

**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 – September 12, 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**

3A. New Visit Bastrop and BEDC Executives are hired.

**4. REPORTS**

4A. Receive report on Lost Pines Christmas.

4B. Receive report on Small Business Committee.

4C. Receive report on downtown landscape, benches and bike racks.

4D. Receive report on Medallion Brochure.

4E. Receive report on CAMP.

4F Receive report on Board Appointment Process.

**5. PRESENTATIONS**

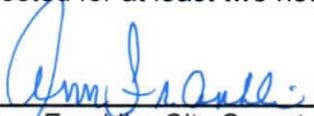
5A. FY 2019 Budget Update.

**6. ITEMS FOR INDIVIDUAL CONSIDERATION**

6A. Consider action to approve meeting minutes from the August 8, 2018 Main Street Advisory Board regular meeting.

**7. 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: Wednesday, September 5, 2018 at 4:00 p.m. and will remain posted for at least two hours after said meeting has convened.

  
Ann Franklin, City Secretary



**FOR IMMEDIATE RELEASE**

**Contact: Clint Howard, Chair, Visit Bastrop, Board of Directors**

**Phone: 512-321-7868**

**Email: [clint@deepintheheart.net](mailto:clint@deepintheheart.net)**

### **VISIT BASTROP NAMES SUSAN SMITH, NEW PRESIDENT AND CHIEF EXECUTIVE OFFICER**

The Visit Bastrop Board of Directors announced today that Susan Smith has been selected as the organization's President/CEO. Susan will assume responsibility on September 24, 2018.

Susan is a seasoned professional with more than 30 years of experience in leading high producing sales teams, effective marketing, government relations and successful destination management. Most recently, Susan has been the Vice President of the Lake Champlain Regional Chamber of Commerce and Executive Director of the Vermont Convention Bureau, located in Burlington, Vermont. Susan was hired through SearchWide Global Search Firm, as part of a nationwide leadership search. Prior to working in tourism, Susan spent more than two decades in the communication and energy arenas. She holds a bachelor's degree from Johnson State College.

"I am extremely pleased that Susan has accepted our offer to lead the mission and vision of Visit Bastrop," said Clint Howard, Chairman of the Visit Bastrop Board of Directors. "As we look to attract even more visitors, her expertise will be critical in growing Bastrop's presence as a preferred destination. I would also like to thank Dale Lockett, who is retiring, for his service and leadership in getting Visit Bastrop set up and functional."

As designated by the Board of Directors, the President/CEO, organizes, coordinates and controls all activities of the organization, ensures the activities are in alignment with the mission and strategic plan, conducts long range planning to guide the organization's future and forecast financial needs, serves as primary spokesperson for Visit Bastrop in all matters, continues the development of operations and functionality of this new DMO and establishes Visit Bastrop as a critical partner with the City of Bastrop, Bastrop Chamber of Commerce and the Bastrop Economic Development Corporation.

"I am very excited to be part of the leadership efforts to help grow Bastrop's economy through effective tourism, meeting sales and marketing efforts," said Susan. "The Board of Directors and the business community have already been so welcoming - I am very excited and ready to get started at Visit Bastrop."

*Visit Bastrop is the destination marketing organization charged with increasing visitor traffic for the tourism, meeting and event markets for Bastrop, Texas.*

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For more information about this topic, please call Clint Howard at 512-321-7868.



**RELEASE** AUGUST 28, 2018

**Contact:** Camilo Chavez  
Board Chair  
cchavez25@att.net

## **Bastrop EDC Selects New Executive Director**

BASTROP, TEXAS (August 28, 2018) – The Bastrop Economic Development Corporation (BEDC) has selected Mike Kamerlander as its new executive director.

Kamerlander has eight years of economic development and marketing experience and currently serves as the vice president for the Greater San Marcos Partnership, a position he has held since 2012. He previously served as the director of business retention and expansion for the Austin Chamber of Commerce and was a policy analyst for the Texas Senate. Kamerlander is a graduate of the University of Texas with a bachelor's degree in government.

"I am honored to lead the Bastrop EDC and appreciate the opportunity provided by the Bastrop EDC Board," said Kamerlander. "Together with community and business leaders, Bastrop EDC is committed to strategically elevating the city's national visibility and deepening relationships with existing major employers in order to create primary jobs and increase economic opportunities for our residents. Bastrop has a great story, and I am excited to share it."

The BEDC received 35 applications from highly qualified individuals in nine states. Four candidates were invited for interviews during the week of August 13, and Kamerlander was selected by the board to fill the position. His proposed start date is September 17.

"The board is excited to have selected Kamerlander as the executive director for BEDC," said BEDC Chair Cam Chavez. "With several quality candidates, it became clear during the process that he would be a great asset to the city and community. We look forward to welcoming him and the future successes we hope to accomplish together under his leadership."

Strategic Government Resources (SGR), a government executive search firm based in Keller, Texas, conducted the nationwide executive director search. SGR's recruitment and vetting process produced an impressive pool of candidates. Candidate vetting included a comprehensive questionnaire, online interviews, a psychometric assessment, a thorough media search, and a rigorous background investigation.

### **About the Bastrop Economic Development Corporation**

Established in 1995, the Bastrop Economic Development Corporation (BEDC) enhances the quality of life in Bastrop, Texas by advancing the investment, development, growth and relocation of companies within the area. In addition to providing appropriate infrastructure, it promotes and supports economic development in the community that offers the people of Bastrop sustainable, meaningful and rewarding employment opportunities, and greater access to desirable goods and services. Visit <http://bastropedc.org>.

**BastropEDC.org 301 Hwy 71 W, Suite 214 Bastrop, Texas 78602**

# City of Bastrop Cultural Arts Master Plan

August 28, 2018

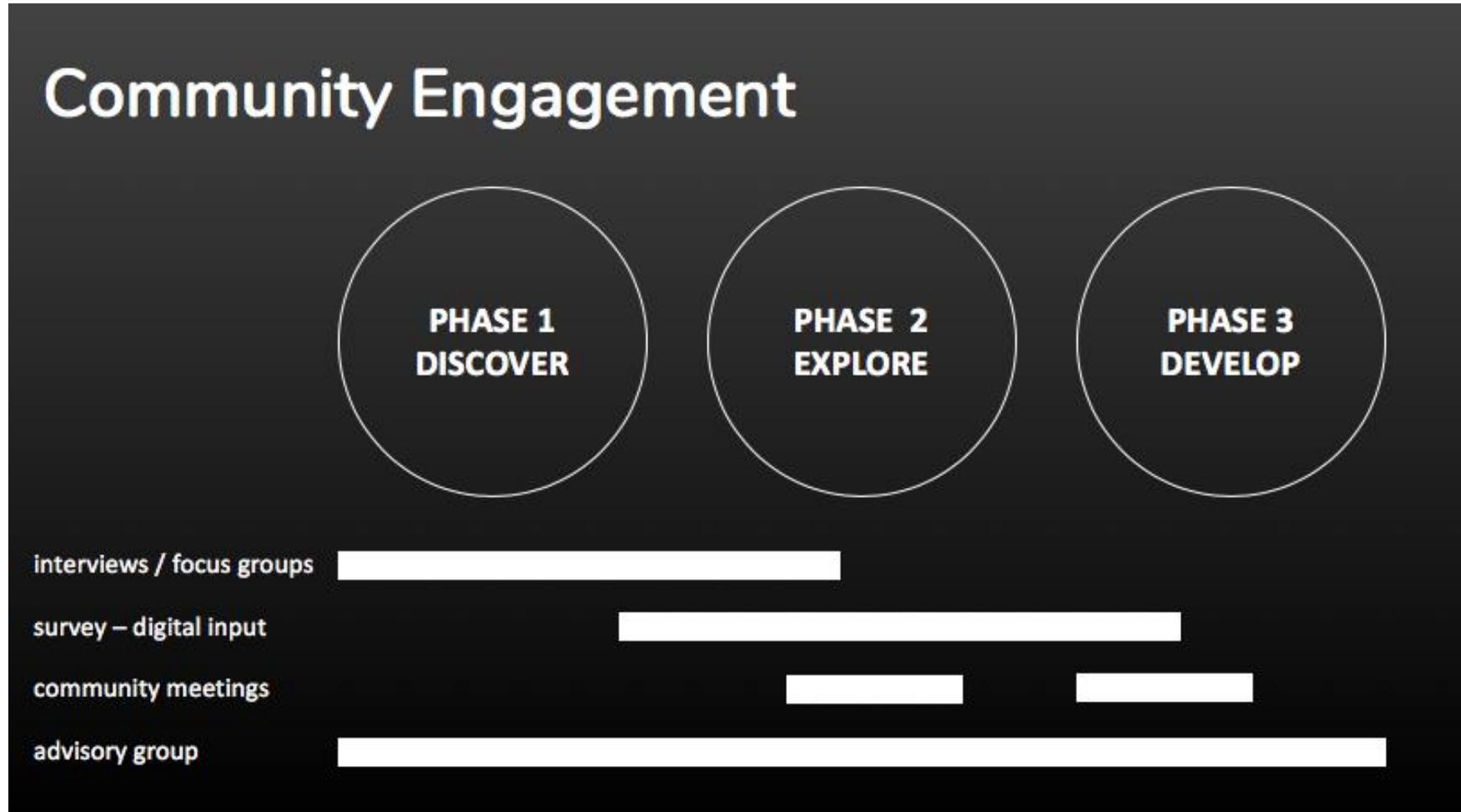
City Hall, Bastrop, TX



# Cultural Arts Master Plan

This goal of the plan is to provide a blueprint that lays out the policies, programs, and ideas that will enable the city to best harness its resources to grow and support the local arts and culture sector for residents and visitors alike.

# Envisioned at the Start.....



# .... Current Engagement Planning

Attend **Denomination Services** \*

August

Continue **Interviews and Focus Groups**

August - September

Attend **Pop-up Community Events** \*

August - September

Hold **Workshops for Arts Organizations and Allies**

Sept. - October

Distribute **General Surveys #1 and #2\*** / Arts Org Survey

Sept. - October

Hold **School Pot-Lucks** \*

October

Begin crafting policy recommendations

October - November

Draft Plan Presentation

Nov. - December

*\* events to connect with general community*

# Plan Writing Schedule

**October:** Drafting and Workshopping Recommendations with staff, advisors, and the community

**Early November:** Early Draft of Plan for Staff Review

**Early December:** Draft Plan presentation to Council

**Late December:** Final Plan presentation



**MINUTES OF THE BASTROP MAIN STREET ADVISORY BOARD MEETING**  
**August 8, 2018**

The Bastrop Main Street Advisory Board convened in a Regular Meeting on August 8, 2018, at 5:30 p.m. at Bastrop City Hall, located at 1311 Chestnut Street, Bastrop, Texas. Members present were: Michelle Adams, Jeanette Condray, Naseem Khonsari, Jennifer Long, Terry oore and Dick Smith. (Terry arrived at 5:39; Naseem left at 6:20.) Members Steve Bridges and Sandra Grawunder were absent. Guests attending were Small Business Committee Chair Bonnie Coffey and Convention Center Director Kathy Danielson, representing Main Street Program Director Sarah O'Brien.

1. **CALL TO ORDER:** At 5:30 p.m. and with a quorum in attendance, Chair Dick Smith called the meeting to order.
2. **CITIZEN COMMENTS:** NONE
3. **ANNOUNCEMENTS:** NONE
4. **PRESENTATIONS:**
  - 4A. Report on the Volunteer Fair: Dick reported that a large percentage of the more than 150 people attending Bastrop's first annual Volunteer Fair were newcomers to the area who were "shopping" for ways to become productively engaged in their new community. Informal feedback from participating organizations was very positive; all queried indicated that ended the evening with a good roster of potential volunteers. Bonnie had immediately followed up with welcoming email to the 30 Main Street Program prospects. Each subsequently received a questionnaire Dick prepared to identify specific interests for further follow-up by committee leadership. Key contacts for all participating organizations have been sent a questionnaire regarding their perceptions of the event and their suggestions for improvements in future Volunteer Fairs.
  - 4B. Report on Small Business Committee: Bonnie reported that each downtown business has been encouraged to update their media information, have bylaws, and have signs to help visitors more around downtown businesses. She is proposing the development of a cadre of volunteers who will serve as on-the-street greeters/guides for the public during public events when large numbers of visitors are anticipated to be downtown. Bonnie and her committee are anticipating a Nov. 2 pilot. Volunteer training will be provided beforehand.,
  - 4C. Report on progress of the Capital Improvement Plan: (The City's budget development process—which includes addressing urgent Capital Improvement needs—is in progress.) No report at this time.
  - 4D. Report on the Lost Pines Christmas: Dick handed out a preliminary "master calendar" he has amassed of planned and possible events during the five-week Lost Pines Christmas season (Nov. 24 through Dec. 23). Emphasizing that it was "a work in progress" as event planners lock down details, he noted that calendar will provide the springboard to promotion. A working committee has been formed to help develop and market weekend "bundles", to engage businesses and event sponsors in reaching local

audiences and to assist Visit Bastrop as needed in reaching distant audiences. The Lost Pines Christmas website will be launched as close to Labor Day as possible to ensure that Visit Bastrop has the lead time it needs to promote the season—and particularly the “banner” weekend (Dec. 6 through 9)—statewide.

**5. PRESENTATIONS**

- 5A.** Presentation on future staffing needs: Kathy reported that Sarah was asking for approval of additional FY 2019 staffing for the various departments under her supervision. Among her recommendations is additional staffing for the Main Street Program.

**6. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 6A.** Approve minutes of the June 13, 2018 regular meeting and July 19 special called meeting of the Board: On a motion by Terry, seconded by Jeanette, the Board approved, without dissent or amendment, the minutes as presented.
- 6B** Recommendations for Board member appointments: Dick reminded the Board that, at is July 19 meeting, it had approved recommending to the Mayor three candidates for appointment to the Board. He noted that, after careful consideration, he and Shawn Pletsch, who has been coordinating Board recommendations, to hold the fourth vacancy open until the Board has clearer line of sight on what special needs and Program implications might emerge from the City’s budget development process, its Capital Improvement Plan and other planning activities currently underway.
- 7.** Committee work plans: Dick reminded committee leadership to update current work plans as a prelude to Main Street Program’s fall strategic planning effort.
- 8. ADJOURNMENT:** With no further business to come before the Board and without objection, Dick adjourned the meeting at 6:35 p.m.

APPROVED:

ATTEST:

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