

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
June 14, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, May 10, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Stephanie Lewis, Ron, Lippy and Anne Marie. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 6:00 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A. Refer to handout in agenda.

4. REPORTS:

4A: Main Street Manager Report: No new businesses were opened in the month of May.

The Cultural Arts Commission has launched an art call for a multi-year iconic art project. Different mediums of art will be represented based on birds of Bastrop. The project will eventually lead to a park with a bird themed playscape.

The crosswalk murals are getting redone with thermos plastic that will endure longer than paint. Future artists will be asked to submit digitally. An asphalt grant was applied for to cover some of the expense.

Signage locations for wayfinding project have been identified. There are 18 in total. The CDC will be paying for the project. The design committee have been working to code signs with types of businesses they represent.

TDA awards are approaching and have sent in nominations for the award considerations.

The next Main Street Academy, a three part series, is already sold out.

The next townhall social is set for Monday, September 11. The theme will be the upcoming event season and partnership opportunities around them. The speaker will discuss maximizing on downtown events.

4B. Halloween Report: The annual Halloween festivities will return to Main Street this year. It will happen on the north block only for safety concerns to avoid crossing Chestnut.

5. PRESENTATIONS:

5A. Diversity, Equity and Inclusion Board Project: The St. David's Foundation Has awarded a \$600 grant for a mural project. Cheryl Lee, City Councilwoman, presented a plan to start a mural project in the Kerr Community Park. The hope is to begin in January 2024.

6. WORKSHOP:

6A. Transformation Strategies: The board spent time brainstorming tasks for the strategy goal to increase local awareness on the diverse culinary assets in the downtown district. The tasks identified were: Promote sidewalk dining, send welcome bag with info to new residents, wayfinding signage, highlight various restaurants on social media and include an interesting aspect of one of their featured dishes.

The Board also spent time brainstorming tasks for the goal of attracting niche restaurants and entertainment venues. A task identified was encourage existing restaurants to host a "pop up" chef to increase varieties on menu.

The next goal in the strategy was attracting and maintaining a reliable workforce. The tasks identified were: create a general "work downtown" job application to put on downtown website, partner with groups/businesses on training opportunities for management or business plans, etc, and connect with BISD culinary arts and hospitality program.

6B. Main Street Advisory Board Committees: The newest members of the Board selected committees to join as is written in the bylaws.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from April 12, 2023 and May 10, 2023: Tabled for next meeting.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times: A suggestion was made to change the standard meeting time to accommodate more business owners. Suggested moving meetings to the first Tuesday of the month, at 6:00p. Meeting times were moved to 6:00p but remain on the second Wednesday until the next rotation of board members join.

8. ADJOURNMENT: The meeting was adjourned at 7:57 without objection.