

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
August 12, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 12, 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, Jennifer Long, Rhonda Potter, Steph Lewis, Shawn Pletsch, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers. Guest were Becki Womble, Debra Drescher and Cara with the TX Main Street program Office

1. **CALL TO ORDER:** At 5:40 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: Unable to attend

3B: Main Street Project Update: The contractor is still working on the south end of Main with street paving to follow in a few weeks. We will still have walking tour late September to work on bench placement.

4. **Reports:**

4A: Main Street Manager Report: Rebecca reported the More than a Business campaign on social media is going well with great reach and engagement activity. This campaign will continue. She is working on a video series and plans to have it once/week after launching. The National Main Street launched a grant program and we had 11 businesses apply. BEDC is working on a 3rd round of grants. The district has 1 new business opening soon (Painted Porch) and two closures (Spoiled Sisters and Kristin Couture)

5. **Presentations:**

5A: 2020 Committee Workplan:

1. Business Expansion-no update
2. Sponsorship-committee is working on Heritage Bench sponsor package
3. Business Retention-working on contacting HOAs and apartments to tap their newsletters, social media, etc to spread information about Main Street activities. Evaluating if we can have a soft event over a Thursday-Sunday

promoting the new improvements to Main Street with Sidewalk sales and market day style goodie bags for shoppers.

6: Workshop: Debra Drescher, Texas Main Street State Coordinator

Debra shared that the State office has been holding calls with Main Street managers to share ideas, challenges, actions and solutions with one another. They are still having these calls 1x/month. She shared ideas from other programs-Webinars on transitioning to ecommerce, virtual tours of downtown buildings available, love notes to businesses and checkin calls from board members. Debra also shared the State program has a resource library that we have access to for updates, ideas, etc...


The board had discussions on ideas to implement. It was decided we would conduct a survey with the businesses in the program area to do an inventory of tools they have (websites, social media pages, ecommerce) in order to focus on how best to help through any promotions, trainings and webinars. We will also divide the businesses up amongst the board to make personal contact with the owners/managers, look into hosting some virtual happy hour shopping and maybe sidewalk sales to make use of the new improvements.

Rebecca will send out the survey and assign businesses to contact to each board member

7: ITEMS FOR INDIVIDUAL CONSIDERATION: None

8: ADJOURNMENT: The meeting was adjourned at 7:20 p.m. without objection.

APPROVED:



Insert name and title of signer

ATTEST:



Insert name of person attesting