

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
January 11, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, January 11, 2023 at 5:30 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, Anne Marie Schindler, and Sonya Cote. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 5:32 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A. January 6- January 15: Techies playing at the Bastrop Opera House

3B. February 2: Farm Street Opry at the Bastrop Convention Center

3C. February 3- February 19: Steal Away Home playing at the Bastrop Opera House

3D. February 4: Art After Dark at the Lost Pines Art Center from 5:30pm until 8:00pm.

3E. February 23: Atash, in concert at the Lost Pines Art Center from 7:00pm-8:30pm. Tickets are \$10.

4. REPORTS:

4A: Main Street Manager Report: 3 businesses received Certificate of Occupancies in the Main Street District for the months of November and December. Trevino VI Enterprises opened at 805 Haysel Street, Cherry Blossom Spa opened under a new owner and Texas Tile Works relocated to 1109 Chestnut Street. 3 businesses closed or relocated: Radiant Mama relocated outside of the district, The Pit Stop and Daniela Vlad Design Studio have both closed.

Nancy Wood was awarded the Anice B. Read Award of Excellence in Community Heritage Development by the Texas Historical Commission.

The Main Street Program's annual accreditation and fourth quarter report is due to Texas Historical Commission on January 10, 2023. A copy of the report will be made available to board members.

Civic Brand will be sending the social media strategy on how to improve our social media coverage for which they have been compiling data for at the end of January. The group has also met with Visit Bastrop to help with the build of the Downtown Bastrop website on the Visit Bastrop site. They will also be sending recommendations for improvements.

A request for proposals has been posted for the Downtown Bastrop social media handles. It will close January 27, 2023.

4B. Lost Pines Christmas Report: Retail Coach sent breakdowns of Wassail Fest, which showed 3,300 visitors for the day. Received good feedback from visitors and retail

establishments. The parade showed 20k were in district for the event. The feedback from Lost Pines Christmas event day was positive. Most were families and would like next year to be just as family friendly. Overall a successful event.

4C. Table on Main Report: Met this week to work on event. Committee would like to increase ticket price to \$200 and to also up the amount of attendees to 200. Would like to also increase the amount of time the public has to purchase tickets, with more publicizing of the event ahead of time. Would also like to consider having a “reserved” table option without sponsoring. Marketing needs to include more language around the fundraising aspect of the event. This year will feel more farm to table style with simple designs. Next meeting is February 28th at 3:00p.

4D. Design Committee Report: Received all remaining bike racks and are being painted. Final placement should happen in February. Trash cans are out and recycling info needs to go out next. Crosswalk art installation is set for March 6, 2023. The street will be closed for the day.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Main Street Business Block Initiative: The district has been broken up into 9 sections with each being assigned to a Board member to go and meet the businesses in their section. The Board member will act as a sort of liaison to the Main Street Board and introduce the program and offerings to the business and invite them to the first Main Street Town Hall social.

6B. District Town Hall Meeting: Would like to hold a town hall style meeting to introduce businesses in district to the offerings of the Main Street Program while getting to socialize amongst each other. Set for Monday, March 20.

6C. Fourth of July Weekend: The city is taking over Patriotic Fest from the Chamber and would like to coordinate with Main Street to have some kind of event downtown. Need to be thinking about what that could be.

6D. Volunteer Recruitment: Saved for another time.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from December 14, 2022: Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:00 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager