

Bastrop Main Street Advisory Board

Bastrop City Hall City

Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



AGENDA – November 11, 2020 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. Making Bastrop Bright
- 3B. Main Street Rehabilitation Project Ribbon Cutting
- 3C. Wassail Fest
- 3D. Christmas Drive-In and Virtual Tree Lighting
- 3E. Downtown Open House

4. REPORTS

- 4A. Main Street Manager Report.
- 4B. Business Retention Committee Report
- 4C. Lost Pines Christmas Committee Report

5. PRESENTATIONS - NONE

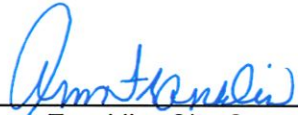
6. WORKSHOP - NONE

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Discussion and possible consideration for 15 minute pick-up and drop-off parking spots along Main Street.
- 7B. Discussion and possible consideration for sponsorship pricing for the new Heritage Bench Program.
- 7C. Consider action to approve minutes from September 9, 2020 and October 14, 2020.

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, November 5, 2020, at 11:00 a.m. and will remain posted for at least two hours after said meeting has convened.



Ann Franklin, City Secretary

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 9, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 9, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Melinda Ortega, Steph Lewis, Shawn Pletsch, Dani Moss and Candice McClendon. Also present: Main Street Program Director Rebecca Gleason and Council Liaison Druscilla Rogers.

1. **CALL TO ORDER:** At 5:31 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: City of Bastrop City Manager Paul Hofmann: Paul shared some of his background and that his focus will be keeping Bastrop authentic while we develop. He also sees the importance of our historical district and wants to ensure all residents know about what downtown has to offer.

3B: Main Street Project Update: The crews are finishing up projects here and there. They will start milling the street in about 3 weeks and paving work is planned to take place overnight. Main Street will get new pavement from Farm Street to Water St

4. **Reports:**

4A: Main Street Manager Report: A survey was sent to businesses in our district. So far there has been about a 13% response rate. 85% of those that responded do have a website and 95% have some sort of social media. Many requested training.

Rebecca applied for the Tx Community Development grants. If we are awarded the grant the funds would be used on street and sidewalk improvements along Water St, Pine and Spring street.

Rebecca is doing a video series that will go live every Friday. Each video will highlight a business in the district.

September 17th is our Board and Commissions orientation at 5:30.

Main Street program submitted for the Presidential Awards and we are a finalist and we were featured in the Main Street Matters issue.

4B: Design Committee: Working on flags for the pole in the district. There will be 3 themes...welcoming at the gateway locations, way finding and sip, shop and play themed

4C: Business Retention: Working with Rebecca on a series of trainings. Plan to poll participants from last year on Wassail fest to determine if they would like to have the event this year.

4D: Sponsorship Committee: Nearing completion on the bench sponsorship program

5. Presentations:

5A: 2021 Main Street Goals (1st half of year):

- Branding: reflag district, website transfer to be a page on the Visit Bastrop Website, Rack cards
- Campaigns: More than a Business, The Downtowner and Lost Pines Christmas
- Events (possibly): Wassail Fest, Downtown Open House and Spring Market Days
- Vacancy: Advanced market study and create a vacancy task force

6: Workshop: None

7: ITEMS FOR INDIVIDUAL CONSIDERATION:

7A: Board Vacancy: Nancy Wood is vacating her seat. A nominating committee chaired by Terry Moore will evaluate potential new members and bring to the board at a later date. Let Terry or Rebecca know if you want to serve on the committee.

7B: Approval of Minutes: Candace made a motion to approve with a 2nd from Dani

8: **ADJOURNMENT**: The meeting was adjourned at 7:00 p.m. without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
October 14, 2020

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, October 14, 2020 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas and via Zoom. Members present were Terry Moore, Nancy Wood, Steph Lewis, Shawn Pletsch, Dani Moss, Jennifer Long and Rhonda Potter. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers and Susan Smith with Visit Bastrop

1. **CALL TO ORDER:** At 5:35 p.m. and with quorum in attendance, Terry Moore called the meeting to order.

2. **CITIZEN COMMENTS:** None

3. **Announcements:**

3A: Main Street Project Update: We are invited to a bench walk discussion on November 2nd at 3:30 to have input on the bench placement. Work update: Tree planting will begin in the next couple of days, Milling is underway and paving will take place at the end of the month. Paving will take place overnight and people will be notified.

3B: Bastrop Bird Walk October 17: 22 businesses have birds painted on their windows. There is an event to find all of the birds around town.

4. **Reports:**

4A: Main Street Manager Report: A survey was sent to businesses in our district. there has been about a 28% response rate. Off the responses most have websites and social media

The city is hosting a volunteer banquet November 12th at 6:30
There are 3 Main Street Academy sessions scheduled over the next 30 days

4B: Design Committee: Flags will be going up soon

4C: Business Retention: There are training sessions coming up. They will be online and available to view at a later date. Working on contacting potential participants for Wassail fest interest.

4D: Lost Pines Christmas: Scheduling a meeting soon

5. **Presentations**: None

6. **Workshop**: None

7: ITEMS FOR INDIVIDUAL CONSIDERATION:

7A: Heritage Bench Program: Original Bench sponsors will get first choice on their bench location. There was discussion in the sponsorship amount but no decision was made.

7B: Board Vacancy: Anyone interested in joining the board needs to complete the application

7C: March 11, 2020 minutes: Dani made the motion to approve with a 2nd by Steph

8: ADJOURNMENT: The meeting was adjourned at 6:25 p.m. without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting