

Bastrop Main Street Advisory Board
AGENDA

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



Special Workshop

Leadership Training

March 14, 2018, at 4:30 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. 2018 LEADERSHIP TRAINING PRESENTATION & DISCUSSION
3. 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: Monday, March 5, 2018 at 3:00 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 PROGRAM

2018 Leadership Training
MSBA Board & Committee Chairs

THE MAIN STREET MOVEMENT

Sustainable downtown revitalization through historic preservation, volunteerism and economic development through adaptive reuse of buildings

Established in 1981

A program of the National Trust for Historic Preservation; Coordinated by the Texas Historical Commission

Response to “suburban sprawl” and the decline of American downtowns



Vision

The Bastrop Main Street Program will positively influence the continued preservation, enhancement and commercial vitality of our historic downtown as a distinctive designation that engages and inspires both residents and visitors.

Mission

The Bastrop Main Street Program, through collaboration with other organizations and with volunteers' insights, talents and energies, will be a catalyst for the continued revitalization, preservation and economic health of our historic downtown area. Guided by the Main Street Four Point Approach of organization, design, promotion and economic vitality, we can continue positively transforming our historic downtown.

Values

Bastrop Main Street Program participants are united in a strong belief that our historic downtown is the heart of this community and an asset worthy of preserving and nurturing. Historic Downtown is fundamental to the City's economic, social and cultural vitality and the essence of its tourism appeal.

SO WHAT IS MAIN STREET?

A look at how community partnerships lead to a significant impact.

THE MAIN STREET MOVEMENT IN BASTROP

Designated a Texas Main Street City in 2007

Nationally Accredited

Department of the City of Bastrop within the Hospitality & Downtown Department including Convention Center, Recreation & Special Events, Multi-Media, Emergency Management PIO.

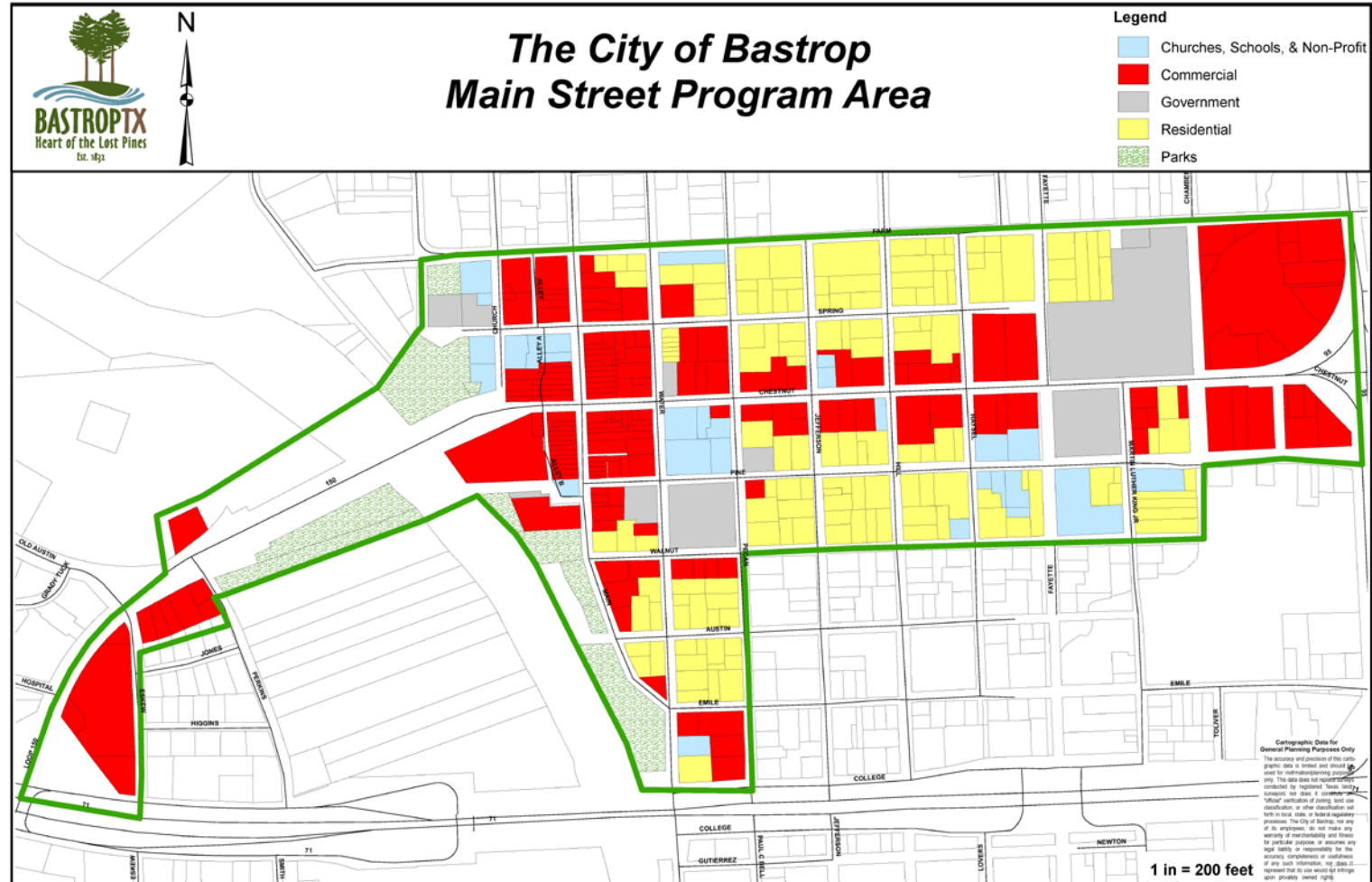
Relies on broad-based volunteer and community support to achieve its mission.

10,650 + Volunteer Hours

\$32 Million in Reinvestment



MORE THAN JUST MAIN



WHY FOCUS ON DOWNTOWN?

Downtown is the foundation of a community's heritage—the place where its story started. Differentiates your community from others

A strong downtown is a component of any successful economic development strategy

Downtown's appearance sends a visible message about the town's pride and how it feels about itself

Downtown is the place where true entrepreneurship can be nurtured, developed and maintained

The 're-use' of downtown is responsible public policy (re-use of buildings, infrastructure, sprawl reduction, job & small business creation etc.)



THE FOUR POINTS OF MAIN STREET

Design
Promotion
Organization
Economic Vitality

COMMUNITY
PARTNERSHIPS
VOLUNTEERISM



THE PHILOSOPHY BEHIND THE APPROACH:

Downtown belongs to everyone, so everyone should have the opportunity to be involved

Historic preservation is a grassroots activity

Historic resources have significant community value

Historic properties can be used for contemporary purposes

Volunteerism has civic AND economic value

The four-pronged strategy provides a reliable framework to address downtown's most common issues

SHOP SMALL. SUPPORT LOCAL!

Small businesses are the engines of job creation and the heartbeat of the economy.

- 93% of US consumers believe it's important to support the local small businesses that they value in their community
- 87% believe that small businesses are a critical element of the overall U.S. economic health
- 89% agree that locally-owned, independent businesses contribute positively through taxes and jobs
- 73% consciously shop at small businesses in their community because they do not want them to go away

The Bastrop Picture.....



#MyBastrop

SERVICE ABOVE SELF

The background of the slide is a photograph of a brick building with a blue-tinted overlay. The building has a decorative cornice and arched windows. The sky is overcast with grey clouds. The foreground shows a wet, reflective surface, possibly a pool or a wet street, with reflections of the building and sky. The text is overlaid on the blue-tinted area.

Program Advocacy

No personal agendas

Conflicts of Interest- Perceived or otherwise

Respect for the decision process

Committee & Board Leadership: Traditional And Non Traditional



- Attend MSAB Meetings, Trainings and events
- Communication between committees, adhoc groups, event sub committees and the board
- Manage Committee & Event Groups- meeting notifications, minutes, agendas
- Recruitment, Recruitment, Recruitment
- Guide, Update and Manage annual Work Plan
- Ensure communication of that work plan to volunteers and committee members

CITY OF BASTROP

Ethics Training

Open Meetings Act

Public Information Act

Adios Robert- Hello

Changes in appointment timelines

Changes in Work Plan Cycle

QUESTIONS?

