

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



AGENDA – September 8, 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. Nunset Boulevard at the Bastrop Opera House September 10th – 25th
- 3B. Movies in the Park featuring the movie Onward on September 11th at 7:00pm at Fisherman's Park
- 3C. Feed the Need Gala on September 11th at 6:00pm at Bastrop Convention Center
- 3D. Bastrop Music Festival September 23rd – 26th
- 3E. National Night Out on October 5th
- 3F. Boards & Commissions Banquet at the Convention Center on October 14th at 6:00pm

4. REPORTS

- 4A. Main Street Manager Report
- 4B. Design Committee Report

5. PRESENTATIONS—NONE

6. WORKSHOP

- 6A. Discuss Additional Board Members
- 6B. Discussion of Sponsorships Work Plan
- 6C. Discussion of Red, White, & Brews Work Plan
- 6D. Discussion of Lost Pines Christmas Work Plan

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Discussion and consider action for adoption of new bylaws.

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: Friday, September 3, 2021 at 9:30 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: September 8, 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: There were no new Certificate of Occupancies permitted within the Main Street District the month of August.

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. To help bring Main Street businesses into compliance, we will be sending a series of postcards to City of Bastrop utilities customers directing them to the resource sit as well as include sign code educational information in each of our Main Street emails. We will also be personally reaching out to those businesses not in compliance to be a resource.

TACVB Conference: I attended the Texas Association of Convention and Visitors Bureaus conference on August 12-27, 2021, in Lake Conroe. The conference had a variety of speakers who touched on topics like destination data driven decisions, master planning, digital presence, and leading through COVID. The purpose of the conference is to promote professional development for professionals in convention, tourism and hospitality fields.

Main Street Surveys: We are currently working on creating a Google Survey for Main Street businesses to gather updated contact information and feedback for Main Street Academy topics and dates. The survey will be sent out in this month.

Main Street Academy: Based off survey feedback, dates and topics for Main Street Academy will be determined with the next occurring in October and then every other month after that.

Main Street Retreat: On September 15-17th, we will be attending the Texas Main Street Retreat in Seguin, Texas. Topics for the retreat include taking better pictures of downtown, growth strategies for your businesses, supporting existing businesses, Manager roundtables, placemaking, and nonprofit building rehab.



REPORT

MEETING DATE: September 8, 2021

AGENDA ITEM: 4B

TITLE:

Design Committee Report

AGENDA ITEM SUBMITTED BY:

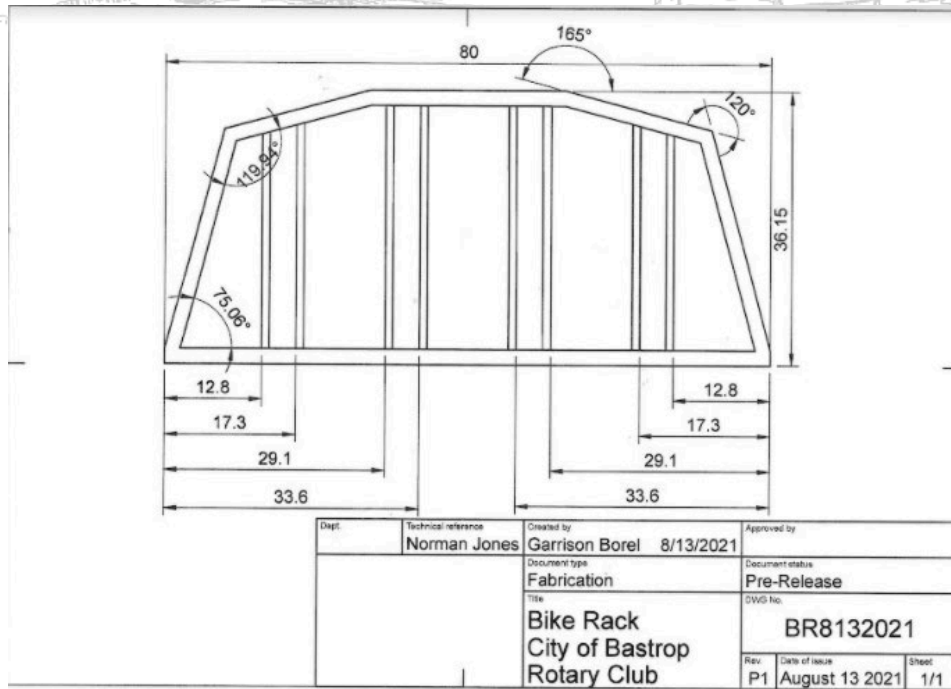
Steph Lewis, Committee Chair & Main Street Board Member

UPDATES:

Old Iron Bridge flags are at printer!!

Parking lots – Steph meeting with Thomas / Candice to discuss placement of new bird flags and confirm hardware acceptable. Investigating the reskinning of the round “P” parking signs (= cost effective).

Rotary Club has come back with CAD design of bike rack. They’ve completed the 3D print out, *hope to see before going into production.*



Pushing project talks to 2022 (beginning October 2021) – including working with Cultural Arts Commission – re “permanent sidewalk” art installations and logistics.



STAFF REPORT

MEETING DATE: September 8, 2021

AGENDA ITEM: 7A

TITLE:

Update to Bylaws

AGENDA ITEM SUBMITTED BY:

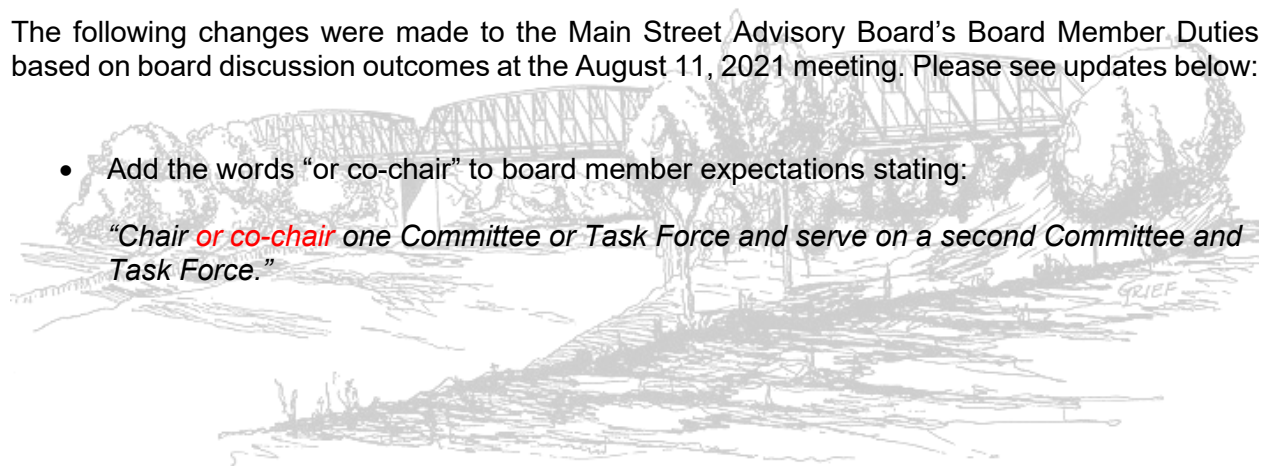
Rebecca Gleason, Staff Liaison

UPDATES:

The following changes were made to the Main Street Advisory Board's Board Member Duties based on board discussion outcomes at the August 11, 2021 meeting. Please see updates below:

- Add the words "or co-chair" to board member expectations stating:

*"Chair **or co-chair** one Committee or Task Force and serve on a second Committee and Task Force."*



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.