

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
July 21, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, July 21, 2022, at 5:35 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Shawn Pletsch, Kari Sneed and Sonya Cote. Also present: Main Street Program Director Rebecca Gleason and Community Impact Manager 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: Lost Pines Art Center's Egg Tempura Paint Class 10-12 on July 21 & 28

3B: Back to School Bash at Veteran's Memorial Stadium 6p-9p on August 2

3C: Bastrop Homecoming and Rodeo at Mayfest Park August 3-6, with parade downtown Saturday

3D: Farm Street Opry at Bastrop Convention Center at 7p on August 4

3E. The Odd Couple (Female Version) at Bastrop Opera House August 5-29

3F. Main Event's First Friday Art Walk on Main Street from 6p-8p on August 5

3G. Events on Main Market Days 10a-5p on August 6

3H. Art After Dark at Lost Pines Art Center from 6p-8p on August 6

4. REPORTS:

4A: Main Street Manager Report: The Retail Coach has begun gathering mobile data from the Main Street District Program area to help identify customer demographics, length of stay, daily visits and visitor percentage. The Q3 report was attached to agenda packet. Last quarter saw 366k in district. Of that 129k were sales tax paying customers. Most are staying longer than 150 minutes. These reports will be given quarterly.

4B. Design Committee Report: Committee chair out, item tabled until next meeting.

5. Presentations:

5A. Presentation on Main Street Program Fiscal Year 2023 Budget: Staff are preparing to present first round of budget next week. Total budget changing very little; noted printing and professional services went up. Professional services will pay for a Social Media Manager. Retail Coach and Civic Brand are included in new budget. Business Support and Local Activation Committees each have dedicated funds instead of by individual project. This allows more freedom with

leftover funds and gives committees control to allocate which projects need more. Pocket Parks are a new item under beautification. Also requesting to move Candice Butts, Community Impact Manager to full-time Main Street Manager. Formally requesting funding for Downtown Master Plan, which has been discussed. Master Plan will open many opportunities for city and downtown.

5B. Presentation on Committee Workplans: Downtown Engagement Committee are strategically looking for more members to join. Also looking to bring in community partners and churches to offer pop-up activities similar to Summer in the City for Lost Pines Christmas. Will also repeat Wassail Fest this year. Planning to continue Main Street Academy but need to focus on Lost Pines Christmas first/for now. Sponsorships are working on yearly sponsor packages and are still seeking regular sponsors for individual events until package options are rolled out. Table on Main has set April 23rd, 2023, for date for next year. Goal to increase ticket sales to 200. Meeting monthly, with a general plan set by November. Will possibly be changing tables/layout.

6. WORKSHOPS:

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Discussion and possible consideration for transfer of Table on Main funds to Main Street Program designated fund: A motion was made to move \$10, 149 made from Table on Main-to-Main Street general fund. It was approved without objection.

7B. Discussion and possible consideration to fund the Youth Advisory Council's Art Call in the amount of \$10,000 from the Main Street Program's Designated Fund: A motion was made to fund YAC mural project in the amount of \$10k. Approved without objection.

7C. Discussion and possible action for recommendation to the Mayor to fill Main Street Board vacancy: Motion made to recommend to Mayor to appoint Anne Marie Schindler to the MS Board vacancy.

8. ADJOURNMENT: The meeting was adjourned at 6:56 without objection.

APPROVED:

Jennifer Long, Chair

ATTEST:

Rebecca Gleason, Assistant City Manager