

Bastrop Main Street Advisory Board
AGENDA

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

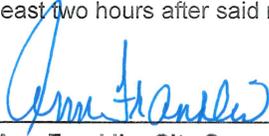


March 14th, 2018, at 5:30 P.M.

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. **UPDATES FROM PARTNER ORGANIZATIONS**
 3. **APPROVAL OF JANUARY 10, 2018 MINUTES**
 4. **2018 BOARD MEETING CALENDAR**
 5. **Director's reports and updates**
 - 5A. Main Street Program Area business changes
 - 5B. National Main Street Conference
 - 5C. Spring 2018 Trainings & Events
 - 5D. City of Bastrop Downtown Beautification Action Plan
 - 5E. FY 19 Budget Planning
 6. **#MYBastrop Discussion and Next Steps**
 7. **NEW BUSINESS from committee representatives and items for discussion and possible action:**
 - 7A. **DESIGN:** Parking Wayfinding
 - 7B. **EV:** Economic Vitality & Small Business Committee Name Change.
 - 7C. **ORGANIZATION:** Update regarding transition from standard committee structure to project focused structure for the Organization Committee
 - 7D. **PROMOTION:** Table on Main, 2018 Crawls, 2018 Art Walks, Preservation Month
 8. **Announcements (Note: no discussion or action on announcements may occur beyond that allowed by the Texas Open Meetings Act)**
 9. **Adjournment**
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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 ADVISORY BOARD

Minutes of the Jan. 10, 2017 Meeting

Main Street Advisory Board chair Dick Smith called the meeting to order at 5:30 p.m. Attending were members Michelle Adams, Steve Bridges, Sandra Grawunder, Shanda Hernandez, Jennifer Long, Terry Moore, and Naseem Nainani. Member Jeanette Condray was absent. Others attending were BMSP Director Sarah O'Brien, Economic Vitality Co-Chair Bonnie Coffey, City Council Liaison Bill Ennis and Visit Bastrop President/CEO Dale Lockett.

December 14 minutes: On a motion by Michelle, seconded by Jennifer, the Board approved the minutes of the Dec. 14 Board meeting, corrected to reflect Sandra's membership on the Design Committee rather than the Economic Vitality Committee.

MSAB Director's report: Sarah updated the Board on several business changes in the Main Street Program area:

- "Southern Edge Boutique", a new women's clothing store at 705 Pine Street, has opened; a ribbon cutting and grand opening are planned for Feb. 8.
- "Neighbors Kitchen and Yard", in The Crossing, has a new owner (Tom Dickey).
- "Copper Shot Brewery" is preparing to move into its new location in The Crossing.
- "601 Cyclery", a bicycle rental and repair shop operated by Matthew Brooks, is poised to open in The Crossing within the next few weeks.
- "The Hub", a shared workspace and coffee shop, is opening in the Prokop Building, at 913 Main Street. It will host a ribbon cutting on Feb. 12.
- "The R.A. Greene Mercantile", at 1022 Main Street, has multiple spaces available for small retail businesses.
- "Bastrop Beer Company", a craft beer shop relocating from Cedar Park where it operated as Hamrick's Craft Beer Market, is preparing to open at 1008 Main Street.
- "Main Street Café", at 1006 Main Street, has been permitted for beer and wine service, is developing a new menu and plans to provide dinner service in the near future.

Sarah further updated on the Board on activities supporting Bastrop's candidacy for a Small Business Revolution grant. Bastrop is among the "Top 10" nominated cities and the only Texas nominee to make that cut. "SBR – Main Street" program reps visited Bastrop Jan. 7-8 for a whirlwind tour of Main Street, video interviews with selected businesses and an "everybody on the bridge" send-off as they left for other candidates. The reps will narrow the list to a "Top 5" on February 13 and open the competition to a week of national voting. The city garnering the greatest number of votes will qualify for \$500,000 in direct business support. Sarah noted that the visit went very well, perhaps boosting Bastrop chances for making "Top 5". A collaboration among BMSP and its partners will be spearheading a "#mybastrop spread-the-word campaign to build social media buzz and, if Bastrop reaches the "Top 5", a get-out-the-vote campaign throughout Texas and beyond. Visitor Bastrop President/CEO Dale Lockett added that his organization was assisting the #MyBastrop marketing push, including the addition of an information/resource page at www.visitbastrop.com/about/mybastrop-movement. (Other current DMO activities, reported by Dale, include continued redevelopment of www.visitbastrop.com and the development of an extranet "back door" to the website to allow local businesses and organizations to submit updates to their content and events to a master calendar.)

In other matters:

- Victoria Psenick has joined the Hospitality & Downtown Department and will take over the City's event application/approval process from Marty DuVall who recently retired as Parks & Recreation Department administrative assistant. Victoria will serve as Community Recreation and Special Event Coordinator; her office will be in the Emergency Shelter now under construction on Linden Street in north Bastrop.
- Consultant Vicki Soderberg has delivered her report and recommendations regarding the Bastrop Culture District and the Culinary Arts District, both of which have failed to achieve an operational foundation. Her recommendations center on initiatives that might be undertaken in the interim before the Cultural Arts strategic plan, called for by the City's Comprehensive Plan, can be developed.
- Representatives of the La Grange Main Street and Tourism Programs will make a site visit to Bastrop on Jan. 27 and will meet with BMSP representatives to share information regarding structure, programs and aspirations.

Promotions Committee report: Co-chair Terry Moore reported a successful, well-attended Lost Pines Christmas and that the Committee's focus has now shifted to the second annual Table On Main, has been scheduled for April 29. The event will continue to showcase Bastrop's restaurants, local farmers and Texas wine and beer. Sandra volunteered to help coordinate event logistics.

With no further business to come before the Board, the meeting adjourned at 6:32 p.m.

2018 SCHEDULE FOR SMALL BUSINESS AND ENTREPRENEUR TRAINING & EVENTS

DATE	TIME	TRAINING	LOCATION	LEAD	NOTES
01/10/18	11:30 am - 1:00 pm	Google Analytics & SEO	Chamber Brdrm	Chamber	Complete
01/19/18	8:00 am - 9:30 am	Breakfast Bites: Special Events	City Hall	Main St.	Complete
02/14/18	11:30 am - 1:00 pm	Avoiding social media blunders	Chamber Brdrm	Chamber	Complete
03/09/18	7:30 am - 9:00 am	Coffee Chat	BEDC Office	BEDC	
03/20/18	9:30 am - 3:30 pm	Launch2018! Small Business Workshop	Convention Ctr	BEDC	(Postponed)
04/11/18	11:30 am - 1:00 pm	Best practices to reach identified special business communities (panel discussion)	Chamber Brdrm	Chamber	
04/20/18	8:00 am - 9:30 am	Breakfast Bites: Yelp, TripAdvisor, Google	City Hall	Main St.	
05/01/18	5:30 pm - 7:30 pm	Celebrate Small Business event	Convention Ctr	BEDC	
05/09/18	11:30 am - 1:00 pm	OSHA Training	Chamber Brdrm	Chamber	
06/01/18	7:30 am - 9:00 am	Coffee Chat	BEDC Office	BEDC	
06/13/18	11:30 am - 1:00 pm	Active shooter preparedness	Chamber Brdrm	Chamber	
07/20/18	8:00 am - 9:30 am	Breakfast Bites: Social Media	City Hall	Main St.	
07/31/18	**	Plan & Pitch event	Convention Ctr	BEDC	**Time TBD
09/07/18	7:30 am - 9:00 am	Coffee Chat	BEDC Office	BEDC	
*		Disaster Preparedness Workshop		Chamber	*Date TBD
10/02/18	**	Small Business & Entrepreneur Pitch Event	Convention Ctr	BEDC	**Time TBD
10/10/18	8:00 am - 2:00 pm	Computer workshop (QB, Excel, PowerPoint)	Heritage Hall	Chamber	
10/19/18	8:00 am - 9:30 am	Breakfast Bites: Customer service training	City Hall	Main St.	
11/14/18	**	Navigating city & county government (panel)		Chamber	**Time TBD
11/24/18	11:00 am - 4:00 pm	Small Business Saturday	Downtown	Main St.	