

*Bastrop Main Street Advisory  
Board  
Bastrop City Hall City Council  
Chambers  
1311 Chestnut Street  
Bastrop, TX 78602*



(512) 332-8800

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## **AGENDA – March 13<sup>th</sup>, 2019, at 5:30 P.M.**

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***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.***

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**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. Main Street 101 Training- March 16<sup>th</sup>, 2019.
- 3B. LCRA Steps Forward Day- April 5<sup>th</sup>, 2019; Rain Date April 12<sup>th</sup>, 2019.
- 3C. BIGs- March 30<sup>th</sup>, 2019 BIGs Orientation; April 6<sup>th</sup>, 2019 BIGs Launch.
- 3D. Table on Main- April 28<sup>th</sup>, 2019.

**4. REPORTS**

- 4A. Receive report on 2019 Sip, Shop & Swirl.
  - 4B. Receive Promotions Committee Report.
  - 4C. Receive Organizations Committee Report.
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- 4D. Receive Economic Vitality Committee Report.
- 4E. Receive Design Committee Report.

**5. PRESENTATIONS**

- 5A. Visit Bastrop will be providing information on their mission within the Bastrop community.
- 5B. The Main Street Manager will be providing information on a proposed new summer event series.

**6. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 6A. Consider action and approve new Board nametags design.
- 6B. Consider action and approve launch of new summer event series.
- 6C. Consider action to approve meeting minutes from the January 9<sup>th</sup>, 2019 Main Street Advisory Board regular meetings.
- 6D. Consider action to approve meeting minutes from the February 13<sup>th</sup>, 2019 Main Street Advisory Board regular meetings.

**7. 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: Wednesday, March 6, 2019 at 1:00 p.m. and will remain posted for at least two hours after said meeting has convened.



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Lynda Humble, City Manager

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**February 13, 2019**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, February 13, 2019 at 5:30 p.m. at Bastrop City Hall, located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Bonnie Coffey, Candice McClandon, Sandra Grawunder. Also attending were Main Street Program Director Rebecca Gleason and Chief of Police James Altgelt.

1. **CALL TO ORDER:** At 5:34 p.m. and with quorum in attendance, Bonnie Coffee called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: Main St 101:

Training: Debra Drescher can come March 16, 2019 for our training. It will be held from 9:00-12:30.

3B: LCRA Steps Forward Day:

LCRA employees will spend the day here doing cleanup/beautification projects on Main St. They will paint all of the trash cans so they are a uniform color. Main St program will provide paint and other supplies but LCRA reimburses up to \$1000.00. We need 6-8 volunteers for the day and Rebecca will set up the volunteer registration.

3C: BIGs:

There is an orientation scheduled for March 9.

4. **Reports:**

4A: Sip, Shop and Swirl

The event had 158 attendees and 28 volunteers. A majority of the attendees were from outside of Bastrop. A survey was sent to the wineries, locations and attendees. The results will be discussed in the MSAB March meeting.

5. **Presentations:**No presentations

6: **ITEMS FOR INDIVIDUAL CONSIDERATION:** none

**7. ADJOURNMENT:** Sandra made a motion we adjourn with a 2<sup>nd</sup> from Candace

APPROVED:

ATTEST:

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Insert name and title of signer

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Insert name of person attesting

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**January 9, 2019**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, January 9, 2019 at 5:30 p.m. at Bastrop City Hall, located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Bonnie Coffey, Terry Moore, Candice McClandon, Sandra Grawunder, Steve Bridges and Shawn Pletsch. Steve Bridges was absent. Also attending were Main Street Program Director Rebecca Gleason, Convention Center Director Kathy Danielson, City Manager Lynda Humble, Chief of Police James Altgelt and Drusilla Roger, City Council Liason

1. **CALL TO ORDER:** At 5:30 p.m. and with quorum in attendance, Chair Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

The board was introduced formally to the new Main Street Manager Rebecca Gleason

4. **Reports:**

4A: Sip, Shop and Swirl

The event is February 2, 2019 and starts at 6:00. There are 12 locations with 3 of them being off of Main Street. We will be running 2 shuttles to these locations. Tickets are \$50. Check in will be at Bastrop Beer Company and we are seeking 25 volunteers

5. **Presentations:**

5A: Responsibilities and Goals of the MSAB

- The board needs to affirm the MSAB mission
- Main Street Program area is over 62 blocks
- We need a clear understanding of the roles of the city
- Shawn recommended we have a workshop to cover the history of Main St Program, roles and responsibilities, necessary board members and ex officio members
- We covered what projects are moving forward currently: BIG, Sip, Shop & Swirl and Table on Main

**6: ITEMS FOR INDIVIDUAL CONSIDERATION:**  
6A:

**7. ADJOURNMENT:**

APPROVED:

ATTEST:

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Insert name and title of signer

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Insert name of person attesting

## Main Street Program Event Report Out

Logistics:	<ul style="list-style-type: none"> <li>• 2019 Sip, Shop &amp; Swirl</li> <li>• February 2<sup>nd</sup>, 2019 6:00 pm – 9:00 pm</li> </ul>
Purpose:	<ul style="list-style-type: none"> <li>• Showcase Downtown Bastrop</li> <li>• Bring attendees in the retail shops</li> <li>• Raise beautification funds for Main Street</li> </ul>
Data:	<ul style="list-style-type: none"> <li>• 11 Wineries</li> <li>• 10 Locations</li> <li>• 9 Restaurants</li> <li>• 156 Attendees (+ 8 tickets bought and not used)</li> <li>• 63 Volunteer Hours</li> <li>• 6 Staff</li> </ul>
High Points:	<ul style="list-style-type: none"> <li>• Well received by attendees, restaurants, locations and volunteers</li> <li>• Great pictures from the event that we can use for next year's marketing</li> <li>• More volunteer participation then in the past</li> </ul>
Low Points:	<ul style="list-style-type: none"> <li>• Low ticket sales</li> <li>• Wineries customer service</li> <li>• Clarity of volunteer's duties</li> </ul>
Takeaways:	<ul style="list-style-type: none"> <li>• Cap ticket sales at 200 or 250</li> <li>• Need to start ticket sales at least 8 weeks out for maximum exposure</li> <li>• Need to be diligent in the choosing of a date</li> <li>• Need to pull in volunteers earlier into the preparations and meet with shuttle and check-in volunteers prior to event day</li> <li>• Set up separate volunteer check-in area away from ticket check-in</li> <li>• Communicate early and often with wineries including a phone call with each email</li> <li>• Create best bite vote for restaurants, allow them to sell gift cards?</li> <li>• Take Mayor Pro Tem Nelson's advice on how to run shuttle stops with rotating volunteers with one riding the bus to the next stop.</li> </ul>
Expenses:	<p>INCOME: \$7,591.04</p> <p>EXPENSES: \$9,799.00 (\$10,000 budgeted)</p> <ul style="list-style-type: none"> <li>• Advertisement/Printing: \$706.71</li> <li>• Supplies: \$3,981.32</li> <li>• Services: \$1,423.60</li> <li>• Grazing Tables: \$412.37</li> <li>• Participants: \$3,275.00</li> </ul>
Surveys:	
Photos:	<p><a href="https://www.facebook.com/pg/DowntownBastrop/photos/?tab=album&amp;album_id=10156939496133911">https://www.facebook.com/pg/DowntownBastrop/photos/?tab=album&amp;album_id=10156939496133911</a></p> <p>Facebook Albums</p>

