

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
August 10, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 10, 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, Sonja Cote. and Shawn Pletsch. Also present was Main Street Program Director Rebecca Gleason.

1. CALL TO ORDER: At 5:32 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comments.

3. ANNOUNCEMENTS:

3A: The Odd Couple (Female Version) at the Bastrop Opera House August 5-20th

3B: Our Bastrop: Quality Development at City Hall from noon-1p on August 17th

3C: Drop in Docent Museum Tour at the Bastrop County Historical Museum and Visitor Center from 12:30-3p on August 20th

3D: Farm Street Opry at the Convention Center at 7p on September 1

3E. Main Event First Friday Art Walk from 6p-8p on September

3F. Events on Main – Market Days from 11a-3p on September 3rd

3G. Art After Dark at Lost Pines Art Center from 6p-8p on September 3rd

3H. Oz! The Musical at Bastrop Opera House September 9-25th

3I. Main Street Board Retreat on September 20

3J. BHS Homecoming Parade on Main Street from 6p-7p on September 21

3K. Our Bastrop: Fire Department and Emergency Management at City Hall from noon – 1:00p

3L. The Gathering at the Bastrop Opera House from 6p-8p on September 21

3M. Bastrop Music Festival September 22-25th

4. REPORTS:

4A: Main Street Manager Report: 2 new businesses opened for the month of July. Body and Shine Wellness, LLC relocated to 1005 Main Street. Found Fine Art is remodeling 910 Water Street, Suite B. Fur babies Wholesome Pet Food opened in the Mercantile on Main Street. Pines and Needles will be opening next to Neighbor's and will house a gallery in addition to tattoo shop services.

Plans are being finalized for the Board Retreat, happening on September 20, 2022. Candice Butts will be attending and presenting at the Main Street Manager Retreat. Preservation, new process on accreditation, regional networking, walking tours and fundraising will all be covered.

A nomination to the THC Preservation Awards was turned in for the Annice Read Award to honor Nancy Wood and her contributions in Bastrop to reflect her leadership and work done in the Main Street Program.

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.

A Letter of Intent was signed with Sunway Hospitality to establish plans for partnership for a boutique hotel, attached to the Convention Center. The hotel will manage all hotel aspects and run Convention Center while city maintains ownership of Convention Center. Will allow for more events, with longer stays in Bastrop.

Quarterly Report was presented to City Council in last Council Meeting. Last quarter had 129k customers in downtown. Average stay was 116 minutes. For the first time, there is also a vacancy rate to track, which was 10% last quarter. Healthy downtowns see a 5-8% rate.

5. PRESENTATIONS:

5A. Presentation from Design Committee on the Crosswalk art call: Design Committee has been meeting in businesses around town to both support business and get more people involved. Master Gardeners came to last meeting to update planter project. They will be helping with weeding and maintaining planters after plant selection and planting. Hoping to plant initial round in October.

Crosswalk Mural Project will include 2 crosswalks every 2 years. For the 2022 round, the crosswalk locations will be Main and Spring, and Main and Chestnut. Sherwin Williams agreed to donate paint. Offering 2k for comp/supply budget. Art call opens in August with deadline in September. Design Committee will decide on artist and recommend a selection to the Board. Plan to install at First Friday in October.

5B. Presentation on Committee Workplans: Design Committee working on Bastrop in Bloom and crosswalk project. Downtown Engagement working on Lost Pines Christmas. Sponsorships are working on full year sponsorship packages.

6. WORKSHOP:

6A. Program Celebration: Planning for celebration and unveiling of plaque honoring DBA at CC Wine Co. Jennifer will contact Ron (owner) to discuss which night of the week would be best to be in their space.

7. ITEMS FOR INDIVIDUAL CONSIDERATION: Consider approving Meeting Minutes from June and July (part 1). Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 6:36 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Rebecca Gleason, Assistant City Manager