

**Bastrop Main Street Advisory Board**  
Bastrop City Hall  
Council Chambers  
1311 Chestnut Street  
Bastrop, TX 78602  
(512) 332-8800



---

**AMENDED** – AGENDA – October 13<sup>th</sup>, 2021, at 5:30 P.M.

---

*Bastrop Main Street Advisory Board Meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.*

---

1. **CALL TO ORDER**

2. **CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Issues may be referred to City Staff for research and possible future action.*

*To address the Board/Commission concerning any item on the agenda, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting.*

3. **ANNOUNCEMENTS**

- 3A. Boards & Commissions Banquet at the Convention Center on October 14<sup>th</sup> at 6:00pm
- 3B. BHS Homecoming on October 14<sup>th</sup> from 6:00-7:00pm
- 3C. Murder Me Always at the Bastrop Opera House October 15-30<sup>th</sup>.
- 3D. Main Street Academy on October 18<sup>th</sup> at 1pm.
- 3E. Boo Bash on October 30<sup>th</sup> in Mayfest Park at 5:00pm
- 3F. Movies in the Park on November 6<sup>th</sup> at Fisherman's Park at 7:00pm
- 3G. Lost Pines Art Center Holiday Handmade Market October 16<sup>th</sup> at 11:00am
- 3H. Veterans Day Car Show November 13<sup>th</sup>
- 3I. **Lost Pines Art Center – Art After Dark the 1<sup>st</sup> Saturday of each month from 6-8pm**

4. REPORTS

- 4A. Main Street Manager Report
- 4B. Main Street Chair Report
- ~~4C. Design Committee Report~~
- ~~4D. LPAC Art After Dark Report~~
- 4CE. Red, White and Brews Report

5. PRESENTATIONS—NONE

6. WORKSHOP

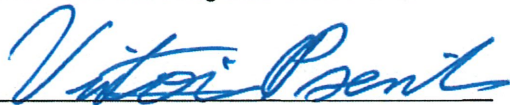
- 6A. Discussion of Special Event Sponsorship
- 6B. Discussion of Design Work Plan
- 6C. Discussion of Business Retention Work Plan
- 6D. Discussion of Table on Main Work Plan

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Discussion and consider action for adoption of new board member duties.
- 7B. Discussion and possible action to commit sponsorship funds to Main Street Advisory Board Designated fund for Main Street beautification.

8. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: **Friday, October 8, 2021 at 11:00 a.m.** and will remain posted for at least two hours after said meeting has convened.



Victoria Psencik, Deputy City Secretary



# STAFF REPORT

**MEETING DATE:** October 13, 2021

**AGENDA ITEM:** 4A

**TITLE:**

Main Street Manager Report

**AGENDA ITEM SUBMITTED BY:**

Rebecca Gleason, Staff Liaison

**UPDATES:**

Please find the monthly Main Street Manager updates below:

New Main Street Businesses: 705 Pine – C & S Cigars grew into the space previously occupied by KC Outfitter. 702 Main – KC Outfitters outgrew space on Pine Street and is now open at the corner of Pine and Main.

Sign Code Education: In March 2022, the City of Bastrop will begin enforcing the Sign Code that was updated by Council on June 22, 2021. The first in the series of postcards have been sent. We will also be personally reaching out to those businesses not in compliance to be a resource.

TML Conference: I attended the Texas Municipal League conference October 6-8, 2021, in Houston. The conference had a variety of speakers who touched on topics like the new frontier of retail, collaboration, transformational change, collaboration, and community engagement.

Main Street Surveys: We are currently working on creating a Google Survey for Main Street businesses to gather updated contact information. Please encourage businesses to reply, the link is in their weekly Main Street email.

Texas Historical Commission Main Street Report: The quarterly Texas Main Street Reinvestment Report and Activity Report is due this month as one of our accreditation requirements.

Bastrop Economic Development Corporation Main Street Contract: The BEDC had the Main Street contract for an additional two years of economic development support in the Main Street District on their last agenda. A Board Member asked for a slight change to the contract terms so it will reappear on the next agenda.

Digital Kiosks: The Bastrop Chamber of Commerce recently asked the City of Bastrop to consider digital kiosks in the Main Street District. Wanted to let the Board know that we may begin exploring opportunities but any such endeavor will go through any necessary channels.



# REPORT

**MEETING DATE:** October 13, 2021

**AGENDA ITEM:** 4C

**TITLE:** Red, White and Brews Committee

**AGENDA ITEM SUBMITTED BY:** Candice McClendon

**UPDATES:** After meeting, having conversations with business owners and more research, it was determined the Red, White and Brews event would not be a good fit for the Main Street Program or mission. Discount bag program will still need to roll out and be distributed. Board will discuss how to do that.



## BOARD MEMBER DUTIES

As a working Board, Main Street Board Members should expect to spend 4-10 hours per month serving and advancing our Committee and Task Force Workplans.

1. Understand and adhere the vision, mission and core values of the Program.
2. Attend all Board meetings, except when excused in accordance with City Ordinance.
3. Board members shall participate and complete any required training the City deems necessary, such as but not limited to, the Open Meetings Act and Ethics training.
4. Board members shall adhere to the City of Bastrop's Ethics Ordinance and serve in a manner that upholds the law, City Ordinance and Program Bylaws.
5. Demonstrate loyalty to the Program and honors his/her commitment to it. Serve as an ambassador and advocate to the community regarding the Main Street Program.
6. Refrain from inappropriately using their position for personal advantage or the advantage of any special interests or other organizations they represent.
7. Respect the sensitivity of private or confidential information to which Board members come in contact with during their tenure.
8. Chair **or co-chair** one Committee or Task Force and serve on a second Committee and Task Force.
9. Prepare in advance for Board, Committee, and Task Force meetings and contribute actively and constructively.
10. Get to know Program Community Partners and become familiar with and support our Main Street District businesses.
11. While the Main Street Manager will oversee the organization and resource development of all fundraising efforts, the fundraising raising responsibility shall rest with the Board.
12. Participate in the Main Street Program's fundraising efforts, volunteer for Sponsored Events and continually recruit members for our various Committee and Task Forces.
13. Not speak on behalf of the Main Street Program to the media unless in consultation with a City designated Public Information Officer.
14. Board members are free to resign at any time, the City of Bastrop reserves the right to terminate their status as member at any time, with or without cause and without prior notice.
15. Board members shall work with the Main Street Manager and remainder of the Board to document and pass on any and all institutional knowledge through whatever means the Board deems necessary.

## COMMITTEE CHAIR and TASK FORCE CHAIR DUTIES

1. Work in close cooperation with Board, Main Street Manager and Committee or Task Force members to define responsibilities and processes.
2. Recruit, orient and appreciate Committee and Task Force members.
3. Schedule regular Committee and Task Force meetings, email final agendas to all Committee members at least one week before meetings. Preside over Committee or Task Force meetings.
4. Delegate tasks but take responsibility for Committee and Task Force results.
5. Report to the Board on Committee or Task Force activities at each Board meeting and through an updated shared Workplan.
6. Ensure that all Committee or Task Force Workplans are updated by the first of each month.
7. Seek help from the Board if the Committee or Task Force is floundering.