Winery Survey

Has your winery participated in a Swirl event in Bastrop before?	5 Responses- Yes 1 Response- No
On a scale of 1-10, with 10 being the best, how likely are you to recommend this event to another winery?	7.6
On a scale of 1-10, with 10 being the best, how would you rate the Customer Service received from our staff and volunteers?	2.8 Communicate early and more often! Email and Call.
In your experience as a owner/manager of a winery, what is the best time of year to hold a wine tasting event?	1 Response- Summer 4 Responses- Spring 1 Response- Fall
In communities the size of Bastrop (Population 8,500), what is, in your experience, the ideal number of attendees?	1 Response- 499 1 Response- Minimum 300 1 Response- 1000 2 Responses- 300 1 Response- 700+
Please describe your ideal wine tasting event from a winery perspective.	<ul style="list-style-type: none"> <li>• We need to sell our wine and be compensated for the wines poured either by counting of the tickets or as you do it, a blanket tasting reimbursement. You do a great job.</li> <li>• I liked the event being held in December. Everyone is in a festive mood. I believe the ticket prices were too high and may have kept people away. A good example of a good event is how they run the Texas Reds in Bryan. They purchase the wine from the wineries. They handle everything and you sell a lot of wine.</li> <li>• We would be reimbursed for the samples we pour. We just returned from The Nacogdoches Wine Swirl were they paid us \$425 for showing up and gave the wineries a hotel room paid by the event.</li> <li>• I was not able to sell my wine. More people, better time of year and in a shop I can sell my product.</li> <li>• The winery event that we feel is the most effective is the Texas read in Bryan College Station</li> </ul>
Were your needs met at the assigned location?	6 Responses- Yes



<p>What is your favorite Wine Tasting Event in Texas and why?</p>	<ul style="list-style-type: none"> <li>• <b>Granbury Wine walk.</b> we are paid by the ticket for tastings and there are over 2500 people there. They also have a central wine pick up point and all the winery does is sell a card that is redeemable at a wine central point. No one is lugging wine around until they are ready to leave the festival.</li> <li>• The <b>Texas Reds in Bryan.</b> They purchase all the wine and handle permitting. They handle everything. You just go pour wine, but you sell a lot of wine at their festival.</li> <li>• <b>Nacogdoches</b>, because we felt like our effort was valued by the festival. We were paid a percentage of the ticket price for showing up and pouring our wine.</li> <li>• <b>Nacogdoches sip and stroll/San Saba Sip n Stroll-</b> because there is a larger group of people and I can sell my product</li> <li>• <b>Texas Reds</b></li> </ul>
<p>We would love any additional suggestions or feedback. Please list below.</p>	<ul style="list-style-type: none"> <li>• None</li> <li>• Have the festival in December again or move it to the Spring. Lower the ticket prices to draw a larger crowd. Participants are only allowed 2 tastes at each location and should not be told they can use a lot of their tickets at one location.</li> <li>• Change the event back to a Thursday in December, it was a bigger success.</li> </ul>
<p>Would you like to have us contact you to participate in our next Wine Tasting Event?</p>	<p>5 Responses- Yes 1 Response- Depends</p>

Location Survey

<p>Has your location participated in a Swirl event in Bastrop before?</p>	<p>3 Responses- Yes</p>
<p>On a scale of 1-10, with 10 being the best, how likely are you to recommend this event to another location?</p>	<p>9.3</p>
<p>On a scale of 1-10, with 10 being the best, how would you rate your assigned restaurant in terms of customer service to our attendees?</p>	<p>10</p>

From a location perspective, what time of year is most beneficial for a Wine Tasting Event?	1 Response- Spring 2 Responses- Winter
Considering the size of your location, how many total attendees do you feel should be the maximum for this type of intimate event?	<ul style="list-style-type: none"> <li>• It seemed staggered and whatever we had was fine</li> <li>• We are a really large space but I feel 300 is the ideal. 350 has felt like too many and the 200 this year felt way too small.</li> <li>• 200</li> </ul>
How likely is it that you would recommend the Wine Tasting Event to a friend or colleague as an attendee? (1 being not at all likely and 10 being highly likely)	9.3
From a location point of view, please describe your ideal Wine Tasting Event.	<ul style="list-style-type: none"> <li>• This was perfect for bringing new people into our space!</li> <li>• Good energy from the crowd, shopping freely while enjoying tasting wine and snacks. Not drunk and sloshing wine or being obnoxious which has happened some years.</li> <li>• Main street</li> </ul>
What suggestions, ideas, or feedback do you have for the next Swirl?	<ul style="list-style-type: none"> <li>• <b>Maybe best bite vote to help restaurants.</b></li> <li>• I definitely think the strength of Swirl is having it around the Holidays when people are more freely spending and feel the energy of the season. I'd love to see it happen maybe in November pre-Holiday crazy but December is without a doubt a known success.</li> <li>• Having participated in 3 Swirls now, I have the realization that the attendees are not particularly interested in shopping, other than the wines of course. My business, being a specialty shoppe, has little benefit from this type of event, yet I spend money to provide a good experience for the event. I think it might be possible to retain or attain more venue locations if the hosting businesses could be reimbursed some</li> </ul>

