

Bastrop Main Street Advisory Board

Bastrop City Hall City

Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



AGENDA – May 12th, 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. Hello! My Baby at the Bastrop Opera House opens May 14th, 2021
- 3B. Perseverance in the Pines Golf Tournament May 22, 2021
- 3C. Summer in the City June 5, 2021
- 3D. Juneteenth Celebration June 19, 2021
- 3E. Patriotic Fest July 3, 2021

4. REPORTS

- 4A. Main Street Chair Report
 - 4B. Main Street Manager Report
 - 4C. Summer in the City Committee Report
 - 4D. Design Committee Report
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5. PRESENTATIONS

5A. Main Street Partner Check-In- Bastrop Chamber of Commerce

6. WORKSHOP- NONE

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Discussion and possible consideration for purchase of Heritage Benches

7B. Approval of March 10, 2021 Main Street Advisory Board Minutes

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. Said Notice was posted on the following date and time: Thursday, May 6, 2021 at 12:00 p.m. and will remain posted for at least two hours after said meeting has convened.



Victoria Psencik, Deputy City Secretary



REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 4A

TITLE:

Main Street Chair Report

AGENDA ITEM SUBMITTED BY:

Terry Moore, Chair

UPDATES:

Market Days Event discussion – The board had a great discussion about the possibilities of hosting a monthly vendor type show in the downtown area to promote foot traffic. The decision was made that until there was a volunteer to lead it as the chair, the proposal would be put on hold. To date, there has not been a volunteer identified.

There remains to be an open position on our board. Please be on alert when you are going about your day for someone who might be a good addition to our team. In past discussions we talked about determining what type of skills would be assets to the team. But I don't believe we have had that conversation. So I have asked Rebecca to place on the June agenda as a workshop, the discussion of skills and assets of board members.



STAFF REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 4B

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

BACKGROUND/HISTORY:

Please find the monthly Main Street Manager updates below:

Ribbon Cuttings: Store House Market + Eatery May 6th, 2021

Downtown Bastrop website: Both the Main Street Manager and City of Bastrop Public Information Manger have been meeting with Visit Bastrop to discuss the transition of our Downtown Bastrop website to a microsite on the Visit Bastrop site. A sitemap has been developed and the next step is the collection of data to be uploaded into Simpleview for coding. We are currently waiting on Simpleview to provide the necessary excel template for the data set. Unlike our current website, the new microsite will include our service industry businesses.

Heritage Benches: As of the time of this report all 25 of our Main Street Heritage Benches have sold bringing our total to \$37,500.

Trashcans: It has been confirmed that our waste provider will pay for the purchase of trash/recycling receptacles with the creation of a Downtown Bastrop Recycles program. The next step is for our new Community Impact Manager to create the proposal for their review.



REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 4C

TITLE:

Summer in the City Committee Report

AGENDA ITEM SUBMITTED BY:

Sarah Houser, Committee Chair & Main Street Board Member

BACKGROUND/HISTORY:

Summer in the City

June 5th, 2021; 11a-5p

Main Street, Bastrop, Tx

- Live Music
- Retail Vendors
- Artisan Vendors
- Food & Beverages (Main Street Restaurants + Exclusive Vendor)
- Community Non-Profits Tables (kid activities only)
- Animal Shelter Adoption Event
- Kids + Family Activities
 - Face Painting
 - Balloon Artist
 - City Touch a Truck
 - Library Community Adventure Program
 - Library Summer Reading Program
 - Street Games
 - Cornhole
 - Oversized Board Games
 - Sidewalk Chalk

This family focused event is slated for the first weekend in June, the first public event to be hosted post pandemic. SIC is being planned with the intent of drawing in the citizens of Bastrop, giving them the opportunity to enjoy our beautiful downtown district, their fellow Bastropian's company and the multiple activities that we have for adults and children.



REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 4D

TITLE:

Design Committee Report

AGENDA ITEM SUBMITTED BY:

Steph Lewis, Committee Chair & Main Street Board Member

BACKGROUND/HISTORY:

The Design Committee works to enhance Bastrop's investments for Downtown Main Street.

