plan our June event- a street festival with live music, a cornhole tournament, farmer's market, City touch a truck and kickoff to the Library's Summer Reading Program. Planning has also begun to bring back the Farm Street Opry at our downtown Convention Center beginning in June- a monthly traditional County music event.





Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.	Our Main Street Advisory Board has a new Board Member after a previous Board member finished their term. She is part of an insurance agency on our Main Street, a former employee of our Bastrop Chamber of Commerce, and will lead our Summer in the City Committee. Main Street has continued its partnerships with many local organizations including the Bastrop Chamber of Commerce through ribbon cuttings for our downtown businesses and Visit Bastrop with transfer of our Downtown Bastrop website to a microsite under their domain.
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Submit to: mainstreet-reports@thc.texas.gov

Thank you!



2021 Quarterly Local Program Activity Overview Submit with each quarter's Reinvestment Report

PROGRAM NAME:

City of Bastrop
THIS REPORT COVERS:
☐ QUARTER 1 (covering January-March, due April 10 th)
☑ QUARTER 2 (covering April-June 2020, due July 10 th)
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Your QUARTER 4 Activity will be part of the annual report/ Community Accreditation Standards that will be due in December 2021.)
This Activity Report aligns with the national office's new <u>Community Accreditation Standards</u> (the former 10 Criteria), which Main Street communities nationwide will now submit to their coordinating programs as the annual report at the end of each year. That evaluation is now a strong component of determining National Accreditation. Using this activity remplate, local programs should <u>briefly summarize</u> activity as they relate to the revised standards, which outline general guidelines for performance:
1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Community Transformation Strategies) 5. Preservation-Based Economic Development
6. Demonstrated Impact & Result
Using this new Quarterly Activity template, you should be able to more efficiently and effectively complete the annual self-evaluation (to be distributed in late fall 2020). Completion of these quarterly activity reports, and the annual report, should be a joint effort of both staff and board. This template should <u>not</u> just list activities or board/staff meetings; it should show how the program's work/activities in its plan of work drives strategies and alignment with the standards (or working toward that). For those that have not yet adopted transformation strategies, this report should help in that process. Regardless of your program structure or process (i.e. traditional committees, task forces etc.) evidence that your program adheres to the Main Street Four Point Approach™ should be evident, as this remains the foundation of our work and the nationwide success of the Main Street movement.
We have adopted and articulated our Main Street Transformation Strategy or strategies
stimulant for the economic health, design, and promotion of the entire historic Main Street District through community partnerships and grassroots community involvement.
Our work is completed through: Traditional four-point committee model Task forces/Project committees OtherX Combination

Please provide a brief description of activity below. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if needed. (not required).

ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

During the second quarter of 2021, our historical Main Street Heritage Bench Program sold all benches, a total of 25. The Main Street Advisory Board decided to purchase additional benches with the funds and there is currently a waitlist for the next round of benches. All remaining funds collected from the bench sales will be allocated for a future Main Street beautification projects to be determined by the Board.



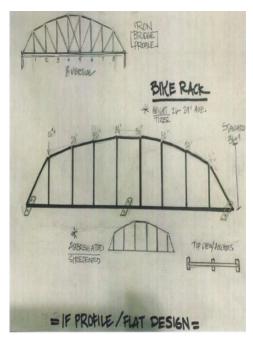
During quarter two, Bastrop hosted four large groups to our Downtown through our partnership with Visit Bastrop. Texas Non-Profit Theatres brought 600 attendees with an economic impact of \$388,614. Republic of Texas Motorcycle Rally had 1,500 attendees with \$109,610 in economic impact. Cult Class brought 1,000 attendees with \$72,083 in economic impact. Texas Our Little Miss Scholarship brought 150 attendees with \$29,572 in economic impact.

DESIGN

Please provide images/descriptions on separate pages for any physical improvements completed during the quarter (before/after). The data should also appear in your reinvestment reports.

The Main Street Design Committee is awaiting a protype for the first bike rack, funded through the Rotary Club and fabricated Texas State Technical College in San Marcos. The design is a reimaging of Bastrop's Old Iron Bridge.

