

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
May 10, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, May 10, 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, Ron Castaneda, Kevin Mawby, Rhonda Gannon, and Sonya Cote. Also present: Main Street Program Director Candice Butts, Special Events Manager Kathy Danielson, and City Manager Sylvia Carrillo.

1. CALL TO ORDER: At 5:33 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: EE System Healing Center of Bastrop received of CO for its location at 1001 Chestnut St, Suite A.

Several do on your own activities are planned for May, National Preservation Month including a special exhibit at the Museum and Visitor Center and a Historic Downtown Bastrop Scavenger Hunt.

The schedule for the Big Bang event was given and discussed. There will also be a retail focused game throughout the day that participants will be entered for door prizes. Volunteers are needed.

The city is looking into a subscriber-based text messaging system to help improve downtown communications within the district.

The Q2 report has been submitted to THC. Some of the reporting information has changed and the program will now be responsible for tallying the total number of full and part time employees within the district; along with the number of housing units and residents in the district. A strategy is needed for collecting and tracing this information.

4B. Table on Main Report: Event went smoothly despite having been moved to the Convention Center due to bad weather. The committee has met to debrief and are already thinking of ways to improve for next year. The date for 2024 will be April 28.

4C. Main Street Ad Hoc Committee Report: The biggest takeaway was that business owners and staff are not aware of events until they happen. Applicable to film permits/street closures as well. People would like a better communication plan. Also needed is a way to include businesses in events, even when they can't participate. Sylvia, City manager, hope is that the Ad Hoc Committee dissolves and a legislative sub-committee forms within the Main Street board to manage things that come up – like ordinance changes. This committee would take on communications and how to include businesses in decision making.

4D. Old Iron Bridge Update: 14.5 million is probably cost of restoration and repair. 3 million is already acquired. People would like a 100 year celebration this year. A grant has been applied for to do repairs. If grant does not pass, the celebration could be at Neighbor's with a view of the bridge.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Main Street Social Debrief: The board reviewed the survey responses that were done at Town Hall and discussed what worked about the event. The Museum and Visitor Center volunteered to host the next one.

6B. Downtown Wayfinding: downtown wayfinding needs improvement. Suggestion to color code signs according to type of business. Board agreed and Design Committee will continue to work on ideas for signage.

6C. Transformation Strategies – FY24/FY25 Workplan: Board needs to brainstorm goals for next FY to support family serving transformational strategy. Each goal needs tasks. Goals will be defined at next meeting.

6D. Halloween: Kathy Danielson announced Halloween is moving back to Main Street for 2023. Has been a very popular event in the past so should bring large crowds to the downtown district. Will be held on Halloween night from 5-9p.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from April 12, 2023: Tabled for next meeting.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times: A suggestion was made to change the standard meeting time to accommodate more business owners. Suggested moving meetings to the first Tuesday of the month, at 6:00p. Will discuss and vote at next meeting when more board members are present. The next meeting will begin at 6 instead of 5:30p.

8. ADJOURNMENT: The meeting was adjourned at 7:20 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager