

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
December 11, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, December 11, 2023 at 5:31 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Ron Castaneda, Steph Lewis, Anne Marie Schindler and Rhonda Gannon. Also present: Main Street Program Director Candice Butts and Community Engagement Director Kathy Danielson.

- 1. CALL TO ORDER:** At 5:31 PM and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

December:

- Until 23 rd: Free Children’s Christmas Tree Decorating at the Bastrop Museum
- Until January 2, 2024: Bastrop River of Lights
- 1 st -January 31 st : Annual Square Show at the Lost Pines Art Center
- 1 st -17 th : It’s A Wonderful Life- Live Radio Play at the Bastrop Opera House
- 11 th : Private BHS football banquet (350 attendees) at Convention Center
- 12 th - 13 th : Songs of the Season: A Holiday Cabaret at the Bastrop Opera House
- 15 th : Private corporate banquet (200 attendees) at Convention Center
- 15 th -18 th : Christmas at the Sugar Shack
- 23 rd : Feast of Seven Fishes at Store House Market & Eatery

January

- 4 th : Farm Street Opry at Convention Center
- 6 th : Art After Dark at the Lost Pines Art Center

4. REPORTS:

4A: Main Street Manager Report: The month of November had 3 businesses open: In the Sticks at 928 Main, Found Fine Art at 912 Water Street, and Relics Artisan Jewelry and Gifts reopened at 925 Main.

Mardi Gras: The city of Bastrop is planning the first Mardi Gras event for February 2-3, 2024. It will be held Friday, Feb. 2 and all-day Saturday, Feb. 3 with a Cajun themed Farm Street Opry on Thursday. The weekend will include a parade, live music, gumbo cook off and a Mardi Gras Ball. Looking for ways to get district businesses involved. Main Street will provide bags to businesses for the weekend.

Real Places Conference: the THC Real Places Conference will be in Austin on April 3-5, 2024. If any Board Member is interested in attending, they will be able. The event is a hybrid giving both in person and virtual options.

4B. Downtown Engagement Committee Report: Wassail Fest and Lost Pines Christmas events were well attended. 26 businesses participated with 247 votes for wassail. Some businesses were not in favor of having pop up vendors during Wassail Fest, so will not pursue it next year. Lost Pines Christmas statistics are still being analyzed but was an overall successful event.

The next Main Street Social will be January 16, 2024.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion on Main Street America Community Self-Assessment Tool: Main Street America gives a self-evaluation meant to be completed by each Main Street Program for accreditation status. The board reviewed section 2 and gave grades for each item.

6B. Discussion on next Main Street Social: Would like to start with speaker, then have facilitated breakouts. Speaker will discuss maximizing events. Round tables can be spent discussing “pain points.”

6C. 2024 Board Retreat: Board retreat will be Monday, February 19, 2024. Still finalizing agenda but will have someone from THC present, and a facilitator. Plan for half a day.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from November 8, 2023: Approved without objection.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meeting day and time that falls on holidays: Meetings that fall on holidays will revert back to Wednesday at 5:30 PM of the same week of the second Monday. Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:01 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager