

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 14, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 14, 2022 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, and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason and Community Impact Manager Candice Butts.

- 1. CALL TO ORDER:** At 5:32pm and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

3A: September 21: BHS Homecoming Parade on Main Street 6:00pm-7:00pm

3B: September 21: Our Bastrop: Fire Department and Emergency Management at City Hall from Noon until 1:00pm

3C: September 21: The Gathering at the Bastrop Opera House from 6:00pm – 8:00pm

3D: September 22-25: Bastrop Music Festival

3E: September 29: SCORE Workshop: 2022 Year-End Tax Planning for Your Business free webinar.

3F: October 1: Art After Dark at the Lost Pines Art Center from 6:00pm – 8:00pm

3G: October 1: Boo Bash in Fisherman's Park from 5:00pm – 10:00pm

3H: October 6: Farm Street Opry at the Bastrop Convention Center show starts at 7:00pm

3I: October 7: Main Street Advisory Board Crosswalk Mural Installation on Main Street beginning at 3:00pm

3J: October 7: Main Event's First Friday Artwalk from 6:00pm – 8:00pm

3K: October 8: Hey Pumpkin – Watercolor Workshop at the Lost Pines Art Center 10:00am – 4:30pm. Registration is \$120.

3L: October 8: Event on Main Market Days on Main Street 11:00am – 4:00pm

3M: October 8 and 9: World of Dreams event at the Performing Arts Center

3N: October 14: Recreation's Party in Pink in Bob Bryant Park from 4:30pm – 8:00pm

3O: October 19: Our Bastrop: Police Department at City Hall from Noon until 1:00pm

4. REPORTS:

4A: Main Street Manager Report: There were no new businesses for month of August. Plans are being finalized for the Board Retreat, happening on September 20, 2022. The rough schedule was discussed. Retail Coach will be presenting, with THC

Main Street and Taylor Main Street Manager. The Texas Downtown Association Conference will be in November. 2 businesses have been nominated for awards. Store House was nominated to the TDA President Award for the Best Downtown Business to recognize the positive impact Store House has brought to the Downtown district. The Painted Porch was nominated for Best Commercial Interior.

The new City Manager was hired, Sylvia Carrillo.

The BEDC has hired a new director and asked to push the Main Street presentation until after they start, possibly October.

Visit Bastrop and the City Council held the annual Joint Workshop to review this year's fulfillment of their contract. Noted that Visit Bastrop asked Council to be a visible resource to visitors when they arrive to Downtown as marketing experts. Council advised the City to begin discussions with Visit Bastrop to determine what that should look like. It is unknown what that could mean for the Main Street Board. The annual Boards and Commissions ethics training will be September 26th at 5:30p. The annual Boards and Commissions Banquet will be October 3rd at 6:00p. The Board needs an updated photo and headshots, stay tuned for scheduling.

5. PRESENTATIONS:

5A. Presentation from Design Committee on the Crosswalk art call: The Design Committee received a number of submissions and have narrowed it down to 3 artists. Some are being asked to make some minor adjustments before making the final selection.

5B. Presentation on Downtown Engagement Committee Workplan: Downtown Engagement working on Lost Pines Christmas. Wassail Fest will be happening again this year on Small Business Saturday to kick off the holiday season. Second Saturday of December will be Lost Pines Christmas day of activities. Would like to bring in partners to activate entire downtown area prior to parade, including potentially closing the street.

5C. Presentation on Design Committee Workplan: Design Committee working on Bastrop in Bloom and crosswalk project. Waiting for soil to arrive to start planting in planters.

6. WORKSHOP:

6A. 2023 Main Street Sponsorship Packages: Board reviewed sponsorship brochure outlining all sponsorship levels/packages. Ready to distribute after 1 photo swap.

7. ITEMS FOR INDIVIDUAL CONSIDERATION: Consider approving Meeting Minutes from July. Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 6:27pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Rebecca Gleason, Assistant City Manager