

# Bastrop City Council

October 27, 2020

6:30 p.m.

Bastrop City Hall  
1311 Chestnut Street  
Bastrop, TX 78602



# 1. Call to Order

City of Bastrop City Council – Mayor Connie Schroeder



# 2. Pledge of Allegiance



# 3. Invocation

Jimmy Cottle, Police Chaplain





# 4. Presentations



# 4A. Presentations

## Mayor's Report



*Mayor's Report*  
*October 27, 2020*



# Congratulations Stephen and Cheri Todee



2020 FINALIST:  
BEST COMMERCIAL  
INTERIOR

**COPPER SHOT DISTILLERY**

*Bastrop, TX*



TDA Winner: Best Commercial Interior







Early Voting  
7 am – 7 pm  
Thru Oct 30

# Latest Activities

## October

Events in 2020: 313



Pinky Promise



Be Like Bastrop – Jonas Wilson



BISD - ACE  
Lego Contest



Mrs. Roose's 2<sup>nd</sup> Grade Class



Conferences  
TML/TEDC



# Upcoming Events & City Meetings

- October 28 – Texas Downtown Association Awards (virtual)
- October 29 – TXDot “SH 71 at McAllister Road” 6 pm [www.txdot.gov](http://www.txdot.gov)
- October 30 – BEST Breakfast
- November 2 –
  - Bench Walk on Main Street
  - Library Board Meeting
- November 5 – Sugar Shack 25<sup>th</sup> Anniversary!!!
- November 10 – Council Meeting
- November 12 – 4<sup>th</sup> Annual Board & Commission Appreciation Dinner
- November 16 – BEDC Board Meeting
- **November 24 – NO Council Meeting**
- November 30 – Last day to register for making Bastrop Bright



# 4B. Presentations

## Council Members' Report





# 4C. Presentations

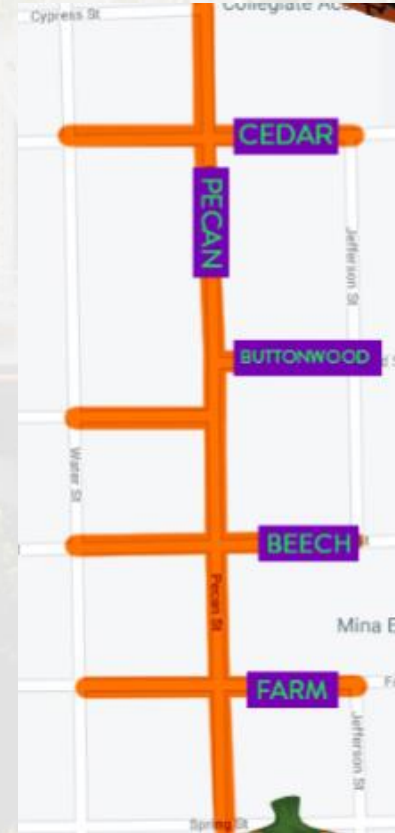
## City Manager's Report





# Halloween in Bastrop

- Halloween Bash
  - October 31<sup>st</sup> 5:00 pm – 7:00 pm
  - Mayfest Park
  - Drive By Trick or Treat
- Pecan Street Closure
  - October 31<sup>st</sup> 6:00 pm – 8:00 pm
  - Pecan Street from Spring to Cypress
  - Cedar, Buttonwood, Beech, and Farm one block area east and west of Pecan
- CDC Recommendations for a Safe Halloween



# Making Bastrop Bright



## Prize Sponsors

### SANTA

- Genesis Functional Medicine

Dr. Rob Dougherty

### ELF

- Maxine's Café & Bakery
- Jana Hellbusch REALTOR®

J. Hellbusch Home and Land, LLC  
All City Real Estate, LTD. CO.

- Registration: October 19<sup>th</sup> – November 30<sup>th</sup> (Pick up registration yard sign at City Hall)
- Lights On: December 1<sup>st</sup> – December 25<sup>th</sup> 6:00 pm through 10:00 pm
- Public Voting: December 1<sup>st</sup> – December 13<sup>th</sup> through City website
- Winners Announced: December 16<sup>th</sup>
- Contest open to any business or resident in the City limits, Tahitian Village or the Colony
- Decorating is open to all holidays of the season

