

Bastrop Main Street Advisory Board

Bastrop City Hall

City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



Agenda - June 13, 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. Approval of May 9, 2018 Main Street Advisory Board Minutes
3. Volunteer Fair- Dick Smith
4. Revisions of the Board Appointment Process and Volunteer Fair
5. Director's Report
 - a. Bastrop, TX App
 - b. July 20th, Breakfast Bites
 - c. Cultural Arts Master Plan
 - d. Partner Updates
 - e. Patriotic Festival Call for Volunteers
6. Main Street Committee and Project Updates
 - a. DESIGN: Downtown Beautification Update & FY 18 Grant Funding
 - b. PROMOTION: Table on Main 2019 Date, BISD Bingo, Lost Pines Christmas

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, June 6, 2018 at 3:00 p.m. and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

CITY OF BASTROP MAIN STREET ADVISORY BOARD
Minutes of the May 9th, 2018 Regular Meeting

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:30 p.m. Attending were members Michelle Adams, Steve Bridges, Sandra Grawunder, Jennifer Long, Terry Moore and Naseem Nianani. Also attending were BMSP Director Sarah O'Brien, Bonnie Coffey, chair of the Economic Vitality Committee, City Council member Bill Ennis and Visit Bastrop President/CEO Dale Lockett.

March 14 and April 11 Minutes: : On a motion by Michelle, seconded by Terry, the Board approved the minutes of the Dec. 14 Board meeting and of the April 18 Board meeting with no corrections.

MSAB Director's report: Sarah updated the Board on several business changes in the Main Street Program Area:

- With the turnover in Planning and Zoning, there is a need for an experienced P&Z Director. It has been difficult to procure documents and Sarah will be working with the Department to organize Planning & Zoning.
- Main Street Program budget will be turned in soon. We are hoping to double Special Events revenue.
- Main Street Emporium has two new vendors.
- Shaun has left BEDC. They are currently seeking a new director. 921 Main Street has something to be announced soon.
- The Georgetown Main Street Program visit is scheduled for June 5th, 9:00 am til lunchtime.
- HOT Funding applications have proposed changes for special events. They are currently drafting a policy for the changes.
- Augustine Advertising Agency has been hired for branding. A survey is available from Chamber to identify branding and marketing for Bastrop.
- BAIPP art installations will commence June 9th at the Art Centre.

The **Cultural Arts Master Plan** is expecting recommendations later this year.

Bastrop's second annual "**Imagine the Possibilities Tour**" has been cancelled.

Committee Activities:

- **Design Committee:** The new wayfinding (parking) signage has been installed. Downtown Beautification review is underway to locate opportunities for landscaping, benches and trash bins. Bastrop in Bloom is anticipated to begin placing landscaped planters in the fall. The high school shop class is designing and building the planters, and Texas A&M Horticultural Department is assisting with a list of plants suitable for the downtown environment.
- **Promotion Committee:** Table on Main was reported to be a successful event again this year. The Trick or Treat Trail will maintain the same venue and format as last year.

With no further business to come before the Board, the meeting adjourned at 6:40 p.m.



MEMO

DATE: June 3rd, 2018
RE: Bastrop, TX APP Cancellation
FROM: Sarah O'Brien

Overview

In 2012 the Bastrop Main Street Program launched the Bastrop TX app with third party app developer, Go Local. The original development of the app was \$,. The annual contract fee to Go Local is \$1,000 plus any additional fees for added categories or major changes to the content delivery setup. Since 2012 the City of Bastrop has spent approximately \$11,000 on annual maintenance, additional programming fees, and updates directly to Go Local. We do not have an accurate estimate on the amount of contract labor and internal personnel costs for keeping the app current prior to 2016. Some of these expenses were absorbed through the Downtown Business Alliance.

The app has had several positive outreach campaigns. However the Main Street Program never subscribed to the advance analytic tracking components with Go Local, so it is difficult to gauge which campaigns worked and which didn't. From creative signage, hotel placement, to digital ads, the app has had additional funding dedicated to awareness and promotion of the technology. Staff has not felt it was prudent to spend time researching the labor and hard costs associated with these campaigns over the last six years.





Intent

When the Bastrop, TX app was launched Bastrop Main Street was considered a pioneer in downtown programs for engaging in the development, management and promotion of an app. Over the course of the last six years the app has had several lapses in maintenance due to staff's technical expertise levels. "Ownership" of updating and promoting the app has ranged from contract labor, to partner organizations like DBA and the Visitor's Center maintaining the data. When Becca Pentland began working for the Main Street Program in January 2016, the Bastrop Main Street Program was finally able to maintain the app internally. Becca should be commended for her passion, enthusiasm and dedication to the Bastrop, TX app.



Because Bastrop lacked a local Destination Marketing Organization with boots on the ground the intention was for the app to be a one stop shop for visitors to access everything there was to see and do in Bastrop, spanning a far greater reach than the typical downtown programs app or website. For several years the app was heavily utilized by locals to stay up to date on places to eat, special events and things to do. We are certain visitors also utilized the app when visiting Bastrop, as I attended a conference in Bastrop in 2013 and downloaded the app during my visit. Unfortunately like most tech savvy travelers I removed the app shortly after my visit as it was no longer useful to me. With the ever-changing technology landscape, user content generated travel platforms, and increased need for instant



gratification mobile friendly websites and travel specific apps like yelp have taken a lead over general community or destination apps.

