

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 9, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 9, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Melinda Ortega, Steph Lewis, Shawn Pletsch, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers.

1. **CALL TO ORDER:** At 5:31 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: City of Bastrop City Manager Paul Hofmann: Paul shared some of his background and that his focus will be keeping Bastrop authentic while we develop. He also sees the importance of our historical district and wants to ensure all residents know about what downtown has to offer.

3B: Main Street Project Update: The crews are finishing up projects here and there. They will start milling the street in about 3 weeks and paving work is planned to take place overnight. Main Street will get new pavement from Farm Street to Water St

4. **Reports:**

4A: Main Street Manager Report: A survey was sent to businesses in our district. So far there has been about a 13% response rate. 85% of those that responded do have a website and 95% have some sort of social media. Many requested training.

Rebecca applied for the Tx Community Development grants. If we are awarded the grant the funds would be used on street and sidewalk improvements along Water St, Pine and Spring street.

Rebecca is doing a video series that will go live every Friday. Each video will highlight a business in the district.

September 17th is our Board and Commissions orientation at 5:30.

Main Street program submitted for the Presidential Awards and we are a finalist and we were featured in the Main Street Matters issue.

4B: Design Committee: Working on flags for the pole in the district. There will be 3 themes...welcoming at the gateway locations, way finding and sip, shop and play themed

4C: Business Retention: Working with Rebecca on a series of trainings. Plan to poll participants from last year on Wassail fest to determine if they would like to have the event this year.

4D: Sponsorship Committee: Nearing completion on the bench sponsorship program

5. Presentations:

5A: 2021 Main Street Goals (1st half of year):

- Branding: reflag district, website transfer to be a page on the Visit Bastrop Website, Rack cards
- Campaigns: More than a Business, The Downtowner and Lost Pines Christmas
- Events (possibly): Wassail Fest, Downtown Open House and Spring Market Days
- Vacancy: Advanced market study and create a vacancy task force

6: Workshop: None

7: ITEMS FOR INDIVIDUAL CONSIDERATION:

7A: Board Vacancy: Nancy Wood is vacating her seat. A nominating committee chaired by Terry Moore will evaluate potential new members and bring to the board at a later date. Let Terry or Rebecca know if you want to serve on the committee.

7B: Approval of Minutes: Candace made a motion to approve with a 2nd from Dani

8: ADJOURNMENT: The meeting was adjourned at 7:00 p.m. without objection.

APPROVED:

Insert name and title of signer

ATTEST:

Insert name of person attesting