



MEMO

To: Mayor and City Council Members
From: Debbie Charbonneau, Heritage & Tourism Manager
Date: November 18, 2020
RE: **October & November Monthly Report**

COMMUNITY MEETINGS

BUSINESS CONTACTS/VISITS

I made twenty-six (26) business contacts/visits for the months of October and November.

EVENTS

“Shop Small” “Shop Local” Campaign

The campaign started on Sunday, November 1, 2020 and will run through Monday, November 30, 2020 and I ordered 4,000 tickets to start the campaign. For every \$20.00 a customer spends in a participating business, they will have a sign on their door, you get the chance to enter a ticket into a drawing for the chance to win \$1,000.00 in gift cards. The drawing will be Friday, December 4, 2020 at 4:00 pm at City Hall.

The exciting news is that we have eighteen small businesses participating. I have done this campaign in two other Texas cities and I have never had this many small businesses sign up for a first-time campaign. I started this campaign and wrote an article for the Texas Historical Commission Main Street News for other cities if they were interested in doing one in their community as well, it is a great way to show the economic impact that small businesses make in their community.

So, here I am on November 2, 2020, day two of the campaign and I get an email from Good Luck Grill who had received 200 tickets to start but already needed more tickets, so I delivered 500 more tickets to Good Luck Grill on Tuesday, November 3, 2020.

More exciting news from Duett’s Tire Service who had ordered 100 tickets to start but needed more tickets, so on Tuesday, November 3, 2020, I delivered 200 more tickets to them.

Brain Freeze who had ordered 100 tickets to start emailed me and ordered more tickets, so I delivered 200 more tickets to them on Wednesday, November 4, 2020.

Bud-ee’s Smoke/Vape Shop contacted me on November 5, 2020 and ordered 100 more tickets.



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Café 290 contacted me on November 9, 2020 and ordered 200 more tickets.
Good Luck Grill contacted me on November 9, 2020 and ordered 200 more tickets.
Bud-ee's Smoke/Vape Shop contacted me and ordered 200 more tickets.
As of today, November 10, 2020 I only have 300 tickets out of 4,000 left.

Leadership Manor Class #1 – Economic Development and Community Development Day

October 8, 2020 – Weekly ZOOM meeting to discuss their community project.

October 14, 2020 – Economic & Community Development Day – The class was led by Scott Dunlop, Assistant Development Services Director and Debbie Charbonneau, Heritage & Tourism Manager.

The following topics were presented by Scott:

Why is Economic Development Important?

Development Agreements and Examples

Planned Unit Developments (PUDs)

Planning & Zoning Commission

Sales Tax Rebates

Ad Valorem (property) Tax

Economic Development Ordinance

Impact Fee Rebates

Public Improvement Districts (PIDs)

Tax Increment Refinance Zone (TIRZ)

Debbie presented the Four Cornerstones of Business Success.

This presentation presented the four aspects of business that comprise “the fundamentals” that are essential for building, growing and sustaining a successful enterprise.

The fundamentals apply to businesses of every size, in any industry, as well as non-profits and other organizations.

Wherever there are people and transactions, there are four basic issues that need to be effectively addressed – not once, not occasionally, but continually and consistently.

The four cornerstones are: Economic Development, Educations, Healthcare and Public Safety.

October 29, 2020 – Weekly ZOOM meeting with class to discuss their community project.

November 5, 2020 – Weekly ZOOM meeting with class to discuss their community project.

November 12, 2020 – Weekly ZOOM meeting with class to discuss their community project.

November 17, 2020 – Leadership Manor “History & Art Day.”



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November 18, 2020 – Leadership Manor Class #1 presentation of their community project to Mayor and City Council.

City Hall Essentials

On Friday, October 23, 2020, I attend this municipal training called – Career Suicide?! – Social Media Dos & Don'ts for City Officials

This was for City officials (elected, staff, volunteers), council, attorneys, managers, planners, department heads, secretaries, clerks and commissioners.

Listed below was the agenda:

- 8:30am – 9:00am Enter into Meeting/Welcome
- 9:00am – 12:00pm Public Nature of Posts (Open meetings, records, retention, discovery)
 - Real life consequences of bonehead posts
 - Constitutional law on blocking or deleting comments
 - Best practices & tips for productive Social media

Conducted by Alan Bojorquez, Attorney, Bojorquez Law Firm & Lora-Marie Bernard, Principal consultant MuniMedia.

MANORPALOOZA 2021 – MAY 7 & 8, 2021

ManorPalooza planning has started and moving forward.

On October 14, 2020 – Chief Phipps, myself, Tim Schultz and Lance Stacy who provides the stage and lighting met at Timmerman Park to discuss next year's event.

On October 20, 2020 – Chief Phipps, myself Sean Donnelly, Tim Schultz, and Lydia Collins met with Austin Heli Tours at the park to discuss having the helicopter rides and they are on board.

On October 29, 2020 – Chief Phipps, myself, Lydia Collins, Tim Schulz and Sean ??? met with USG to provide for the fireworks for the event.

I have been working on food and arts & craft vendors for the event.