Today

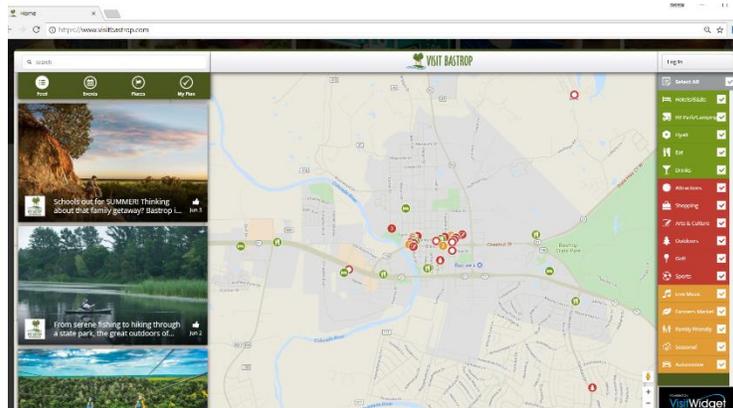
Go Local's software does not allow integration with our web platform (past, current, or future) so data must be managed on separate platforms which is labor intensive, cost prohibitive, counterproductive, and quite frankly out of date with today's technology. With the launch of www.visitbastrop.com in October and increased demands on staff the app has not been updated or maintained regularly the last six months.

Now that Visit Bastrop is in its infancy stages and is maintaining a comprehensive, mobile friendly destination website, the Bastrop, TX app's original purpose is a duplication of those efforts. Prior to the launch of Visit Bastrop, we launched Visit Widget, a destination specific app and desktop and mobile trip planning platform. This app originally debuted on www.visitlostpines.com in the Spring of 2017 and is now an integral part of www.visitbastrop.com.

Using a desktop device, log on to www.visitbastrop.com and click on the green medallion as demonstrated below:



Below is the "Widget" that allows you to plan your entire weekend, retreat or conference in Bastrop. As a local, I find it helpful in planning activities for myself and my friends and family when they visit.



When searching “Visit Bastrop” from your mobile device you are prompted to download the widget in the App Store. Users can also search directly in their App store for the platform.



While Visit Bastrop has not yet promoted this platform in their marketing efforts, we are hopeful that once a marketing plan is developed this resource will be fully communicated to the local community as well as potential visitors.

Data

City of Bastrop Main Street Program 1408 B Chestnut Street, 512-332-8996, www.bastropdowntown.com



. Since we never subscribed to the advanced analytics and did not actively monitor the data we do not believe it is a critical component to this story. The data is not user friendly and difficult to understand. We also believe it does not paint an accurate picture. During the summer of 2017 staff contacted Go Local about the possibility of cancelling the app, subsequently download and usage data spiked significantly during that time frame.

Since January 1st of this year there have been a total of 866 sessions of the app across all platforms and users, averaging 0.79 users per day.

Conclusion

Industry trends continue to demonstrate that destinations are using tools like Visit Widget and expanding mobile friendly sites so that users have instant access to a destination. The app landscape has dramatically changed over the last six years as well in part due to the expanding landscape of various social media platforms. Most of today's "destination apps" serve a specific purpose: restaurant reviews, walking tour guides, 3-D experiences etc. Travelers and locals are also utilizing social media to guide their decision process.

With Visit Bastrop now spearheading our destination marketing efforts, the Bastrop Main Street Program will continue to hyper focus our efforts on the program area. We will be launching the new www.downtownbastrop.com July 1st. Here is a sneak peek of the refreshed site that aligns with Downtown Bastrop's current marketing efforts and eliminates duplication of efforts that occur on our current site now that www.visitbastrop.org is live.





**Neighbors
Kitchen & Yard**
601 Chestnut Street



**Paw Paw's
Catfish House**
1014 Main Street



**Piney Creek
Chop House**
703 Chestnut Street



Simply Sweet
1010 Main Street



The 602 on Main
919 Main Street



**The Main Street
Café**
1006 Main Street



**The Old Town
Restaurant & Bar**
931 Main Street



**Tough Cookie
Bakery**
601 Chestnut Street,
Suite D

The Bastrop, TX app while a great tool when launched has now become antiquated, redundant and unnecessary.

Effective July 1st the App will no longer be available for android or apple devices. Staff has downloaded all of the data from the app. We will post notification on our website for the public.

If you have any questions don't hesitate to contact me.

Sarah E. O'Brien
City of Bastrop
Hospitality & Downtown Department Director
sobrien@cityofbastrop.org
512-332-8982 Office
512-308-8046 Cell



2018 City Of Bastrop Patriotic Festival

Bastrop Chamber Of Commerce

We would love for you to volunteer to help with the Bastrop Patriotic Festival!

This year's festival will be held on June 29 and 30. We will need volunteers of all ages and abilities over the course of those two days. You do not have to be a member of the Chamber to volunteer!

If you have any questions about volunteering, please feel free to call the Chamber at [\(512\) 303-0558](tel:5123030558) or email info@bastropchamber.com. All volunteers will be asked to attend at least one meeting (possibly more, depending on

your assigned duty) and provided with a volunteer shirt to wear at the time of your shift.

Location: Fisherman's Park

Name: _____ Email: _____

Phone: _____

Name: _____ Email: _____

Phone: _____