

**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 – August 8, 2018, 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**

**4. REPORTS**

- 4A. Receive report on volunteer fair.
- 4B. Receive report on Small Business Committee
- 4C. Receive report on progress of Capital Improvement Plan.
- 4D. Receive report on Lost Pines Christmas.

**5. PRESENTATIONS**

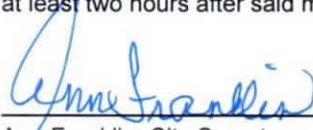
- 5A. Receive presentation on future staffing needs.

**6. ITEMS FOR INDIVIDUAL CONSIDERATION**

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- 6A. Consider action to approve meeting minutes from the June 13, 2018 and July 19, 2018 Main Street Advisory Board regular meetings.
- 6B. Consider action to approve recommendation(s) to the City of Bastrop Council for the Main Street Advisory Board.
- 7. Reminder to update committee work plans
- 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: Thursday, August 2, 2018 at 1:00 p.m. and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

**CITY OF BASTROP MAIN STREET ADVISORY BOARD**  
**Minutes of the June 13, 2018 Regular Monthly Meeting**

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:50 p.m. Attending were members Steve Bridges, Janette Condray, Terry Moore and Jennifer Long. Members absent were Michelle Adams, Sandra Grawunder and Naseem Khonsari. Also attending were BMSP Director Sarah O'Brien and Bastrop Convention Center Director Kathy Danielson and City Council member/liaison Bill Ennis.,

**May 9, 2018 minutes:** On a motion by Jennifer, seconded by Steve, the Board approved the minutes of the May regular monthly meeting as presented.

**Volunteer Fair:** Dick brief the Board on plans for the First Annual Bastrop Volunteer Fair, to be held at the Convention Center on July 17, from 7 to 8:30 p.m. He reported that each of the 13 City boards and commissions, including the MSAB, would have table, staff by board members and staff liaisons. Additionally community service nonprofits—more than 20 thus far—would be participating. The come-and-go event is intended to promote community/civic volunteerism and to serve as a pathway for potential volunteers to learn about volunteer opportunities.

**Board/Commission appointments:** Dick recapped the June 12 City Council meeting discussing regarding appointments to City boards and commissions:

- The new application form—with an increased emphasis on the skills and experiences that an applicant might bring to a specific boards—is now available at [www.cityofbastrop.org/page/cs.forms](http://www.cityofbastrop.org/page/cs.forms).
- Materials describing the function of each City boards/commission, the role of it board, service and residency requires were in preparation. The City contemplated a first of July mailing of this information to City households and to those living in the City's extra-territorial jurisdiction.
- For the present, boards would be constituted as established in their Council approved bylaws or in the resolution initially establishing the board. Consideration of the size of the board and any term limits that might apply have been deferred to a later time.
- All applications must be submitted to the City Secretary by August 15, and all applicants will be required to participate in an informal screening before City Council late in the month. The Mayor will present her appointments to City Council for its approval in September. New appointees will be seated in October.
- The service year—previously July 1 to June 30—will now begin October 1 and conclude on September 30. In transition, the service year for incumbent appointees is extended and will end September 30.

**BastropTX smartphone app:**

With the completion of the VisitBastrop.com (mobile friendly), the pioneering BastropTX smartphone app has been rendered obsolete and is being retired, reported Sarah. The new website is the successor to [www.visitlostpines](http://www.visitlostpines) and has been recreated and is being updated by the Visit Bastrop destination marketing organization.

Users of the website can easily log on to [www.visitbastrop.com](http://www.visitbastrop.com) and click on the green medallion on the right of the opening page. The website includes—as did [www.visitlostpines.com](http://www.visitlostpines.com)—a widget that allows visitors to plan their entire visit. The next site also includes a calendaring feature whereby organizations may submit events of potential interest to visitors. Sarah encouraged Board members to explore the new website and the widget.

With the launch of [www.visitbastrop.com](http://www.visitbastrop.com), the pioneering BastropTX smartphone app (launched six years ago through Go Local, a third party developer) and [www.visitlostpines.com](http://www.visitlostpines.com) have become obsolete and, after July 1, will no longer be accessible. Sarah indicated that notification would be posted on the website and that downtown signage regarding BastropTX is being replaced.

**Director’s report:** Sarah reminded the Board of Main Street’s next “Breakfast Bites” (on Social Media for Small Business) July 20.

In other matters, Sarah reported:

- The development process for the Cultural Arts Master Plan has begun: the master plan task force will next meet on July 12 with consultant Lynn Osgood, to discuss her findings from a “dive” into data around the arts and the local arts economy. The next phase of the process is to interview arts and community leaders as a prelude to larger community engagement meetings.
- With the Chamber of Commerce’s expansion of the Patriotic Festival into a two-day event (June 29-30) and with many new activities, a large number of volunteers are needed. Chamber President and CEO Becki Womble added that the Festival will begin Friday evening with a new “Run, White and Blue” 5K fun run followed by a street dance. Activities resume at 10 a.m. on Friday, at Fisherman’s Park, with the annual Pet and Pal Parade, and continue with a petting zoo, sand volleyball, various children’s activities, a water wonderland, bingo, a washers tournament and other contests during the day. The event culminates just after dusk with the annual fireworks show.

**Design Committee:** Jeanette reported that all the new signs directing the public to Main Street area parking lots have been installed. She noted that the design for new downtown planters has been approved and that City has purchased a water cart to assist with plantings.

**Promotions Committee:** Terry reported that project teams have begun working on the 2019 Table on Main, on a back-to-school downtown bingo event for BISD teachers and on BMSP Christmastime events.

**With no further business** to come before the Board, the meeting adjourned at 6:15 p.m.

**CITY OF BASTROP MAIN STREET ADVISORY BOARD**  
**Minutes of the July 19, 2018 Special Called Meeting**

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:35 p.m., called to consider candidates for appointment to the Board. Attending were members Michelle Adams, Steve Bridges, Jeanette Condray, Sandra Grawunder, Naseem Khonsari and Terry Moore. Member Jennifer Long was absent. Also attending were Convention Center Director Kathy Danielson and Shawn Pletsch, chair of the recently dissolved Main Street Organization Committee.

Dick recapped the role the Organization Committee previously played in the nomination of candidates for MSAB places and the traditional role that Shawn, as Committee chair, has performed in identifying and vetting candidates and in presenting recommendations to MSAB for its consideration. With the dissolution of the Committee, an *ad hoc* committee of Board officers and Shawn had acted in that capacity.

The task this year was to identify nominees for the four places becoming vacant at the end of September: Place 1 (Michelle Adams), Place 6 (Dick), Place 8 (Shanda Hernandez), and Place 9 (Jeanette). The incumbents in Places 1, 6 and 9 are “terming out”; Shanda resigned her Place 8 seat in late spring.

On behalf of the *ad hoc* committee, Shawn presented for MSAB consideration:

- Candice McClendon, who is new to BMSP but has a wealth of experience in historical preservation and nonprofit enterprise management and outreach. She is well versed in the Texas Main Street Program and, for the past three years, has been Outreach Program Specialist for the County Historical Commission, a partner of the Texas Historical Commission, of which the Texas Main Street Program is an initiative.

Dick presented for MSAB consideration two further nominees who have previously served on the Board and who have applied to return to it:

- Bonnie Coffey, who currently services as chair of the Small Business Committee and was early on a key advocate of Bastrop’s earning “Entrepreneur Ready” certification. In spearheading the local Entrepreneur Ready Leadership Team (“ERLT”), Bonnie tapped her extensive experience in building and managing innovative programs including those focusing on improving women’s economic status, financial literacy and political activism.
- Shawn, who has been a civic volunteer for more than 30 years and was a founding member of MSAB who has been continuously engaged in the Bastrop Main Street Program since its origination in 2007-8 and has served as chair of the Organization Committee from its origination. In addition to her BMSP work she has been an active DBA volunteer and is an at large member of the Board of Directors of Visit Bastrop, a precursor to Bastrop’s current arts initiatives. She has served on the Charter Review Commission and a number of special City task forces. She and her husband Bill founded and operate the Pecan Street Inn.

Shawn noted that a recommendation for the fourth vacant place was still in development and would be presented to the Board for consideration at its August 8 regular meeting. Terry made a motion that the

three identified candidates be approved for presentation to the Mayor prior to the August 15 deadline for applications for City Boards and Commissions. The motion further honored Shawn's request that her nomination for appointment be for the two years remaining in Shanda's term. (Candace and Bonnie would serve three-year terms.) The motion carried, all voting to approve.

**With no further business** to come before the Board, the meeting adjourned at 6:20 p.m.