

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



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**April 13, 2022**

**Regular Meeting 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. Leading Ladies at the Bastrop Opera House running April 8<sup>th</sup> - April 24<sup>th</sup>

3B. Easter Egg Hunt at Film Alley on April 16<sup>th</sup> 9am -10:30am

3C. Spring Fest at Fisherman's Park on April 23<sup>rd</sup> from 11am - 4pm

3D. Art Immersion at the Lost Pines Art Center April 28<sup>th</sup> – April 30<sup>th</sup>

3E. Friends of the Library: Used Book and Plant Sale on April 29<sup>th</sup> and April 30<sup>th</sup>

3F. Volksmarch – Artistic Bastrop and the El Camino Real De Los Tejas on April 30, 2022

3G. Farm Street Opry at the Bastrop Convention Center on May 5<sup>th</sup> from 7pm – 9pm

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- 3H. Main Event – First Friday Artwalk on May 6<sup>th</sup>
- 3I. Events on Main – Market Days on May 7<sup>th</sup>
- 3J. Art After Dark at the Lost Pines Art Center on May 7<sup>th</sup> 6pm – 8pm
- 3K. Movies in the Park at Bob Bryant on May 7<sup>th</sup> 7pm – 10pm

**4. REPORTS**

- 4A. Main Street Manager Report
- 4B. Table on Main Committee Report – May 1, 2022
- 4C. Design Committee Report

**5. PRESENTATIONS - NONE**

**6. WORKSHOP**

- 6A. Committee Structure

**7. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 7A. Consider action to approve meeting minutes from the February 9<sup>th</sup>, 2022 and March 9<sup>th</sup>, 2022 meetings.
- 7B. Discussion and possible action for recommendation to the Mayor to fill Main Street Board vacancy.
- 7C. Discussion and possible action for Phase 3 of the Heritage Bench Program.

**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](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: Friday, April 8, 2022 at 3:00 p.m. and will remain posted for at least two hours after said meeting has convened.

  
Victoria Psencik, Deputy City Secretary



# STAFF REPORT

**MEETING DATE:** April 13, 2022

**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:

Main Street Businesses: There were no Certificate of Occupancy permits issued for Main Street businesses during the month of March.

Texas Main Street Quarterly Activity Report: The quarterly Texas Main Street Activity Report is due on April 10<sup>th</sup>. This report focuses on the four-point approach and asks Main Streets to give a quarterly status update on efforts toward Economic Vitality, Design, Promotion, and Organization. It also requires a Quarterly Reinvestment log that is submitted with the report.

Downtown Bastrop Recycles: Trash Cans had been ordered for our Downtown Bastrop Recycles program. We are told they should arrive in late September.

Phase 2 Benches: Phase 2 Benches will be placed this month with sales opening once Public Works gets them in place. We expect them to sell out from the waitlist, these will be the last set of benches for \$1500 sponsorship.

Youth Advisory Commission: The City of Bastrop Youth Advisory Council will attend next month's meeting to discuss their Downtown Bastrop mural project. They are requested the mural be sponsored from the Main Street Advisory Board's designated fund.

River Loop Project: The River Loop Project will be complete in May which will provide our Downtown greater connectivity and multi-mobility. The Baron of Bastrop medallions are continuing to be placed within the sidewalks which honor our past as we look towards the future of Downtown.

CivicBrand: The City of Bastrop has signed a contract with CivicBrand to conduct a Brand and Place Audit for Downtown Bastrop. From there, we will begin using CivicBrand to assist with promotion of our Downtown. The Audits will be a helpful tool for a future Downtown Master Plan. CivicBrand will be planning a trip to town within the next few months and are looking forward to having a discussion with the Main Street Board Members to learn about the soul of our Downtown.

Parks & Recreation Master Plan: At the end of April, the City of Bastrop will be releasing an RFQ for the Parks & Recreation Master Plan. The Plan will focus on a large community engagement element that will include the activation of the Main Street Board. We would like to explore how to better connect Downtown to Fisherman's Park, the River Walk, and Ferry Park.

National Main Street Now Conference: Candice Butts, Community Impact Manager, will be attending the National Main Street Now Conference in Richmond, Virginia on May 16-18<sup>th</sup>. This conference will provide educational sessions on three thematic areas – Main Streets for the New Economy, Community Preservation and Expression, and Housing and Small-Scale Development, as well as perennial downtown and commercial district management topics guided by the Main Street Approach.



**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**February 9, 2022**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, February 9, 2022 at 5:59 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Terry Moore, Candice McClendon, Jennifer Long, Rhonda Gannon, Dani Moss, Stephanie Lewis and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Candice Butts

- 1. CALL TO ORDER:** At 5:59 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

3A: Crowns A Musical at Bastrop Opera House until February 20th

3B: A Valentine's Cabaret and Dinner at Bastrop Opera House February 13<sup>th</sup> & 14<sup>th</sup> (sold out)

3C: Cowgirls and Clutches: Bastrop County Designer Purse Bingo on February 19 at Convention Center, benefiting Children's Advocacy Center

3D: Recreation Family Fun Night on March 1, 6-7:30pm

3E. Farm Street Opry at the Conventin Center on March 3<sup>rd</sup>

3F. Main Event – Frist Friday Artwalk on March 4th

3G. Events on Main March 5th

3H. Movies in the Park at Bob Bryant Park on March 5th

3I. Art After Dark at Lost Pines Art Center on March 5<sup>th</sup> 6-8pm

**4. REPORTS:**

4A: Main Street Manager Report: Ramble on Salon received CO in January. Updated downtown business contacts sheets are needed from board members to complete the quarterly report. Council met and passed policy resolution to accept BEDC funding. The annual accreditation report was finished and turned and was attached to board packet for review. The city produced the first ever "Mayor's State of the City" video that was showcased at the January Council meeting. The City also completed the FY 2022 First Quarter Report. It is posted to view on website.

4B. Main Street Chair Report: No report

4C. Business Retention: No report

4D. Table on Main: Have made connections with businesses and restaurants about getting involved. Dividing tasks into subcommittees and scheduling those meetings. Will be planning menu next.

**5. PRESENTATIONS:**

5A. Presentation made by City of Bastrop Code Compliance Officer. General overview of guidelines was given in addition to overview of strategy to bring businesses up to code.

**6. WORKSHOP:**

6A. Discussion of Sponsorship Packet: Discussion of what to include/benefits for each level of sponsorships. Discussion also around when to start “sponsor year.”

6B. Discussion of Chamber Training Scholarships: Discussion on how to handle scholarships, especially in regards to no shows. Currently no accountability for those who receive scholarships. Candice will work on language and create a draft for the board to review of a document each recipient will be given outlining expectations.

6C. Main Street Benches: Needed to make some changes for placements based on ADA needs. There is one extra bench, suggested to put in alleyway of HUB; would be a guarantee sell in that location. Will also add more in front of museum.

6D. DBA Celebration: Suggested to unveil bench plaque at Cripple Creek (CC Wine Co). Waiting on plaque to come in to set date. Would also like to honor Nancy Wood for a Lifetime Achievement Award for TDA.

**7. ITEMS FOR INDIVIDUAL CONSIDERATION: None**

**8. ADJOURNMENT:** The meeting was adjourned at 7:24 without objection.

APPROVED:

ATTEST:

\_\_\_\_\_  
Insert name and title of signer

\_\_\_\_\_  
Insert name of person attesting

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**March 9, 2022**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 9, 2022 at 5:34 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Dani Moss, Stephanie Lewis, Kari and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Candice Butts

- 1. CALL TO ORDER:** At 5:34 and with quorum in attendance, Terry Moore called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

3A: Clinically Undepressed at Bastrop Opera House March 11-27<sup>th</sup>

3B: Super Family Fun Night at Recreation Center on March 25<sup>th</sup> 6-7:30pm

3C: Main Event: First Friday Art Walk on April 1

3D: Art After Dark at Lost Pines Art Center on April 2<sup>nd</sup> 6-8pm

3E. Easter in the Park at Bob Bryant Park on April 2 from 6-10pm

3F. Farm Street Opry at Convention Center on April 7

3G. Leading Ladies at Bastrop Opera House April 8-24<sup>th</sup>

3H. Terry Moore, Chair announced resignation from Board after being hired for the Recreation Director for the city. Present conflict for city staff to serve on city boards, so Terry will no longer serve on the Main Street Board.

**4. REPORTS:**

4A: Main Street Manager Report: Patriot Equipment Solutions has new office space. Vibe Tribe expanded and moved from its location at 1022 Main Street to 1105 Main Street. Divinities Soap Shop expanded into the 1022 space. The Studio in the Bridges Building now features new artists Kaye Kemp and Gaila Hitt. There are currently 2 vacancies on the board. Terry, who just accepted a position for City, and Sarah Houser also resigned. Recommendations will be needed for new members. Board members have been asked to complete the task of updating business contact information. Each member was given separate lists and they are due for the quarterly report.

4B. Table on Main Report: Met with sponsorship committee to discuss needs. Also met with other bars and restaurants that want to participate. Met with farmers to start selecting/planning menu based on what's available. Hired Chubby Knuckle Choir for music. Subcommittees have been meeting on things like design, food, drinks, etc.

4C. Sponsorship Committee Report: Working with Table on Main to generate sponsorships for event.

4D Design Committee Report: Met with Master Gardeners and they agreed to choose plants for planters and to plant them quarterly, and will participate in Bastrop in Bloom.

**5. PRESENTATIONS:**

5A. Downtown Recycles: Will Create info sheets about what is safe to recycle – will put on QR code directed to landing page. Information will also go in newsletter to businesses about encouraging recycling.

**6. WORKSHOP:**

6A. Discussion of Chamber Scholarships: Drafted a policy for scholarship program – includes language for no shows for training events. There was previously no policy or accountability for recipients of scholarships who then did not go to training.

6B. Discussion of Board Vacancies: Discussion around what qualities are missing from board, or businesses not being represented. Several businesses/people were named. Board members will reach out individually about interest from others. Goal to have spots filled by end of April.

6C. Main Street Benches: Needed to make some changes for placements based on ADA needs. There is one extra bench, suggested to put in alleyway of HUB; would be a guarantee sell in that location. Will also add more in front of museum.

6D. DBA Celebration: Suggested to unveil bench plaque at Cripple Creek (CC Wine Co). Waiting on plaque to come in to set date. Would also like to honor Nancy Wood for a Lifetime Achievement Award for TDA.

**7. ITEMS FOR INDIVIDUAL CONSIDERATION:**

7A. January minutes: Action was taken to approve the minutes from the January 12 meeting. Approved without objection.

**8. ADJOURNMENT:** The meeting was adjourned at 6:40 without objection.

APPROVED:

ATTEST:

\_\_\_\_\_  
Insert name and title of signer

\_\_\_\_\_  
Insert name of person attesting