

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
November 10, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, November 10, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Terry Moore, Candice McClendon, Jennifer Long, Rhonda Gannon and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison

1. **CALL TO ORDER:** At 5:39 and with quorum in attendance, Terry Moore called the meeting to order.
2. **CITIZEN COMMENTS:** No citizen comment.
3. **ANNOUNCEMENTS:**

3A: Painting of the Pumpkins at Black and White Interiors November 13th and 20th

3B: Main Street Academy: Hire, Train and Retain Quality Staff presented by Judy Lester on November 15th

3C: All in the Timing at Bastrop Opera House November 12th-14th

3D: City of Bastrop Christmas Tree Lighting on November 27th 6-7pm at Fisherman's Park

3E. A Country Christmas at the Farm Street Opry on December 2nd

3F. Rented Christmas, The Musical at the Bastrop Opera House December 3rd-19th

3G. Main Event First Friday Artwalk on December 3rd

3H. Veteran's Day Car Show on November 13th

3I. Events on Main on December 4th

3J. Holiday Bazaar and Art After Dark at Lost Pines Art Center on December 4th

4. REPORTS:

4A: Main Street Manager Report: No new business for month of October. Sign Code Education is underway; city will begin enforcing new sign code with designated enforcement officer starting in March 2022. The BEDC approved the Main Street contract for an additional 2 years of economic development support. The contract will now go to council for approval at the December 14th meeting. If approved, this would be a reimbursement contract. Attended the Texas Downtown Association annual conference in early November. Topics included revitalization, equity in entrepreneurship ecosystems, creating downtown pride and vacancies. Benches arrive early 2022; there is 1 extra. Would like to donate one in honor of DBA; will discuss at next meeting.

4B. Main Street Chair Report: Plan to discuss Halloween and where to hold event for 2022 soon. Lines for drive through event were very long as it was popular, but massive crowds the event draws may be too large for the downtown space.

4C. LPC Report: Open House December 11, 11a-4p. Theme for the event will be "Candy Lane." Balloons and other décor will line the streets along with doors of participating businesses. A map will be provided and each location will give a stamp for prize drawing.

4D. Business Retention: 10 businesses so far participating in Wassail Fest on November 27th. Volunteers needed. Will have a polka band playing downtown and a map of participating locations. Ordered reusable bags for small business Saturday and LPC weekends. Have been visiting with new businesses about upcoming events so they know what to expect. Have also been planning Main Street Academy trainings for 2022. Have talked to title companies about discount bag program and 2 are on board. Would like to have bags done in January.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion of Main Street Open signs: bumped until January

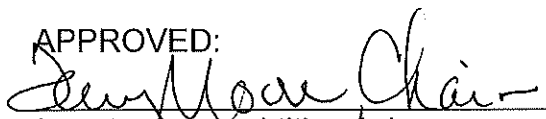
6B. Discussion of Updating Main Street Business Contacts: In effort to complete survey that has gone out to businesses a number of times, the list has been divided among board to finish. Need to complete asap.

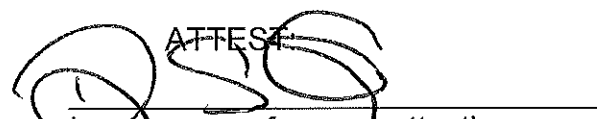
7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Discuss and consider action for adoption of August , September and October 2021 minutes: Approved without objection.

7B. Discussion and possible action to commit sponsorship funds to Main Street Advisory Board Designated Fund for Main Street beautification: Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 6:44 without objection.

APPROVED:

Insert name and title of signer

ATTEST:

Insert name of person attesting