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

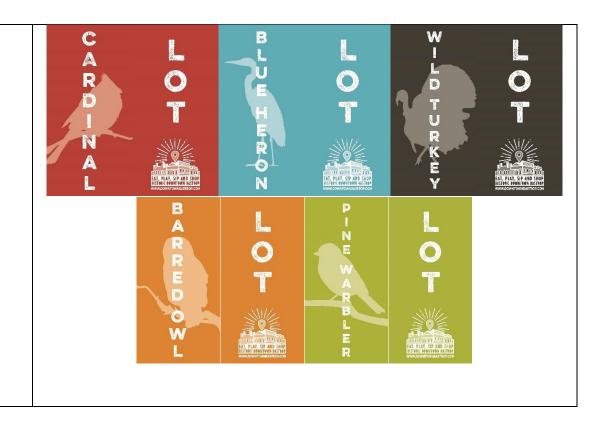


The Design Committee has also been working on the rebranding of our city parking lots with new flags, a parking brochure, and wayfinding signage. Bastrop was named an inaugural Texas Bird City in 2020, so the Committee partnered with the Bird City Coalition to rename each parking lot after a native bird. The Main Street Board is also considering placing 8-10 large bronze statues on Main Street provided by the Deep in the Heart Foundry. This is through an Art Immersion project, where the Foundry will place the statues temporarily until they sell. Once sold, the statues will be replaced with a new design.









PROMOTION

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

This quarter the Main Street Summer in the City Committee facilitated our Summer in the City event. The event was originally scheduled for June 5th, but due to weather concerns, it was rescheduled in conjunction with the Juneteenth Celebration on June 19th. The event was 11:00am until 11:30pm on Main Street and consisted of live music, oversized games, farmer's market, City Touch-A-Truck, community service groups, two community art projects, Juneteenth awards ceremony, Bastrop Public Library Summer Reading Program and Community Adventure, and a street dance. The first Farm Street Opry kicked off in June at our downtown Convention Center and 172 people attended the first show.



Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. Main Street has continued its partnerships with many local organizations including the Bastrop Chamber of Commerce through ribbon cuttings for our downtown businesses and Visit Bastrop with transfer of our Downtown Bastrop website to a microsite under their domain. Main Street has some new partnerships with the Deep in the Hear Foundry and Cultural Arts Commission to implement the Art Immersion project. Due to inclement weather, the Summer in the City committee partnered with the Juneteenth Committee to facilitate the Juneteenth Celebration and Summer in the City event.

Submit to: mainstreet-reports@thc.texas.gov

Thank you!

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD April 14, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday April 14, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members preset were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Steph Lewis, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers, Kathy Danielson

- **1. CALL TO ORDER:** At 5:36 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- 3A: Boots and Bling fundraiser for Childrens Advocacy Center upcoming 3B: April Chamber Luncheon attended by Rebecca reviewed BISD bond 3C: Bird lover weekend upcoming in May -- Weekend events hosted by Bird City Bastrop and Main Event; Main Street to promote
- 3D: May Fest also approaching in May at LPAC -- will have an outdoor market 3E: Discussed possible reorganization of board considering new position within city. New position will be responsible for community engagement and collaborating with "stakeholders" (70+ groups hosting events in Bastrop). Rebecca explained how new position and stakeholders group will work together to achieve more in sync efforts and promotion
- 3F. Radiant Mama and KC Outfitters had ribbon cuttings

4. REPORTS:

4A: Main Street Manager report: 15 of 25 benches have been sold totaling \$18,000. Additional bench cost; 8 benches for \$11, 160 with freight cost of \$1,828 totaling \$12,988. Spoke with Firebaugh, California about potential trash cans. They are happy with the trash/recycle combo. Parks team likes the size. All in cost -- 22 cans for \$22,608 + freight \$3,384 totaling \$25,999. Waste Connections will help sponsor if Main Street does a downtown recycling education program. THC Quarterly activity report done; quarterly reinvestment total \$236. National Trust Main Street Now conference taking place online in upcoming week; brief review of types of sessions being offered.