[CityofBastrop.org/MakingBastropBright](http://CityofBastrop.org/MakingBastropBright)



# Making Bastrop Bright

- Registration
  - Geographically targeted paid social media posts
  - Use of networks including HOAs, Main Street District, Community Partner and Community Assets
  - Flyers placed in businesses throughout the City
  - Website Home Page
  - Press Release encouraging building community through participation
- Voting
  - Geographically targeted paid social media posts
  - Use of networks including HOAs, Main Street District, Community Partner and Community Asset
  - Posted placed in businesses throughout the City
  - Website Home Page
  - Banner Plaza





# Main Street Rehabilitation Project Schedule

- Mill and Overlay Complete  
November 11, 2020
- Bench walk to be held  
November 2, 2020 3:30 pm
- Ribbon Cutting  
November 28, 2020



# MyGov Training

- Material creation underway for How To User Guides
- Communications and Special Events Team to fine tune
- Ready for public presentation in January
- City staff presenters: Vivianna Andres, Sandy Holder, Mary Dearing, Eric DeArmitt, Mari Tipton, Victoria Psencik

# November 10, 2020 City Council Meeting

- CARTS Presentation on MicroTransit Pilot program
- Reorganization Plan Presentation by City Manager
- FY 2022 Planning Calendar Presentation
- Update on the status of grants
- Public Hearing to adopt 2021 Uniform Submittal Schedule to apply to Development Applications
- 2021 Legislative Program Resolution
- Appointment of City Manager to Hunters Crossing Board

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## 4C. City Manager's Report



# Planned Joint Workshop with Planning and Zoning Commission

- Planning & Zoning Commission will meet Thursday, October 29<sup>th</sup>. Staff will request direction on any topics additional to Development Review Committee/Review Process and the Sign Code.
- Staff will also obtain a couple of dates from the Commission so that we can schedule the joint meeting.



# 4D. Presentations

Receive a presentation from Betty Voights, Executive Director of the Capital Area Council of Governments (CAPCOG) on “ 50 Years of Service” to our 10-county region that includes Bastrop. (Submitted by: Paul A. Hofmann)





# *50 YEARS OF SERVICE*

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Capital Area Council of Governments

1970-2020

Presentation to Bastrop City Council



# What is a “COG”?



- Councils of Government – 24 in Texas; 530 in U.S.
- Texas Regional Planning Act prompted adoption of Ch 391 of Local Government Code
- Capital Area Planning Council (CAPCO) created in 1970 to serve 9-county region
- Original Executive Committee was 15 members:
  - 9 city officials, 4 county officials, 2 citizen reps
- CAPCO became CAPCOG in August 2004

# What is a “COG”?



RPCs statutory directive:

“...to make studies and plans to guide the unified, far-reaching development of a region, eliminate duplication, and promote economic and efficiency in the coordinated development of the region.”

- ✓ Efficiency
- ✓ Effectiveness
- ✓ Delivery of service
- ✓ Local control



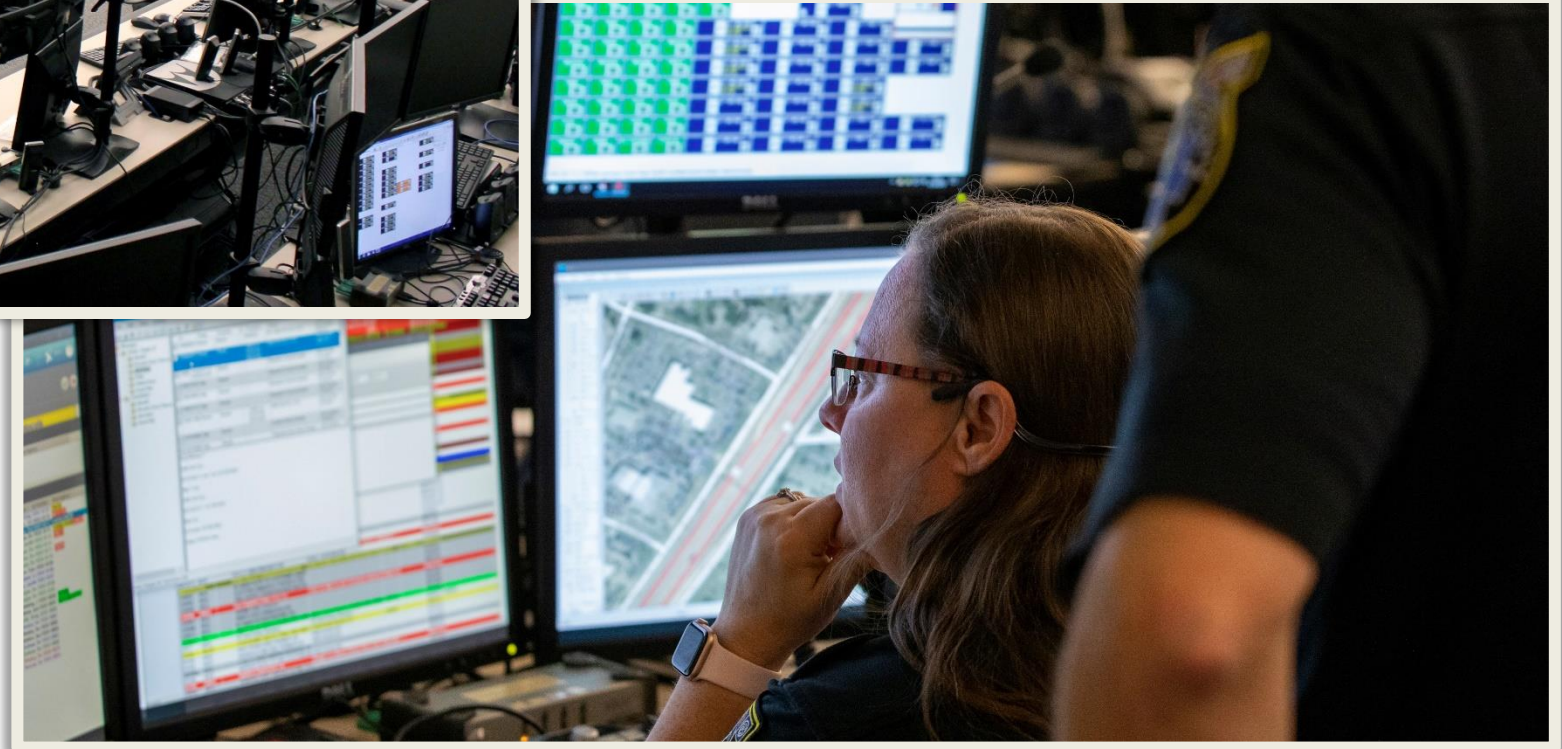
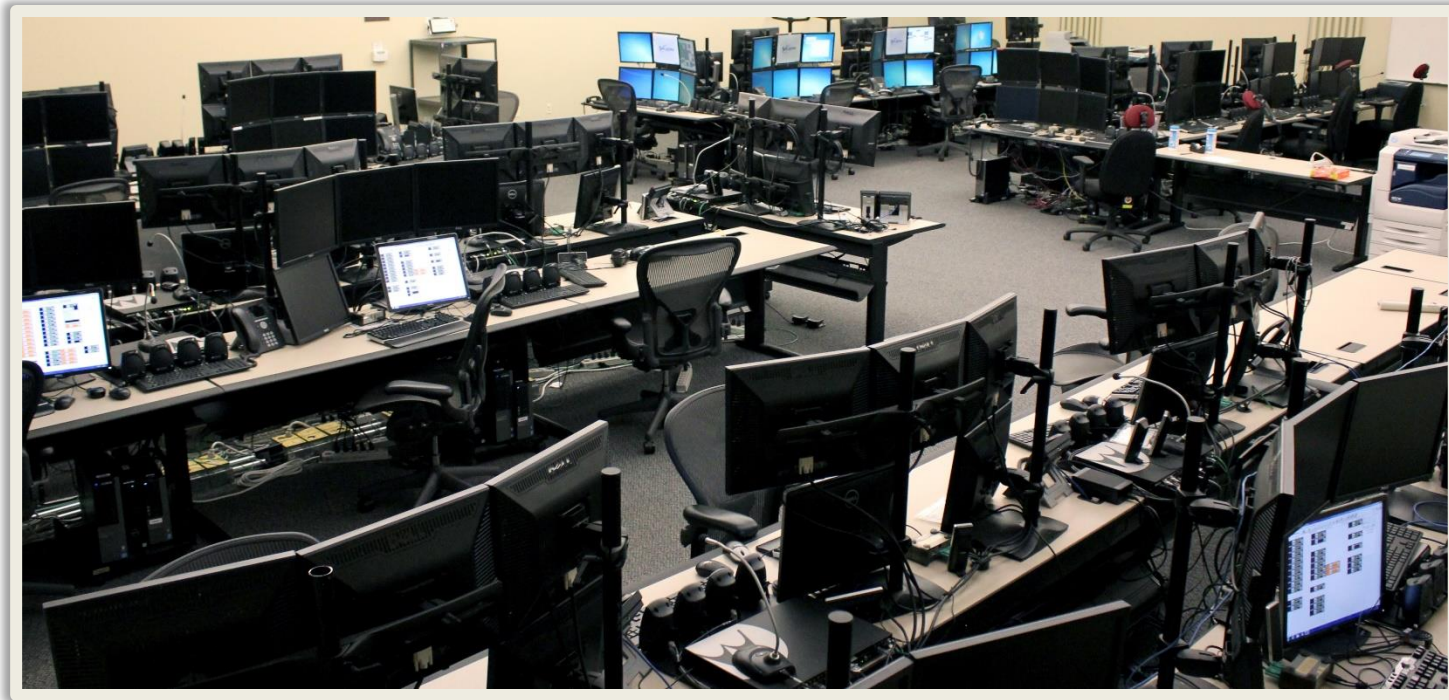
# What do COGs do?



24 COGs in Texas share core programs:

- ✓ Emergency communications/9-1-1
- ✓ Area Agency on Aging
- ✓ Solid Waste Planning/Funding
- ✓ Criminal Justice Planning/Funding
- ✓ Homeland Security Planning/Funding
- ✓ Economic Development Districts

# 9-1-1 Call Taking and Dispatching



## Emergency Communications

- CAPCOG was dedicated as the nation's first COG that is also an Emergency Communications District
- Budget derived from 9-1-1 fees paid by phone customers
- Redundant dedicated network to 31 Public Safety Answering Points for 9-1-1 call delivery
- Call taking equipment and recording equipment, GIS mapping, language line, pre-arrival care
- Training call takers for TCOLE licensing, continuing education & call management
- Public education
- *Budget \$18 million – 88% for equip main, networks, 911 services*



# Services for Seniors, Caregivers



# CAPCOG Today...



## **Area Agency on Aging (AAA) and Aging Disability Resource Center (ADRC)**

- Information, Referral & Assistance
- Care Coordination & Support – benefits counseling, in-home support, financial support, caregiver
- Ombudsman – client advocacy at assisted living facilities & nursing homes
- Contractual – senior centers, meals, transportation
- Outreach – Health & Wellness, Safety, Nutrition, Housing

*Budget \$6.8 million & 28 staff*



# Hurricanes and Floods, Fires, Pandemic



## **Homeland Security – Budget \$350K plus project budgets**

- *Coordinates regional approach to funding, planning, training, outreach via committees:*

Planning

Training & Outreach

Technology

Recovery & Resiliency

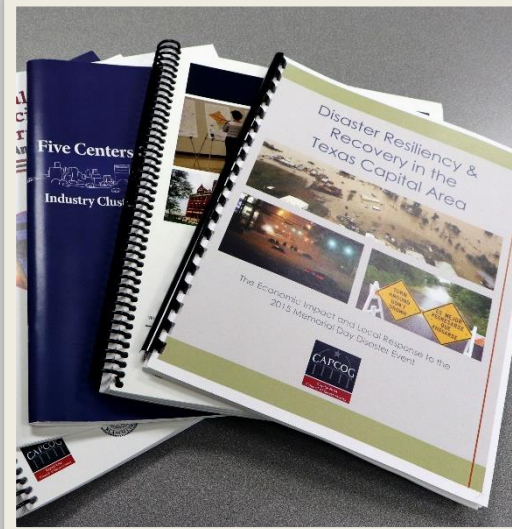
Response

Public Health & Education

- *Manages regional notification system WarnCentralTx.com and WebEOC.*
- *Works primarily through Emergency Management Coordinators*



# Planning and Funding



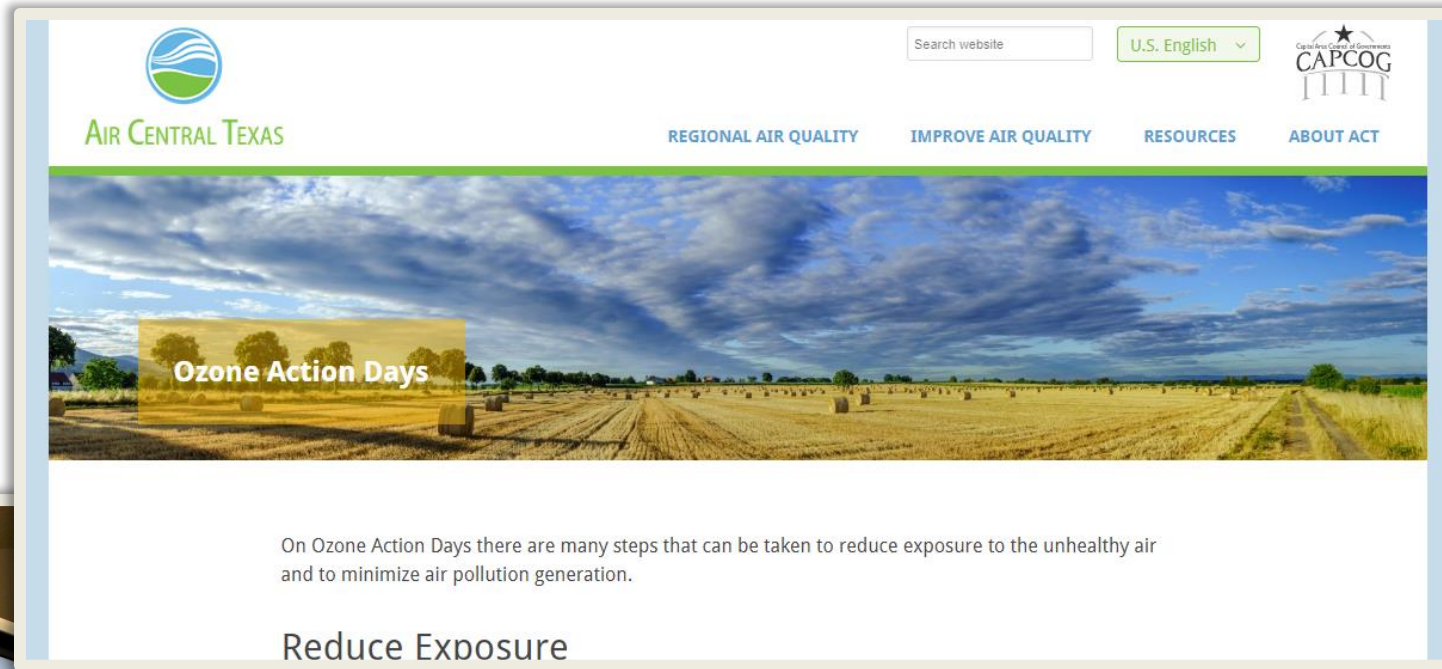
# CAPCOG Today...



## Community and Economic Development Budget (3.5 FTE)



# Regional Planning, Project Development



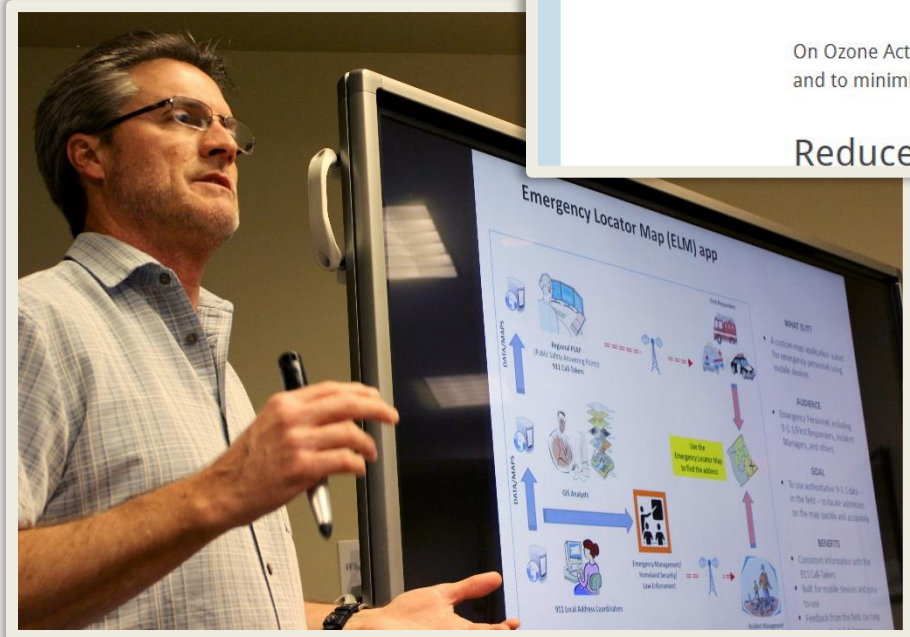
**AIR CENTRAL TEXAS**

REGIONAL AIR QUALITY    IMPROVE AIR QUALITY    RESOURCES    ABOUT ACT

## Ozone Action Days

On Ozone Action Days there are many steps that can be taken to reduce exposure to the unhealthy air and to minimize air pollution generation.

### Reduce Exposure



# CAPCOG Today...



## Regional Planning & Services

- Air Quality \$430,000
- GIS Services & 9-1-1 Mapping \$394,000  
County contracts for GIS 911
- Regional Planning & Projects \$ 30,000  
Broadband  
Water



# Law Enforcement Training & Retraining



# CAPCOG Today...



## Regional Law Enforcement Academy (RLEA)

- Basic Peace Officer Courses (BPOCs)
- Jailer certification courses
- TCOLE-Mandated Inservice courses
- Use of force simulator
- TDA Gas pump skimmer project

Canine encounters      Crime scene investigation

Environmental law      Crisis intervention

Cyberstalking      Basic Instructors

*Budget \$477K and 3FTEs (Tuitions generate 30% of budget)*

# CAPCOG does Planning...



- Area Agency on Aging Area Plan
- Austin-Round Rock-Georgetown Regional Air Quality Plan 2019-2023
- Regional Solid Waste Management Plan
- Criminal Justice Plan and Priorities
- Homeland Security's Threat and Hazard Identification and Risk Assessment (THIRA)
- Emergency Communications Strategic Plan
- Regional (CEDS) Economic Development Plan

# CAPCOG Today...



Total budget:	\$32,458,078
Specific deliverables	\$29,138,248
Allocated costs	\$3,173,730
Flexible	\$146,000
FTEs	68

