

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
October 13, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 11, 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, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison

- 1. CALL TO ORDER:** At 5:34 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

3A: Boards & Commissions Banquet at Convention Center on October 14th at 6:00p

3B: BHS Homecoming on October 14th from 6:00-7:00p

3C: Murder me Always at Bastrop Opera House October 15th-30th

3D: Main Street Academy on October 18th at 1:00p

3E. Boo Bash on October 30th in Mayfest Park at 5:00p

3F. Movies in the Park on November 6th at Fisherman's Park at 7:00p

3G. Lost Pines Art Center Holiday Market on October 16th at 11:00a

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

3I. Lost Pines Art Center Art After Dark the 1st Saturday of each month from 6-8p

3J. Main Event 1st Friday Art Walk; 1st Saturday Market Days

4. REPORTS:

4A: Main Street Manager Report: New business at 705 Pine – C&S Cigars grew into space previously occupied by KC Outfitters. 702 Main – KC Outfitters outgrew space on Pine Street and is not open at corner of Pine and Main. Sign Code Education is underway; city will begin enforcing new sign code with designated enforcement officer starting in March 2022. Texas Municipal League Conference was held October 6-8; variety of speakers and topics including retail coaching and education. Main Street Surveys still being created and gathered. Businesses encouraged to reply so current contact information is on file. Quarterly Texas Main Street Reinvestment and Activity Report is due this month as one of accreditation requirements. The BEDC met last week and the 2 year Main Street contract was included on agenda. A slight change will need to be made so item will reappear on next agenda. Bastrop Chamber of Commerce asked city to consider digital kiosks in the Main Street District. Wanted to let Board know that city may begin exploring opportunities but Board will be asked to give input.

4B. Main Street Chair Report: Lost Pines Christmas planning; met last Monday and decided on "Candy Lane" theme for event. Businesses will get notices to participate. November 1st is next meeting at 5:30p at City Hall.

4C. Red, White and Brews Report: After meeting with businesses in district, and more research, it was determined Red, White and Brews would not be a good fit for the Veteran's Day event. Discount Bag program will still need to roll out. After discussion, it was determined title companies would be a good way to distribute bags. Title companies will be contacted for permission and businesses will be contacted about participation. Hoping to finalize by December 1 with a January 2022 distribution.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion of Special Event Sponsorship: Need to determine cost/amount need for each event. Sponsorships, Table on Main, Wine Swirl and Main Street Manager will meet separately to discuss.

6B. Discussion of Design workplan: Discussed work completed—parking lots, parking map, assessment of hardware needing replacement, wrapping parking "Ps" for lots. Bike Racks are in progress. Downtown planter locations have been decided. Hoping to partner with Master Gardeners to pick plants and replace quarterly. Can determine 8 more bench locations (6 already decided). Working on downtown recycles program for trashcan purchase. Looking to do something more permanent for crosswalk art project; would like to have different themes for each.

6C. Discussion of Business Retention workplan: Planning for Wassail Fest -- goal to have at least 10 locations. Will be from 10-2 and will pass out downtown shopping bags. Looking for Polka band to have on street. Welcome Wagon has been reintroduced post COVID. Will be filling calendar for Main Street Academy for all of 2022.

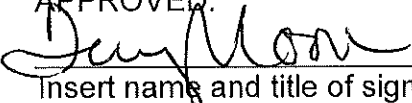
6D. Discussion of Table on Main workplan: Date of May 1, 2022 has been decided with theme of "Dinner in the Garden." Have started contacting restaurants and working with sponsorship committee. Picking up where 2020 left off while also adding new restaurants now in district. Next meeting is November 5th. Donovan Keith available to perform.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

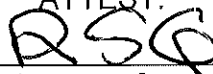
7A. Discuss and consider action for adoption of new board member duties: Approved without objection.

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 7:44 without objection.

APPROVED:


Insert name and title of signer

ATTEST:


Insert name of person attesting