Food Vendors contacted:

Brain Freeze of Texas – Manor – They serve ice cream and more

That Taco Stand – Manor – Tacos and more

Tamale Addiction – Manor – Tamales

Scrumbscious Pieshakes - Forney – Burgers, pieshakes, fried pies, fries and more

Stuffed Wings – Houston –

Urban Cowboy Southern Fusion – Austin –



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Euro Pizza – Bastrop –
Korean Kravings – Killeen –
Krab Kingz – Pflugerville –
Family Fun Concession – Iowa -

Arts & Craft Vendors contacted:

Revinished – Texas State Fair – Denton - Home décor
A Spice Above Texas – San Antonio Rodeo – Indiana – Gourmet Dips
Agave Sky Boots – San Antonio Rodeo – Round Top – Boots and more
3 Sassy Chicks Boutique – Sant Antonio Rodeo – San Antonio - Clothes and more
Black Rifle Coffee Company – San Antonio Rodeo – Coffee and more
3 Barrels Up – San Antonio Rodeo – Arizona - Hats
Eko Deko – Texas State Fair – Home décor and wood products
Reecil – Texas State Fair – Greeting cards
Rickey’s Jerky – San Antonio Rodeo – Jerky and more
Tiny Herd Boutique – San Antonio Rodeo – Clothes for young children
Caramel Kitchen – San Antonio Rodeo – Idaho – Caramel sauces
Big Creek Farms – Shepherd – Honey and fruit

OTHER DUTIES

CivStart Bi-Weekly ZOOM Meetings – These meetings are attended by the CivStart team, Tom Bolt, Mayor Wallace and me.

CivStart is a nonprofit accelerator for government technology startups dedicated to creating an hones and inclusive ecosystem for innovative solutions to the more pressing problems faced by state and local governments.

NLC CIE Commitment – the National League of Cities (NLC) City Innovation Ecosystems (CIE) Program is a partnership with Schmidt Futures and the Ewing Marion Kauffman Foundation that asks city leaders to commit to creating the right policies, program, and practices to ensure their communities can thrive in the global, innovation-driven economy.

By committing to work with CivStart, the NLC CIE program will cover the costs associated with CivStart’s regular one-on-one work to help a city 1) identify core challenges with internal city processes or facing the city’s communities; 2) Identify and get potential innovative, cost-effective startups solutions to meet those challenges; and 3) Deploy and help project manage free or low-coast pilot programs to meet those challenges, as proof-of-concepts toward fuller-scale procurement.



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Downtown Revitalization – The City of Manor is seeking a solution to help ensure that the local government and its residents can share a vision around a growing and changing downtown community

AND

The City of Manor is seeking a solution to help its local businesses grow and thrive in an older downtown that has many split-up zoning parcels.

Parking/Transportation – The City of Manor is seeking a solution to help residents’ access and explore the downtown from their homes and nearby public-transportation options.

Downtown Revitalization – Business Support.

Parking/Transportation.

CivStart Recommendations – They would like to continue to investigate additional options at this time before making recommendations. In the meantime, they can begin to set up demos for any startups that we think we might be interest in piloting.

Heartsaver First Aid CPR AED Certification – October 28, 2020

Completed the class for my certification.

Texas Downtown Association Virtual Conference – November 9 – 12, 2020 – Revitalize, Reboot & Reconnect! There are a lot of sessions but here are some examples:

Opening Keynote – Getting Retail Working Again – The pandemic has impacted our downtown retail environments like no other crisis in our lifetimes. Yet every day, communities across the country are pivoting and inventing responses in real time. What can we learn from these efforts and innovations? Ortiz will discuss how the pandemic is changing our Downtowns (for better or for worse), as well as cover the most up-to-date trends and strategies that downtown leaders need to know about as they prepare to accommodate the “next normal”.

Larisa Ortiz, Streetsense

Managing the Chaos – If you’re like most downtown professionals, you’re wearing multiple hats and expected to handle multiple situations every day. Sometimes it just all feels overwhelming. In this session we’ll explore time management, organizational tips, delegation, and self-care

Alysia Cook, Opportunity Strategies



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Can Small Towns be Cool? – We live in a changing world. Achieving community vitality requires non-traditional community and economic development strategies. Base on the successful approaches of high performing small to mid-sized towns across North America, this session provides real strategies from real communities on enhancing entrepreneurship, strengthening human talent, addressing youth migration, and building successful regional partnerships.

Dave Ivan, Michigan State University

Closing Keynote – Our closing keynote session will focus on how downtowns can and should be venues for showcasing and celebrating diversity and inclusion in Texas communities. Discussions will center on what is truly meant by “diversity and inclusion” and their importance in the 21st century.

Dr. Frank B. Ashley, III, The bush School of Government, Texas A&M University

Regional Partner’s Meeting. – November 13, 2020

The partners include Bastrop, Elgin, Manor, Taylor, Georgetown, Hutto, Temple, Granger and Caldwell. This month we will discussing lessons learned from the TDA virtual conference and any holiday happenings that will be taking place in our communities.

Texas Downtown Association Downtown Assessment Team

Liberty Hill – November 20, 2020

I was asked to serve on the team for this assessment.

The Texas Downtown Association has expertise and experience in many areas of downtown revitalization. Whether you’re seeking a downtown assessment, need a speaker to present to a local group, or need to connect with a facilitator for a strategic plan, they’ve got you covered.

Downtown Assistance Program services are for TDA members only.

The service includes all preparation, on-site, and follow-up and materials.