

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
April 12, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, April 12, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Stephanie Lewis, Sonya Cote, Rhonda Gannon, Kari Sneed, and Shawn Pletsch. Also present: Council Liaison Jimmy Crouch, City Manager Sylvia Carrillo, and Main Street Program Director Candice Butts.

1. **CALL TO ORDER:** At 5:34pm and with quorum in attendance, Jennifer Long called the meeting to order.

2. **CITIZEN COMMENTS:**

Sylvia Carrillo spoke to a Main Street Ad Hoc Committee that was formed which consist of Downtown business owners who share concerns regarding wayfinding signage, development services processes, and other signage needs. The group met on March 31st at the Lost Pines Art Center with 10 businesses in attendance. A report will be added to the Main Street agenda for a representative to provide an update to the board on future meetings and work on collaborative points.

3. **ANNOUNCEMENTS:**

- April 1- April 29: The Museum & Visitor Center will have a special exhibition on Family Crisis Center Sexual Assault Survivors
- April 14: Texas State Official Our Little Miss Competition at Bastrop Convention Center
- April 14- April 30: Little Women at the Bastrop Opera House e
- April 17: BrainWell Psychiatry Ribbon Cutting at 4:00pm at 909 Pecan Street
- April 19: EESystem Healing Center of Bastrop Ribbon Cutting at 4:00pm at 1001 Chestnut Street, Ste A
- April 22: Central Texas Walking Art Tour 11:00am – 7:00pm through Downtown Bastrop
- April 23: Table on Main from 6:30pm-10:00pm
- April 29: MS150
- April 29: Spring Fest at Fisherman's Park from 11:00am-5:00pm
- April 30-May 6: National Small Business Week
- May: National Preservation Month
- May 4: Farm Street Opry at the Bastrop Convention & Exhibit Center
- May 5: Main Event's First Friday Art Walk
- May 6: Events on Main's Market Days
- May 6: Mayfest at the Lost Pines Art Center from 11:00am – 5:00pm
- May 6: Art After Dark at the Lost Pines Art Center from 6:00pm-8:00pm
- May 20: Yesterfest 10:00am to 4:00pm on Pine Street and Water Street
- May 27: March for Jesus Downtown 9:00am -11:00am will begin at Fisherman's Park and end at the Courthouse lawn

4. **REPORTS:**

4A: Main Street Manager Report: Bearded Baking Company received a CO. May is preservation month and Candice is working with the Bastrop County Museum and Visitor Center on a Preservation Month exhibit, video, and downtown scavenger hunt. Candice

provided Civic Brand's social media report and announced new social media management firm Lancaster Solutions, a local firm, was selected through a RFP process. A report was also received from Civic Brand on recommendations for the Downtown Microsite. The Design Committee will be working to develop those recommendations further.

4B. Table on Main Committee Report: Less than 1.5 weeks away (Sunday, April 23, 2023) and keeping a close eye on the weather because of rain chance. Planning is going well and excited about the collaboration from all the Downtown businesses with several new businesses involved this year.

4C. Design Committee Report: Remaining bike racks were installed Downtown. Committee is working on a strategy for crosswalk mural touchup.

5. PRESENTATIONS: NONE

6. WORKSHOP:

6A. Main Street District Townhall: Board discussed layout of the Convention Center and agenda for the evening. It was decided to have survey boards for attendees to make the evening interactive. There will be light food and drinks. The board also discussed using left over alcohol donations from Table on Main that evening.

Main Street 2023-24 Workplans: The Board created its why statement and selected four goals for the Food and Entertainment transformation strategy. The why statement is "*Downtown Bastrop is a food destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining options Bastrop has to offer (eliminating the "there's nothing to eat here" mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.*" The goals include: (1) Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer, (2) Attract niche restaurants that provide more diverse food options, (3) Creation of a food and wine festival ("A taste of" or picnic event), and (4) Help attract and maintain a reliable labor force.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from March 8, 2023: Shawn Motioned to approve the meeting minutes and Steph seconded the motion. Approved without objection.

7B. Recommendation to the Mayor to fill board vacancy: Shawn made a motion to recommend Ron Castaneda to the Main Street Advisory Board. Rhonda seconded the motion. Approved without objection.

Kari Sneed addressed that she had been considering resigning from the board due to the additional needs of opening her second business Downtown. The board expressed if she did so to recommend Kevin "Lippy" Mawby to fill the vacancy since he also applied to the board.

8. ADJOURNMENT: The meeting was adjourned at 7:45pm without objection.

APPROVED:

Jennifer Long, Chair

ATTEST:

Candice Butts, Main Street Manager