5. PRESENTATIONS:

<u>5A. Partner check-in with Visit Bastrop:</u> VB Director reviewed all partners VB was in collaboration with for past quarter; reviewed how visitor data is compiled; discussed how content is created; discussed how they support events; discussed sales goals and returns; discussed marketing efforts

6. WORKSHOP:

<u>6A. Downtown parking:</u> Discussion about keeping 15 parking spots after curbside spots are no longer available/needed. Discussion around bringing back 2 hour parking limits. Paid parking ruled out to avoid off-putting customers and community. Decided to send a letter to downtown businesses with new parking rollout to encourage employees and business owners to park off Main Street.

<u>6B. Possible Market Days:</u> Some businesses have requested market days to utilize new sidewalks from rehab project. This would be a new project for Main Street to build from scratch, possibly involving a new committee. Tabled for another meeting.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

<u>7A</u>: One seat still vacant on board; ideas for needs

7B: Summer in the City planning

8. ADJOURNMENT: The meeting was adjourned at 7:23 without objection.

APPROVED:	ATTEST:
Insert name and title of signer	Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD May 12, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday May 12, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members preset were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Steph Lewis, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers, Kathy Danielson

- **1. CALL TO ORDER:** At 5:33 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- 3A: Hello: My Baby opens at Bastrop Opera House May 14, 2021
- 3B: Perseverance in the Pines Golf Tournament May 22, 2021
- 3C: Summer in the City June 5, 2021
- 3D: Juneteenth Celebration June 19, 2021
- <u>3E:</u> Patriotic Fest July 3, 2021. Chamber Director joined to give update. Will have 5k in the morning of July 3; shuttle service will run from Convention Center to park; kid train rides; Colorado River Alliance will participate; food contests; music still TBD; choir performance; fireworks show. Volunteers still needed.

4. REPORTS:

- <u>4A: Main Street chair report:</u> Market Days discussion from last meeting still on the table. A volunteer to lead as chair of that event would be needed. The proposal is put on hold until that person is identified. One position remains vacant on board. Need to identify what skills are needed/missing on board for next meeting.
- 4B: Main Street Manager Report: Store House Market & Eatery ribbon cutting took place May 6, 2021. Working with Visit Bastrop to create a microsite on the Visit Bastrop website. The new micro site will include service industry businesses. All heritage benches have been sold totaling \$37,500. The new Community Impact Manager will create a proposal for the recycling education program for waste provider to review. It has been confirmed once program is implemented, all trash and recycling receptacles will be purchased.
- <u>4C. Summer in the City Report</u>: Scheduled for June 5, 2021, 11a-5p. Will have live music including Black Cat Choir, retail vendors, artisan vendors, food & beverage options, community non-profit tables hosting kid activities, animal adoptions, chalk art, touch-a-truck, library programs and street games. Volunteers still needed.

<u>4D. Design Committee Report:</u> Working to reprint bridge flags in larger format with more durable material. Moving current bridge flags to Spring Street. Flags along Main Street will be changed out seasonally to promote events. Locations for bike racks and potted plants are being discussed. Rotary will sponsor the bike racks and welding students will do the production. Rebranding parking lots to reflect bird names to incorporate Bastrop recently becoming a certified Bird City.

5. PRESENTATIONS:

<u>5A. Partner check-in with Bastrop Chamber of Commerce:</u> CoC director gave updates regarding chamber. Chamber has worked hard to rebuild post-pandemic and feels they are back at full capacity. April officially marked back to 100% in person events. Remains committed to strengthing Bastrop businesses and getting the community back on their feet.

6. WORKSHOP: None

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A: Heritage benches: Purchase of additional 8 benches to place between Walnut Street and Ferry Park totaling \$12, 988 including freight was discussed. Would allow for additional sponsorship opportunities. A motion was passed to proceed with next round of purchasing.

7B: March Minutes were approved

8. ADJOURNMENT: The meeting was adjourned at 6:12 without objection.

APPROVED:	ATTEST:
Insert name and title of signer	Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD June 16, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, June 16, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members preset were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Steph Lewis, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers, Kathy Danielson

- **1. CALL TO ORDER:** At 5:33 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- 3A: One-Act Play presented by the Bastrop Youth Performing Arts Academy will be at the Opera House on June 18, 2021
- <u>3B: Juneteenth and Summer in the City</u> (SIC was rescheduled due to weather) will be on June 19, 2021, 11a-11:30p.
- 3C: Patriotic Fest July 3, 2021. Volunteers still needed.

