

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
December 14, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, December 14, 2022 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Rhonda Gannon, Kari Sneed, Dani Moss, Stephanie Lewis, Shawn Pletsch, AnneMarie Schindler, and Sonya Cote. Also present: Main Street Manager Candice Butts.

- 1. CALL TO ORDER:** At 5:31pm and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:** None.
- 4. REPORTS:** None.
- 5. PRESENTATIONS:** None
- 6. WORKSHOP:**

6A. Main Street Evaluation Framework: The board discussed the community self-assessment tool for its annual accreditation that is due on January 10, 2023. Below were the self-assessment scores the board determined for each category:

Standard I: Broad-based community commitment to revitalization

I. Partnerships and Collaboration:

a. Indicator 1: scored at a 4

b. Indicator 2: scored at a 3

II. District and Community Outreach

a. Indicator 1: scored at a 2

III. Communication and Public Relations

a. Indicator 1: scored at a 2

b. Indicator 2: scored at a 3

c. Indicator 3: scored at a 3

Standard II: Inclusive Leadership and Organizational Capacity

I. Inclusive organizational cultural and diverse volunteer engagement

a. Indicator 1: scored at a 3

b. Indicator 2: scored at a 4

c. Indicator 3: scored at a 5

d. Indicator 4: scored at a 4

II. Active Board Leadership and Supporting Volunteer Base

a. Indicator 1: scored at a 4

b. Indicator 2: scored at a 5

c. Indicator 3: scored at a 4

- III. Professional Staff management
 - a. Indicator 1: scored at a 5
 - b. Indicator 2: scored at a 4
- IV. Effective Operational Structure
 - a. Indicator 1: scored at a 5
- Standard III: Diversified Funding and Sustainable Program Operations
 - I. Balanced Funding Structure
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 3
 - c. Indicator 3: scored at a 4
 - II. Strategic Revenue Development and Fundraising
 - a. Indicator 1: scored at a 4
 - III. Budget and Work Plan Alignment
 - a. Indicator 1: scored at a 4
 - b. Indicator 2: scored at a 4
 - IV. Financial Management and Best Practices
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 2
- Standard IV: Strategy-Driven Programming
 - I. Planning Guided by Inclusive Community and Market-Informed Inputs
 - a. Indicator 1: scored at a 2
 - II. Defining Direction Through Transformation Strategy identification and Development
 - a. Indicator 1: scored at a 2
 - III. Strategy-aligned Comprehensive Work Planning and Implementation Across All Four Points
 - a. Indicator 1: scored at a 4
- Standard V: Preservation-Based Economic Development
 - I. Preservation Ethics and Education on Historic and Cultural Assets
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 2
 - II. Standards and Best Practices for Place-Based, People-Focused Design
 - a. Indicator 1: scored at a 2
 - III. Promotion of Historic, Heritage, and Cultural Assets
 - a. Indicator 1: scored at a 2
- Standard VI: Demonstrated Impact and Results
 - I. Demonstrating the Value of Main Street
 - a. Indicator 1: scored at a 2
 - II. Measuring and Packaging Quantitative and Qualitative Outcomes
 - a. Indicator 1: scored at a 2
 - b. Indicator 2: scored at a 3
 - III. Promoting Progress and Demonstrating Impact and Results
 - a. Indicator 1: scored at a 3

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from November 9, 2022 meeting: Dani Moss made the motion and Steph Lewis Seconded.

8. ADJOURNMENT: The meeting was adjourned at 6:30pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager