

# Bastrop Main Street Advisory Board Meeting Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



**BASTROPTX**  
Heart of the Lost Pines / Est. 1832

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**June 8, 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. Bastrop Public Library Summer Reading Program June and July

3B. Family Film Festival at Film Alley June 4<sup>th</sup> – August 13<sup>th</sup>

3C. Theatre Network Texas Youth Conference at the Performing Arts Center June 7<sup>th</sup> – June 12<sup>th</sup>

3D. Juneteenth Celebration Annual Recognition Dinner at the Convention Center on June 17<sup>th</sup>

3E. Juneteenth Celebration with Parade and Street Dance on Main Street on June 18<sup>th</sup>

3F. Blue Flames Cruisers Car, Truck & Motorcycle Show at the Convention Center on June 18<sup>th</sup>

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- 3G. First Friday Art Walk on July 1<sup>st</sup>
- 3H. Patriotic Festival at Fisherman's Park on July 2<sup>nd</sup>
- 3I. Events on Main on July 2<sup>nd</sup>
- 3J. Art After Dark at the Lost Pines Art Center on July 2<sup>nd</sup>

**4. REPORTS**

- 4A. Main Street Manager Report
- 4B. Design Committee Report
- 4C. Table On Main Committee Final Report

**5. PRESENTATIONS - NONE**

**6. WORKSHOP**

- 6A. Committee Work Plans
- 6B. A-frame Program

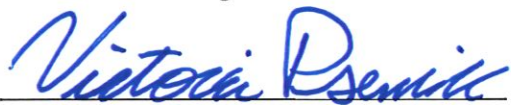
**7. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 7A. Consider action to approve the meeting minutes from the April 13, 2022 and May 11, 2022 meetings.

**8. FUTURE AGENDA ITEMS**

**9. 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: Thursday, June 2, 2022 at 4:00 p.m. and will remain posted for at least two hours after said meeting has convened.



Victoria Psencik, Deputy City Secretary

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**April 13, 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, and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Candice Butts

**1. CALL TO ORDER:** At 5:38 and with quorum in attendance, Jennifer Long called the meeting to order.

**2. CITIZEN COMMENTS:** No citizen comments.

**3. ANNOUNCEMENTS:**

3A: Leading Ladies at Bastrop Opera House April 8<sup>th</sup>-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> 11am-4pm

3D: Art Immersion at Lost Pines Art Center April 28<sup>th</sup>-April 30<sup>th</sup>

3E. Friends of the Library: used book sale on April 29<sup>th</sup> & 30<sup>th</sup>

3F. Volksmarch – Artistic Bastrop and the El Camino Real De Los Tejas on April 30<sup>th</sup>

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

3H. Main Event – First Friday Art Walk 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: No new businesses in the past month. Turned in quarterly report to THC. Main Street trash cans have been ordered, will be coming late September. Phase 2 of benches are in the works, will be set this month. Youth Advisory Council will be working on a downtown mural for their project of the year. They have made a survey for the school to participate in and help decide on a theme for the mural project and will then create an art call. River Loop project will be complete in May.

Civic Brand will be starting a place and brand audit. The information gathered will inform and feed into the Downtown Master Plan.

Parks and Recreation will be creating a Master Plan for the first time that will include large community engagement efforts and will focus on how community wants to use the parks. Main Street will be asked to participate and explore how to connect downtown with parks in a usable way.

Candice Butts will be attending the National Main Street Conference in Richmond on May 16<sup>th</sup>-18<sup>th</sup>. This conference will provide learning opportunities relevant to Main Street planning.

4B. Table on Main Report: Had full menu tasting and made final decisions on what to be served at event. Drink tasting and final decisions will be made next week. In need of more volunteers.

4C. Design Committee Report: Have Stripped all “P” parking signs and prepped for new signage. Signs will be resurfaced with branded Bird City parking signs. Planters have arrived early, looking to place and plant in August.

**5. PRESENTATIONS: None**

**6. WORKSHOP:**

6A. Committee Structure: Tabled item until next meeting when more Board members are in attendance.

**7. ITEMS FOR INDIVIDUAL CONSIDERATION:**

7A. Approval of minutes: Action was taken to approve the minutes from the February and March meetings. Approved without objection.

7B. Board Vacancies: Sonja from Storehouse is interested, and Board agreed the input from her/her business would be valuable. Still 1 additional spot to fill. Will discuss more at the next meeting.

7c. Discussion of Phase 3 of the benches: Waiting to hear back from Carts on switching bus stop. Requesting the purchase of 8 benches of the Board. Shawn P. moved to purchase the additional purchase not to exceed 15k. Rhonda G. seconded the movement, approved without objection.

**8. ADJOURNMENT:** The meeting was adjourned at 6:41 without objection.

APPROVED:

ATTEST:

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

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

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**May 11, 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, Kari Sneed, Dani Moss, Stephanie Lewis, Sonja C. and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Community Impact Manager Candice Butts

1. **CALL TO ORDER:** At 5:34 and with quorum in attendance, Jennifer Long called the meeting to order.
2. **CITIZEN COMMENTS:** No citizen comment.

**\*The information presented below was done so in a different order to allow for time constraints of Chair. Written in order of agenda for consistency.**

**3. ANNOUNCEMENTS:**

3A: Little Shop of Horrors at the Bastrop Opera House May 13<sup>th</sup>-May 29<sup>th</sup>

3B: Ribbon Cutting for Bastrop River Company on June 2<sup>nd</sup>

3C: Farm Street Opry at the Convention Center June 2<sup>nd</sup>

3D: First Friday Art Walk June 3<sup>rd</sup>

3E. March for Jesus starting at Fisherman's Park on June 4<sup>th</sup>

3F. Events on Main – Market Days on June 4<sup>th</sup>

3G. Art After Dark at Lost Pines Art Center on June 4<sup>th</sup>

3H. Juneteenth Celebration with parade and street dance through downtown on June 19<sup>th</sup>

3I. Welcome new Board Member Sonja, appointed last night at Council Meeting

**4. REPORTS:**

4A: Main Street Manager Report: No new businesses in the past month. City Council will have an all day, pre budget planning meeting tomorrow and will be discussing the possibility to move Candice Butts to Main Street Manager position as Rebecca has been serving as Assistant City Manager for over a year. Maintaining both positions is not sustainable. Rebecca will focus on major funding and planning projects while Candice maintains Main Street focus and efforts.

City will be working on a hotel and Convention Center expansion project in June after study found a need for hotel and meeting rooms attached to the convention center. Will allow for more conferences and larger group events to utilize downtown space and could shape the future of Chestnut.

River Loop is one month from completion, will have ribbon cutting in July.

The City of Bastrop has signed a contract with Retail Coach to provide a market study, small business training on use of data analysis and precision business recruitment. The information will be a helpful tool for future Downtown Master Plan. So far high numbers of locals found to be using downtown as destination.

4B. Table on Main Report: Feedback has been largely positive. Will be meeting next week to recap and review lessons learned for next year. Convention Center will be left open for future events as a rain plan – did not have one this year. Could potentially increase number of tickets sold to meet high demand. This year brought in around 10k, double previous years profits. Committee will also discuss ways to acknowledge spotlight businesses that participated.

4C. Design Committee Report: Next project will be crosswalk art project. Working with Cultural Arts Commission on planning and art call. Next CAC meeting is June 7<sup>th</sup>. Parking lot “P”s will be up next month. Parking lot maps are in design. One bike rack has been completed and being painted, waiting on update on others. Planters have arrived, still planning on fall installation with Master Gardeners choosing plants.

## **5. PRESENTATIONS:**

5A. Youth Advisory Council: Kylie Bagwell from the Youth Advisory Council gave a presentation on the Mural Project. The Council is looking to engage youth and what Bastrop means to them through survey. She gave an overview of the parameters of the mural and an outline of the art call. The overall compensation will be 10k for materials, labor and design. They would like to begin the project in August. The Council is asking the Main Street Board to fund the project through the city beautification fund. That fund has around 35k from bench project. Proceeds from Table on Main also go into that fund. Board requested to formally place item on June’s meeting agenda.

## **6. WORKSHOP:**

6A. Committee Structure: Discussion around changing/restructuring all committees to better serve needs of Board and meet interests and strengths of members. First suggestion is to make Business Retention and Business Expansion into separate committees. One would focus on business support (academy, welcome wagon) while the other took on local activation (community engagement/getting people to downtown). Discussion around each committee developing list of committee duties and expectations – only currently exists for overall board duties. Reaffirmed all committees need co-chair. Decided: Downtown Engagement will take place of Business Retention/Business Expansion. The subcommittees of Downtown Engagement will now be Business

Support and Local Activation. Design can also be part of designing each event that takes place downtown – overall “placemaking” efforts.

6B. Board Vacancies: Discussion around Board vacancy and needs based on current committee vacancies. Also pertains to committee restructuring discussion with some overlap of items.

All co-chairs need to meet to discuss goals and plans for committees. First committee in need of assistance/co-chair is Sponsorships. Could ask the 2 potential new members to sit with Sponsorship Chair and determine interest level in joining Board to serve on that committee. Downtown engagement will be next committee with immediate needs. Lost Pines Christmas, which falls under Downtown Engagement, will begin work this summer.

Request made to add changes in committee structure and workplan reviews to June meeting. Additional request made to fill Vice Chair Role for June meeting agenda.

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

**8. ADJOURNMENT:** The meeting was adjourned at 7:28 without objection.

APPROVED:

ATTEST:

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

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