4. REPORTS:

- 4A: Main Street chair report: The Carts program downtown is going well.
- <u>4B: Main Street Manager Report:</u> City Council is making changes to sign code. Handouts were given to reflect changes. Changes include revising code corridors, prohibiting of signage taking up more than 15% of building, all lighting must point down to light signs, no blocking of site triangles, and limiting for 1 sidewalk sign per property which must be in furnishing zone. The new Community Impact Manager, Candice Butts, was introduced to board.
- <u>4C. Summer in the City Report</u>: Partnered with Juneteenth celebration. Now scheduled for June 19, 2021, 11a-11:30p. Peterson Brothers set to perform. Volunteers still needed.
- <u>4D. Design Committee Report:</u> Rebranding parking lots to reflect bird names to incorporate Bastrop recently becoming a certified Bird City. Ready to roll out new parking map. Next decisions will focus on placement of bike racks, potted plants and art from foundry.

5. PRESENTATIONS:

<u>5A. Partner check-in with Deep In the Heart Art Foundry/Art Immersion:</u> The foundry will be opening new showroom space in downtown business district. Goal is to build Bastrop's reputation of "art friendly" with new space and 10-15 large sculptures installations throughout downtown. Hope to create unique visitor experience, enhance exploration of downtown and increase social media content. Only ask is that the city ensure the art while on property.

<u>5B. Fiscal Year 2022 Budget:</u> New fiscal year budget and changes were discussed. Handout reflecting items was given.

6. WORKSHOP:

<u>6A. Board Skills:</u> Discussion regarding remaining seat on board, what skills are missing from board and what are needed. Suggestions are to be made at next meeting.

- 7. ITEMS FOR INDIVIDUAL CONSIDERATION: None
- **8. ADJOURNMENT:** The meeting was adjourned at 7:09 without objection.

APPROVED:	ATTEST:
Insert name and title of signer	Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD July 14, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, July 14, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members preset were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Steph Lewis, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers

- **1. CALL TO ORDER:** At 5:30 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS: No citizen comment.
- 3. ANNOUNCEMENTS:
 - 3A: Corvette Invasion begins this Friday, July 17, 2021
 - 3B: A Midsummer Night's Dream at Bastrop Opera House July 9, 2021
 - <u>3C: Art Immersion Conference</u> hosted by Lost Pines Art Center taking place July 16-18, 2021
 - 3D: Board and Commissions Open House set for July 15, 2021 from 4p-6p

4. REPORTS:

<u>4A: Main Street Manager Report:</u> Rebecca completed and turned in quarterly activity and reinvestment report to Texas Main Street. Board will help with annual report. Rebecca and Candice participated in Downtown Business Association Summer Camp virtual conference. Budget amendment was brought to City Council for trashcans; will secure funds for trashcans so funds are available for Waste Connections when the recycling education program.

<u>4B: Summer in the City Wrap Report</u>: Great turnout even though date was changed on short notice. Working with Juneteenth was a beneficial partnership. Had 23 volunteers plus additional board members.

<u>4C. Design Committee Report:</u> Added "historic" to iron bridge flags. Added double flags on bridge as well. Parking lot flags have been approved. Design Committee walked Main Street at last meeting to decide on bike rack and potted plants placement. Also reviewed suggested locations for sculptures from foundry.

- 5. PRESENTATIONS: None
- 6. WORKSHOP: None
- 7. ITEMS FOR INDIVIDUAL CONSIDERATION:

- 7A. Discuss and consider action for Art Immersion Deep in the Art Foundry (see attached). Motion was made and carried.
- 7B. Discuss and consider action for recommendation to the Mayor of a new appointment to the Main Street Advisory Board. There is a potential person very interested. Must have the application to serve on board for a motion to be made. Item tabled.
- 7C. Consider action to approve meeting minutes from the April 14, 2021, May 12, 2021, and June 16, 2021 meetings. Items not in agenda packet; will consider next month.
- **8. ADJOURNMENT:** The meeting was adjourned at 6:29 without objection.

APPROVED:	ATTEST:
Insert name and title of signer	Insert name of person attesting