

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
June 8, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 9, 2022 at 5:34 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Kari Sneed, Dani Moss, Stephanie Lewis, Sonja Cote and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Community Impact Manager Candice Butts

- 1. CALL TO ORDER:** At 5:34 and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.

***The information presented below was done so in a different order to allow for time constraints of Chair. Written in order of agenda for consistency.**

3. ANNOUNCEMENTS:

3A: Little Shop of Horrors at the Bastrop Opera House May 13th-May 29th

3B: Ribbon Cutting for Bastrop River Company on June 2nd

3C: Farm Street Opry at the Convention Center June 2nd

3D: First Friday Art Walk June 3rd

3E. March for Jesus starting at Fisherman's Park on June 4th

3F. Events on Main – Market Days on June 4th

3G. Art After Dark at Lost Pines Art Center on June 4th

3H. Juneteenth Celebration with parade and street dance through downtown on June 19th

3I. Welcome new Board Member Sonja, appointed last night at Council Meeting

4. REPORTS:

4A: Main Street Manager Report: No new businesses in the past month. City Council will have an all day, pre budget planning meeting tomorrow and will be discussing the possibility to move Candice Butts to Main Street Manager position as Rebecca has been serving as Assistant City Manager for over a year. Maintaining both positions is not sustainable. Rebecca will focus on major funding and planning projects while Candice maintains Main Street focus and efforts.

City will be working on a hotel and Convention Center expansion project in June after study found a need for hotel and meeting rooms attached to the convention center. Will allow for more conferences and larger group events to utilize downtown space and could shape the future of Chestnut.

River Loop is one month from completion, will have ribbon cutting in July.

The City of Bastrop has signed a contract with Retail Coach to provide a market study, small business training on use of data analysis and precision business recruitment.

The information will be a helpful tool for future Downtown Master Plan. So far high numbers of locals found to be using downtown as destination.

4B. Table on Main Report: Feedback has been largely positive. Will be meeting next week to recap and review lessons learned for next year. Convention Center will be left open for future events as a rain plan – did not have one this year. Could potentially increase number of tickets sold to meet high demand. This year brought in around 10k, double previous years profits. Committee will also discuss ways to acknowledge spotlight businesses that participated.

4C. Design Committee Report: Next project will be crosswalk art project. Working with Cultural Arts Commission on planning and art call. Next CAC meeting is June 7th. Parking lot “P”s will be up next month. Parking lot maps are in design. One bike rack has been completed and being painted, waiting on update on others. Planters have arrived, still planning on fall installation with Master Gardeners choosing plants.

5. PRESENTATIONS:

5A. Youth Advisory Council: Kylie Bagwell From the Youth Advisory Council gave a presentation on the Mural Project. The Council is looking to engage youth and what Bastrop means to them through survey. She gave an overview of the parameters of the mural and an outline of the art call. The overall compensation will be 10k for materials, labor and design. They would like to begin the project in August. The Council is asking the Main Street Board to fund the project through the city beautification fund. That fund has around 35k from bench project. Proceeds from Table on Main also go into that fund. Board requested to formally place item on June’s meeting agenda.

6. WORKSHOP:

6A. Committee Structure: Discussion around changing/restructuring all committees to better serve needs of Board and meet interests and strengths of members. First suggestion is to make Business Retention and Business Expansion into separate committees. One would focus on business support (academy, welcome wagon) while the other took on local activation (community engagement/getting people to downtown). Discussion around each committee developing list of committee duties and expectations – only currently exists for overall board duties. Reaffirmed all committees need co-chair. Decided: Downtown Engagement will take place of Business Retention/Business Expansion. The subcommittees of Downtown Engagement will now be Business Support and Local Activation. Design can also be part of designing each event that takes place downtown – overall “placemaking” efforts.

6B. Board Vacancies: Discussion around Board vacancy and needs based on current committee vacancies. Also pertains to committee restructuring discussion with some overlap of items.

All co-chairs need to meet to discuss goals and plans for committees. First committee in need of assistance/co-chair is Sponsorships. Could ask the 2 potential new members to sit with Sponsorship Chair and determine interest level in joining Board to serve on that committee. Downtown engagement will be next committee with immediate needs. Lost Pines Christmas, which falls under Downtown Engagement, will begin work this summer.

Request made to add changes in committee structure and workplan reviews to June meeting. Additional request made to fill Vice Chair Role for June meeting agenda.

7. ITEMS FOR INDIVIDUAL CONSIDERATION: None

8. ADJOURNMENT: The meeting was adjourned at 7:28 without objection.

APPROVED:

ATTEST:

Jennifer Long, Co-Chair

Rebecca Gleason, Assistant City Manager