	amount to offset expense similar to the way the restaurants are compensated.
Would you like to have us contact you for the next Wine Tasting Event?	2 Responses- Yes 1 Response- Depends

#### Restaurant Survey

Has your restaurant participated in a Swirl event in Bastrop before?	1 Response- Yes 1 Response- No
One a scale of 1-10, with 10 being the best, how likely are you to recommend this event to another restaurant?	8.5
On a scale of 1-10, with 10 being the best, did the staff and volunteers meet your needs?	9
On a scale of 1-10, with 10 being the best, did the location meet your needs?	1 Response- Spring 1 Response- Fall
From the perspective of a restaurant, what time of year is the best for wine tasting events?	<ul style="list-style-type: none"> <li>• 300</li> <li>• It depends on time of year, day of week and time of day. Probably 300 per hour is reasonable. We might be able to do more if we were not trying to run the kitchen at the same time.</li> </ul>
Please describe your ideal wine tasting event from a restaurant perspective.	<ul style="list-style-type: none"> <li>• Include the restaurants in the tasting as well. Allow the swirlers 5 business days to pick up the swirl bag so they don't have to stand in line for an hour to receive it</li> <li>• I'm not sure this drives business to our restaurant. I see it more as a service to our retail partners. Maybe if it was prior to Christmas we could also sell gift cards to our place. It was fun to be there, for sure.</li> </ul>
One a scale of 1-10, how likely are you to recommend this event to your friends and colleagues as attendees?	9
Is there any general feed back you would like to offer our organizers?	<ul style="list-style-type: none"> <li>• No.</li> <li>• I've heard from people who used to go to the event in prior years that they prefer to have it in time to do Christmas shopping.</li> </ul>
Would you like to have us contact you for the next Wine Tasting Event?	2 Responses- Yes

#### Volunteer Survey

Was this your first Bastrop Swirl to volunteer for?	6 Responses- Yes 2 Responses- No
On a scale of 1-10, with 10 being the most likely, what is the likelihood of you volunteering for this event again?	8
Would you recommend a friend to volunteer at this event?	7 Responses- Yes 1 Response- Maybe
On a scale of 1-10 how was your volunteer check-in experience?	9.3
On a scale of 1-10 how well informed were you regarding your duties?	7.8 Meet with checkin and shuttle volunteers prior to event.
On a scale of 1-10 how quickly did a member of the City Staff answer your questions?	8.6
On a scale of 1-10 how was your overall experience?	9.1
In comparison to other events you have volunteered for, how would you rate this event?	8.8
Can you offer any ideas, changes, or feedback to make the next event an even better experience for our volunteers or attendees?	<ul style="list-style-type: none"> <li>Clarify at the beginning the duties of each volunteer. There was confusion at first about what needed doing and who needed to do it. We worked it out, and got the it done smoothly. It was a good event. You did a great job.</li> <li>I was confused about my duties until the actual day of the event, so maybe a little email with the info in the volunteer pack sent the day before would be helpful, including check-in time, location, duty station, and duties. Also, for this event and pub crawls, I think it would be cool to close off the event portion of South Main St (or perhaps the entire portion of Main Street where the event is) so attendees can freely drink in the streets for the duration of the event. Also, maybe offer a second discounted option as I saw some negative comments on Facebook about it being too expensive. Offer only a limited amount of each kind of ticket. Over all, I thought it was a very successful event. You did a great job!!!</li> </ul>

- Communication between shuttles and stops has room for improvement

Take Mayor Pro Tem Nelson's advice on how to run shuttle stops with rotating volunteers with one riding the bus to the next stop.

- it was a great event!