

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
March 8, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 8, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Stephanie Lewis, Sonya Cote and Anne Marie Schindler. Also present: Main Street Program Director Candice Butts.

1. CALL TO ORDER: At 5:35 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A. Now until March 31: The Museum & Visitor Center will have a special exhibition on historic fashion

3B. March: National Youth Art Month

3C. March 10-26: Addams Family the Musical at the Bastrop Opera House

3D. March 11: The 18 th Annual Empty Bowl at the Bastrop Convention Center 11am until 1:30

3E. March 22: Kana Wine (707 Chesnut Street) Ribbon Cutting at 4:00pm

3F. March 31: State of the City Address and Roast of Mayor Connie Schroeder at the Bastrop Convention & Exhibit Center at 6:00pm

3G. April 6: Farm Street Opry at the Bastrop Convention & Exhibit Center

3H. April 7: Main Event's First Friday Art Walk

3I. April 8: Events on Main's Market Days

3J. April 8: Art After Dark at the Lost Pines Art Center from 6:00pm-8:00pm

3K. April 23: Table on Main from 6:00pm -10:00pm

3L. April 29: MS150

3M. April 29: Spring Fest at Fisherman's Park from 11:00am-5:00pm

4. REPORTS:

4A: Main Street Manager Report: 3 businesses received Certificate of Occupancies in the Main Street District for the month of February – Johnson's Bakery, Aesthetic Collective and Scott Mele.

Candice will be attending the National Main Street Now Conference in March. Themes for the event are community wealth building and shared prosperity, resilient and future focused Main Streets, and building community connections.

The Mayor State of the City address will be at the end of March.

Move It Bastrop received a Cultural Arts Commission mini grant.

There will be a self-guided Bastrop Art Tour on April 22.

4B. Design Committee Report: Crosswalk Art murals were installed. A time-lapse recording of the installation was captured for use in social media/promotion of the project.

4C. Table on Main Committee Report: All restaurants have been invited to participate in the event. Tickets are ready to launch. The sponsorship deadline is the upcoming Friday, with tickets then going on sale the following Monday. 200 tickets will be sold at \$200 each.

5. PRESENTATIONS:

5A. Parks and Rec Presentation: The Board received a presentation from Parks and Rec Director, Terry More, about the Master Plan. She explained how they are collecting information via survey and gathering data on what citizens want from the park system. The data will determine how much funding will be requested and the overall direction of the Master Plan. The survey ends April 7.

6. WORKSHOP:

6A. Main Street 2023-24 Workplans: The Board selected 2 transformational strategies from the National Main Street Programs areas of interest to build the next round of workplans. The board agreed one focus should be around “dining and entertaining,” as we already hold several events in the area. “Family friendly/family serving” aligns with the direction the Board has been taking to plan events, so that will become the other area of strategic planning.

6B. Fourth of July Weekend: Ideas for event are still being discussed but will include a cornhole tournament and pet parade (parade handled by other entity). Still determining if a street dance would be possible.

6C. Main Street District Block Initiative: The townhall meeting taking in place as part of the Block Initiative has been pushed to Tuesday, May 2.

6D. Main Street District Townhall: The handouts were given out to be distributed. Need to be given by next meeting. Would like the EDC and Visit Bastrop to also give presentation on what they each do.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from February 8, 2023: Approved without objection.

7B. Consider adopting transformation strategies: Approved without objection

8. ADJOURNMENT: The meeting was adjourned at 6:53 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager