

**MINUTES OF BASTROP MAIN
STREET ADVISORY BOARD Feb. 18th, 2025**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Tuesday, February 18th, 2025 at 6:00 p.m. at Bastrop City Hall Council Chambers located at 1311 Chestnut Street, Bastrop, Texas. The members present were Jennifer Long, Rhonda Gannon, Jamie Howard, Joseph Feminella, and Kathryn Lang. Also present: City Staff- Michaela Joyce and Elisa Puentes. Council Liaison, Kevin Plunkett.

1. **CALL TO ORDER- by J. Long @ 6:00 p.m. with a quorum**

2. **CITIZEN COMMENTS**

3. **PRESENTATIONS**

3A Budget Check-In by Michaela – Allocate funds in next budget cycle for “Main Street” use of another Group’s Event. (Ex. Veteran’s Car Show participation, Mardi Gras participation) Elisa will follow up with Income Stuff. (Sponsorships/Donations received)

3B Branding Check-In – Review Branding Packet and approve or reject the Branding Plan from Carry Love. Old meets New – how do you design that on paper. Keep Authentic and Progressive. Next level is to zone in on our specific “likes” and asks for branding, “nitpick” it.

4. **WORKSHOP**

4A. Block Captains by J. Long – for Main Street Blocks collect Employee Count, Full Time/Part Time, Demographics, contact info, concerns, input ideas. Name committee members to divide and tackle this. Each board member takes a block and committee members assist for info. Everyone be ready to sign up for a block.

5. **REPORTS**

5A. Mardi Gras Report by Michaela. 2024 had 5.6K attendees. 2025 had 6.2K attendees. 45% from Bastrop – share stats with blocks and get feedback. Most liked it is clean and safer than other Mardi Gras Festivals.

5B. Yesterfest Update by Michaela – Memorial Day weekend, possibly later start. Friday Night Pub Crawl, Adult Gunfight re-enactment. Saturday @ 3 pm with street dance. Use Courthouse Lawn area. Have 4 – 6 Chuck Wagon Tastings. 1.5K visits 2023 & 2024. 69 Min stays average. Possible exhibits of Blacksmith, Candle Maker, Butter Churner. Use description in Name, Ex. “Enjoy Pioneer Day at Bastrop’s Yesterfest” So people know what Yesterfest is about.

5C. Committee Reports – Economic vitality small meeting with EDC (out of district) MS (in district).

6. **MINUTE APPROVAL**

Move to next meeting in March for approval.

7. **ITEMS FOR INDIVIDUAL CONSIDERATION**

7A. Election of Officers Chair, Vice-Chair & Secretary – No one has volunteered. Create Zoom meeting to get ballot of who will be voted for. Rhonda nominated K. Lang for Vice Chair. 2nd by J. Howard. K Lang nominates J. Long for Chair again, 2nd by Jamie Howard. J. Howard nominates Lindsay Kana for Secretary, 2nd by K. Lang.

8. **ADJOURNMENT**

Motion to adjourn at 7:31 pm carried.

APPROVED

ATTEST

Jennifer Long, Chair

Michaela Joyce, Main Street Manager