We have redesigned downtown's street flags, incorporating tags, "Eat, Play, Sip and Shop" -- each with an accompanying motif: cupcake, kayak, wine glass and shopping bag. Directional flags call out the City's Assets: Downtown Riverfront, Opera House, Library, Visitors Center, Convention Center, Farmer's Market, etc. Currently the Committee is working towards taking the current bridge flags and moving them to Spring Street so that new bridge flags can be ordered that will be larger and made of a more wind resistant material. The flags along Main Street will be changed seasonally to promote signature events: Summer in the City, Patriotic Fest, Lost Pines Christmas, etc.

We are rebranding the City Parking lots (5) with new identities and signage to call out Bastrop as a certified Bird City and facilitating a shareable parking brochure/graphic for local businesses. Currently the Committee is finishing up the final touches to the map and brochure as well as discussing the parking lot names with the Bird City Coalition.

We have contributed to the discussions around a proposed 4-foot Accessibility Zone for Main Street Businesses.



STAFF REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 7A

TITLE:

Discussion and possible consideration for purchase of Heritage Benches

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

BACKGROUND/HISTORY:

As of the time of this report all 25 of our Main Street Heritage Benches have sold bringing our total to \$37,500. We have begun a waitlist for additional people requesting to sponsor benches.

The Board had discussed ordering an additional 8 benches to be placed between Walnut Street and Ferry Park on Main Street. The additional cost of those benches can be found below- current lead time is 13 weeks.



Additional Bench Cost
8 benches
\$11,160
<u>\$1,828 freight</u>
\$12,988 total



STAFF REPORT

MEETING DATE: May 12th, 2021

AGENDA ITEM: 7B

TITLE:

Approval of March 10, 2021 Main Street Advisory Board Minutes

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

BACKGROUND/HISTORY:

Approval of March 10, 2021 Main Street Advisory Board Minutes.



MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
March 10, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 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, Sarah Houser, Rhonda Potter, Steph Lewis, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers, Kathy Danielson

1. **CALL TO ORDER:** At 5:38 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: Texas Executive Order GA-34: Lifted state mask mandate but were still under disaster order. City is lifting restrictions but businesses can still require a mask

3B: Bastrop County Long Term Recovery golf tournament: postponed

3C: Radiant Mama ribbon cutting is March 23rd @ noon

4. **Reports:**

4A: Main Street Manager Report: There have been 12 bench sponsorships sold. We need 5 more benches to complete the project down to Ferry Park (cost is \$1425 each) and 20 trash cans (\$1027 each). Freight for everything would be \$5000. We have a new business open in the district-KC Outfitters

4B: Chair report: MSAB needs to keep dialogue with the EDC, Visit Bastrop and the Chamber of Commerce. Terry will visit with each organization and we may have them come gives us updates each quarter

4C: Design Committee: Still working with the Rotary on the bike racks. Need to reprint some of the banner flags but some poles need new hardware. Working on updating google maps and they are discussing naming the parking lots

4D: Business Retention/Expansion: Still working on clear zone guidance

5. **Presentations:** None

6. **Workshop:**

6A: Main Street Committees: Discussed the committees and decided to keep what is set: Volunteer, Sponsorship, Business Retention/Expansion, Table on Main, Summer in the City, Red, White and Brews, Lost Pines Christmas and Design. Everyone needs to get their workplans together.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A: Approval of minutes for November 2020, January and February 2021: Rhonda made the motion to approve with a second by Shawn

7B: Recommendation to City Council for funding the Downtown Bastrop Lighting Project: The board would like to recommend City to budget for lighting. Shawn made the motion with a second by Dani

7C: Appointment of Vice Chair: Shawn nominated Jennifer to be vice chair with a second from Rhonda

7D: Appointment of Secretary: Rhonda nominated Candice with a 2nd from Sarah

8: ADJOURNMENT: The meeting was adjourned at 7:05 p.m. without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting