

**MINUTES OF BASTROP MAIN  
STREET ADVISORY BOARD November  
13, 2024**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, November 13th 2024 at 6:00 p.m. at Bastrop Council Conference Room located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Rhonda Gannon, Jamie Howard, Joseph Feminella, Christopher Higgins, Heather Lyons, Lindsay Kana, and Kathryn Lang. P&Z Board members present were David Barrow, and Ishmael Harris. Also present: City Staff- Michaela Joyce and Elisa Puentes.

1. **CALL TO ORDER- by J. Long @ 6:00 p.m. with a quorum**
2. **CITIZEN COMMENTS** - Ishmael Harris and David Barrow introduce themselves as assigned to MSAB as part of P&Z collaborations with other boards
3. **MINUTE APPROVAL**  
3A Consider action to approve the October 9, 2024 meeting minutes - Kathryn Lang motions to approve, Rhonda Gannon seconds - Motion Passes.
4. **REPORTS**  
4A. Introduction of new Board Members:  
Heather Lyons - Assistant General Manager at Hampton Inn interested in helping in the Community  
Lyndsay Kana - Kana Wine & Realtor interested in growth for Downtown Bastrop  
Joseph Feminella - Sign & Banner owner, works with City on many projects  
Jamie Howard - Foundry & Found Fine Art, manufacturing and work on tourism & marketing for "Downtown Bastrop" experience  
Jennifer Long - has been involved with Bastrop since 2007, Board Chair, Downtown Bastrop is best it has ever been since 1980.  
Rhonda Gannon - has been in Bastrop 12 years, Old Towne, Piney Creek, Gracie's  
Ishmael Harris - Chair on P&Z Commission, 5th Gen Bastropian, Juneteenth Committee  
David Barrow - on P&Z Commission  
Katherine Lang - Owns a Building on Main Street  
Michaela Joyce - 7 years experience in Downtown Management, San Marcos, & Kansas  
Chris Higgins - Barbershop Owner  
4B. Main Street Manager Report (MSA & TDA Training - MS America in Iowa discussion over qualitative vs quantitative. TDA in Abilene, TX Awards Gala, "Peoples Choice" next year will be in Waco, TX  
4C. Committee Reports - Each will develop work plans and make "yearly" focus. Design - Benches, Banners, Buildings (outside). Economic vitality - Business Relations, reporting, recruiting (inside). Promotion - Event & Marketing Planners. Wassail Fest w/Small Business Saturday - 20 for Wassail 4 - 8 pm, 350 registered to participate, Need 10 Volunteers, Merry on Main Dec. 14th - will create exposure for businesses, kid event - cookie crawl, Christmas Shopping, snow globe, gingerbread bounce house, toboggan tunnel, face painters. New Added Spring to Farm St. this year & Vendor Page on FB. Bags for Businesses to hand out.  
4D. Boo Bash - well attended, gave \$100 gift card for Downtown businesses; First Friday Dia de los Muertos, and Veteran's Day Car Show - pinewood derby pushed to next year.

**5. WORKSHOP**

5A. Main Street Accreditation - Due January 2025 board members to take assessments.

1 - community Assessment (discuss grading scale at next meeting

"LP" Local Program

5B. discuss meeting time change to 6pm on 3rd Tuesday

5C. Email board & P&Z the committee meeting times and dates

**6. ADJOURNMENT**

Motion to adjourn by Rhonda G at 7:07 pm carried.

APPROVED

ATTEST

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Jennifer Long, Chair

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Michaela Joyce, Main Street Manager

/s/ Elisa Puentes  
Elisa Puentes, Executive Administrative Assistant