

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



AGENDA – November 10, 2021, 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. Painting of the Pumpkins at Black and White Interiors November 13th and 20th
- 3B. Main Street Academy: Hire, Train, and Retain Quality Staff presented by Judy Lester on November 15th
- 3C. All in the Timing at Bastrop Opera House November 12th-14th
- 3D. City of Bastrop Christmas Tree Lighting November 27th 6 pm - 7 pm at Fisherman's Park
- 3E. A Country Christmas at the Farm Street Opry on December 2nd
- 3F. Rented Christmas, The Musical at the Bastrop Opera House December 3rd - 19th
- 3G. Main Event First Friday Artwalk on December 3rd
- 3H. Events on Main on December 4th
- 3I. Holiday Bazaar and Art After Dark at Lost Pines Art Center on December 4th

4. REPORTS

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

5. PRESENTATIONS—NONE

6. WORKSHOP

- 6A. Discussion of Main Street Open Signs
- 6B. Discussion of Updating Main Street Business Contact Information

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Consider action to approve meeting minutes from the August 11, 2021, September 8, 2021, and October 13, 2021 meetings.

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: Wednesday, November 3, 2021 at 5:00 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: November 10, 2021

AGENDA ITEM: 4A

TITLE:
Board Chair Report

AGENDA ITEM SUBMITTED BY:
Terry Moore

UPDATES:

- **Boo Bash** – This annual event was a huge success again this year. Thanks to the City Staff and the Fire Department for organizing and hosting the event. There has been some conversation from Main Street Board members about the possibility of moving the event back downtown in the future. Is there still an interest?





STAFF REPORT

MEETING DATE: November 10, 2021

AGENDA ITEM: 4B

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

New Main Street Businesses: There were no Certificate of Occupancies permitted within the month of October.

Sign Code Education: In March 2022, the City of Bastrop will begin enforcing the Sign Code that was updated by Council on June 22, 2021. To help bring businesses into compliance, we are sending out a second postcard to utilities customers, and we will continue to send out information to the Main Street District. We will also be personally reaching out to those businesses not in compliance to be a resource.

Bastrop Economic Development Corporation Main Street Contract: The BEDC approved the Main Street contract for an additional two years of economic development support in the Main Street District. The agreement will go to the City council for review.

Texas Downtown Association Annual Conference: I attended the TDA Annual Conference November 3rd-5th in Denton. The conference's focus was on revitalization content, as well as equity in entrepreneurship ecosystems, creating downtown pride and vacancy.



REPORT

MEETING DATE: November 10, 2021

AGENDA ITEM: 4C

TITLE:

Lost Pines Christmas Committee Report

AGENDA ITEM SUBMITTED BY:

Terry Moore, Main Street Chair

UPDATES:

The Bastrop Main Street Program is planning for the upcoming Lost Pines Christmas event the weekend of December 10th -12th.

The Lost Pines Planning Committee would like to invite you to be part of the Candy Lane Open House on Saturday, Dec 11th, 11a to 4p. Our goal is to bring shoppers downtown to help boost your holiday buying season.

The committee will be decorating the streets with balloon candy canes and other festive decorations to draw attention! There will be music playing all day for visitors. Here are the details:

- The downtown area will be “dressed up” like Candy Cane Lane.
- Participating businesses will have visual decorations at their doors indicating they are a participating merchant. We will provide those decorations.
- Volunteers will be handing out maps showing all the participating locations. And encouraging visitors to play the game for a chance to win.
- Businesses will be responsible for refreshments, music if they desire and any other special festivities they want to include in their stores.
- As game players come in with their maps, business owners will stamp/initial that the player did indeed visit that location.
- When cards are complete participants will drop their cards in prize boxes at the business locations for a chance to win the big prize.

Our next big step is to get participation commitments from the downtown businesses. We need this by November 10th in order to get the maps designed and printed.



STAFF REPORT

MEETING DATE: November 10, 2021

AGENDA ITEM: 4D

TITLE:

Business Retention Committee Report

AGENDA ITEM SUBMITTED BY:

Jennifer Long

UPDATES:

- Over the past couple of weeks, I have been visiting with businesses (mainly the new to town) in the district about upcoming activities downtown-Car show, small business Saturday and Lost Pines Christmas Weekend.
- working on Wassail Fest which will take place on Small Business Saturday (Nov 27th)
- met with Candice to set topics for Main St trainings in 2022. I am also communicating with Jami at the Chamber on their planned education for 2022 in order to not duplicate topics if possible
- Communicating with Title companies, builders with model homes and HOAs to get information to their residents about the Main St District
- Working on locations for our “welcome” bag project-targeting January to kickoff

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
August 11, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 11, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers

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: Boogie Back to Bastrop will be at Convention Center on August 27th & 28th

3B: Farm Street Opry will be at Convention Center on September 2nd

3C: Main Street First Friday Art Walk will be on September 3rd

3D: Board and Commissions Banquet will be October 14th

3E. Bastrop Music Fest will be September 23-26

4. REPORTS:

4A: Main Street Chair Report: Terry Moore, Chair, encouraged all to attend Boards and Commissions Banquet. Reminded all there is still an open seat on board and to think about possible candidates.

4B: Main Street Manager Report: Awards for Downtown Business Association are due (applied for 2). New businesses open this month are an insurance agency, Bastrop Medicine Shop and Bastrop Birthing Center. Cripple Creek and Blake's Music Shop moved. EDC funding is approaching renewal. Contract renews every 2 years and has historically always been renewed. Annual accreditation report is included in board packet. The quarterly reinvestment and activity reports are also included. Proposed budget workshops for city begin in a week.

4C. Design Committee Report: Added "historic" to iron bridge flags. Added double flags on bridge as well. Parking lot flags have been approved. Design Committee walked Main Street at last meeting to decide on bike rack and potted plants placement. Also reviewed suggested locations for sculptures from foundry.

5. PRESENTATIONS:

5A: Main Street Partner Check-in: Chamber of Commerce Director, Becky Womble, reported chamber is back to in person luncheons and operating at full capacity. Hosting a first responders lunch in October. August 31 will mark return to

trainings/education component. January 2022 will be Chamber's 100 year anniversary. Will be hiring additional staff member. Becky was elected to Texas Association of Executives of Chambers.

6. WORKSHOP:

6A. Discussion of Committees: Decided if any committees need to be reorganized, rearranged or removed. Suggestion made for 2 people to lead committees so to alleviate decision making and work load. Suggestion to remove volunteer committee. Suggestion to combine retention and expansion committees. Suggestion to no longer hold "Summer in the City" event. Can apply new committee structure right away since committees are not specifically listed in by-laws.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider action to approve meeting minutes from the April 14, 2021, May 12, 2021, June 16, 2021 and July 14, 2021 meetings. Motion to approve all was passed.

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

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 8, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 11, 2021 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Terry Moore, Candice McClendon, Jennifer Long, Sarah Houser, Rhonda Potter, Dani Moss and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison Druscilla Rogers

1. CALL TO ORDER: At 5:33 and with quorum in attendance, Terry Moore called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A: Nunset Boulevard at the Bastrop Opera House September 10th-25th

3B: Movies in the Park featuring the movie Onward on September 11 at 7:00p at Fisherman's Park

3C: Feed the Need Gala on September 11th at 6:00p at Bastrop Convention Center

3D: Bastrop Music Fest September 23rd-26th

3E. National Night Out on October 5th

3F. Boards and Commissions Banquet at the Convention Center on October 14th at 6:00p

4. REPORTS:

4A: Main Street Manager Report: Sign Code Education is underway; city will begin enforcing new sign code with designated enforcement officer starting in March 2022. Attended TACVB conference August 12-27; convention, tourism and hospitality driven conference covering many topics. Currently working creating Main Street business surveys to gather contact information and topic ideas for Main Street Academy. Main Street Academy will offer new classes beginning in October and every other month after that. September 15th-17th will be the Texas Main Street Retreat. Many topics will be covered, including a place making project Manager will be participating in.

4C. Design Committee Report: New bird flags for parking lots are being placed. Rotary is fabricating model for bike racks. Cultural Arts Commission partnering with Design team on crosswalk art project for 2022.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion of potential Board Members: Kari Sneed from KC Outfitters is interested in serving on board. Would bring a retail perspective the board lacks. Board recommends appointment.

6B. Discussion of Lost Pines Christmas workplan: Main Street Portion of event will be December 11 if Board agrees. Small Business Saturday and tree lighting will be Saturday after Thanksgiving. 2 weeks later is parade and open house. December 11 is also breakfast with Santa. Snow Day not happening this year. Could have market days type of event. Wassail Fest happening again this year.

6C. Discussion of Sponsorship workplan: Would like to have sponsorship packages with different levels of sponsorships opposed to selling individual events. Will need to come up with pricing and how sponsorships will be acknowledged. Decide if individual events can still be purchased/sponsored without full package. Will need to set yearly goals. Will workshop packages next month.

6D. Discussion of Red, White and Brews workplan: After some discussion about moving date, it was decided to keep event on Friday, November 12. Working with local vendors and businesses to put event together.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Discuss and consider new bylaws: Need to update duties and responsibilities page instead of bylaws. Will revisit next month.

8. ADJOURNMENT: The meeting was adjourned at 6:47 without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
October 13, 2021

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 11, 2021 at 5:30 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 and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Council Liaison

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: Boards & Commissions Banquet at Convention Center on October 14th at 6:00p

3B: BHS Homecoming on October 14th from 6:00-7:00p

3C: Murder me Always at Bastrop Opera House October 15th-30th

3D: Main Street Academy on October 18th at 1:00p

3E. Boo Bash on October 30th in Mayfest Park at 5:00p

3F. Movies in the Park on November 6th at Fisherman's Park at 7:00p

3G. Lost Pines Art Center Holiday Market on October 16th at 11:00a

3H. Veteran's Day Car Show on November 13th

3I. Lost Pines Art Center Art After Dark the 1st Saturday of each month from 6-8p

3J. Main Event 1st Friday Art Walk; 1st Saturday Market Days

4. REPORTS:

4A: Main Street Manager Report: New business at 705 Pine – C&S Cigars grew into space previously occupied by KC Outfitters. 702 Main – KC Outfitters outgrew space on Pine Street and is not open at corner of Pine and Main. Sign Code Education is underway; city will begin enforcing new sign code with designated enforcement officer starting in March 2022. Texas Municipal League Conference was held October 6-8; variety of speakers and topics including retail coaching and education. Main Street Surveys still being created and gathered. Businesses encouraged to reply so current contact information is on file. Quarterly Texas Main Street Reinvestment and Activity Report is due this month as one of accreditation requirements. The BEDC met last week and the 2 year Main Street contract was included on agenda. A slight change will need to be made so item will reappear on next agenda. Bastrop Chamber of Commerce asked city to consider digital kiosks in the Main Street District. Wanted to let Board know that city may begin exploring opportunities but Board will be asked to give input.

4B. Main Street Chair Report: Lost Pines Christmas planning; met last Monday and decided on "Candy Lane" theme for event. Businesses will get notices to participate. November 1st is next meeting at 5:30p at City Hall.

4C. Red, White and Brews Report: After meeting with businesses in district, and more research, it was determined Red, White and Brews would not be a good fit for the Veteran's Day event. Discount Bag program will still need to roll out. After discussion, it was determined title companies would be a good way to distribute bags. Title companies will be contacted for permission and businesses will be contacted about participation. Hoping to finalize by December 1 with a January 2022 distribution.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion of Special Event Sponsorship: Need to determine cost/amount need for each event. Sponsorships, Table on Main, Wine Swirl and Main Street Manager will meet separately to discuss.

6B. Discussion of Design workplan: Discussed work completed—parking lots, parking map, assessment of hardware needing replacement, wrapping parking “Ps” for lots. Bike Racks are in progress. Downtown planter locations have been decided. Hoping to partner with Master Gardeners to pick plants and replace quarterly. Can determine 8 more bench locations (6 already decided). Working on downtown recycles program for trashcan purchase. Looking to do something more permanent for crosswalk art project; would like to have different themes for each.

6C. Discussion of Business Retention workplan: Planning for Wassail Fest – goal to have at least 10 locations. Will be from 10-2 and will pass out downtown shopping bags. Looking for Polka band to have on street. Welcome Wagon has been reintroduced post COVID. Will be filling calendar for Main Street Academy for all of 2022.

6D. Discussion of Table on Main workplan: Date of May 1, 2022 has been decided with theme of “Dinner in the Garden.” Have started contacting restaurants and working with sponsorship committee. Picking up where 2020 left off while also adding new restaurants now in district. Next meeting is November 5th. Donovan Keith available to perform.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Discuss and consider action for adoption of new board member duties: Approved without objection.

7B. Discussion and possible action to commit sponsorship funds to Main Street Advisory Board Designated Fund for Main Street beautification: Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:44 without objection.

APPROVED:

ATTEST:

Insert name and title of signer

Insert name of person attesting