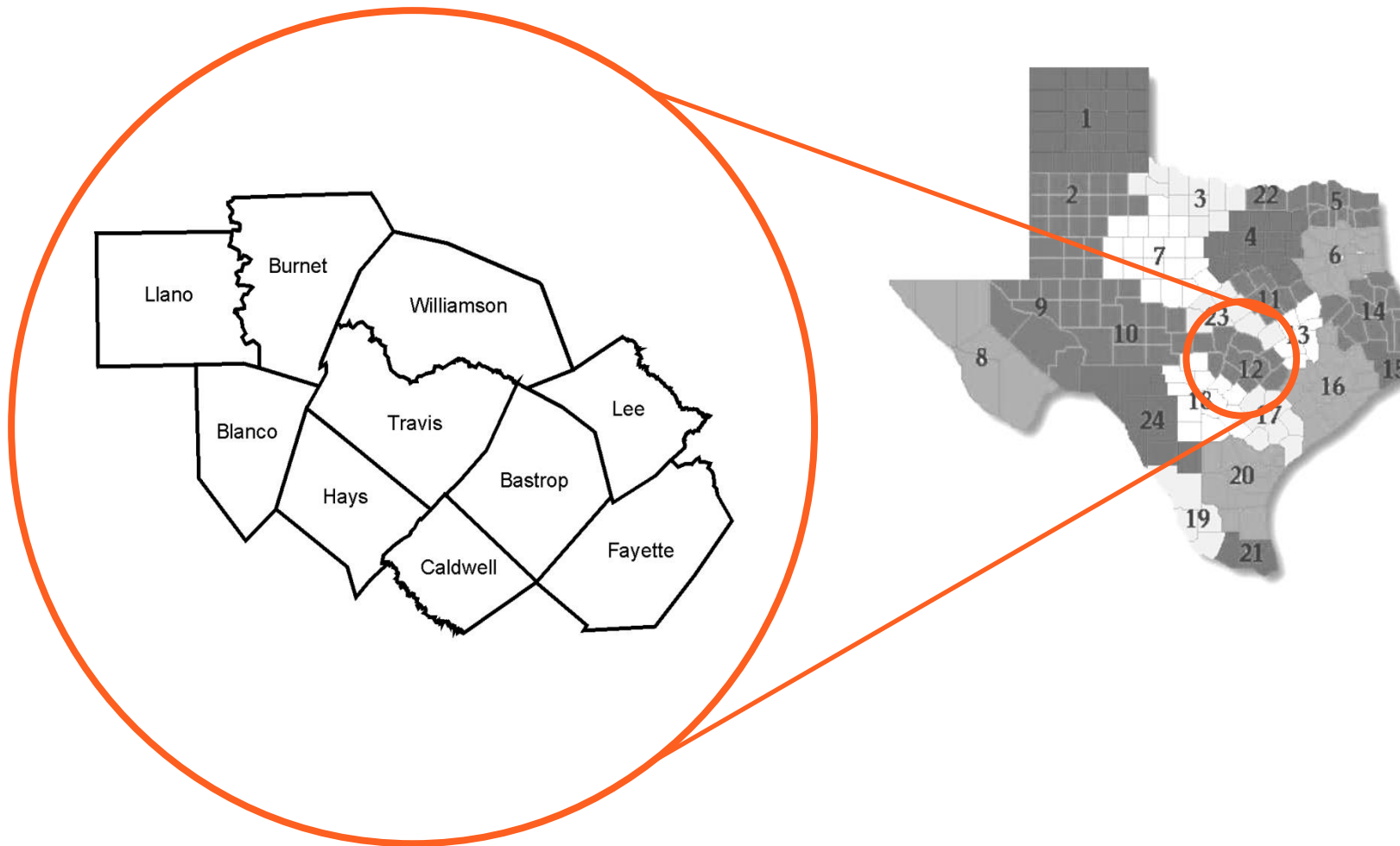


# CAPCOG going Forward...



- ✓ Shared services survey – 18 responses out of 222 sent  
HR support, GIS and flooding mapping, debris management
- ✓ Collaboration with CAMPO  
Regional transit coordination planning  
Freight network study to support manufacturing  
Commute Solutions support
- ✓ Economic development funding, grant application support, and administration
- ✓ NextGen 9-1-1

# Ten-county Service Area; State of Texas Planning Region 12



# CAPCOG Governance



- General Assembly: membership includes ISDs, EDCs, chambers, co-ops, special districts, local governments.
- Duties: budget, bylaws, policy issues, governing body.
- General Assembly picks Nominating Committee to develop slate of elected officials for Executive Committee – Sept-Oct.
- General Assembly elects Executive Committee every December
- Executive Committee serves Jan-Dec
  - 25 city and county elected officials
  - 4 state legislators

# CAPCOG Executive Committee



**Chair**  
Mayor  
Jane Hughson  
City of San Marcos

**First Vice Chair**  
Judge  
Paul Pape  
Bastrop County

**Second Vice Chair**  
Mayor  
Brandt Rydell  
City of Taylor

**Secretary**  
Judge  
James Oakley  
Burnet County

**Parliamentarian**  
Judge  
Ron Cunningham  
Llano County

**Immediate Past Chair**  
Commissioner  
Gerald Daugherty  
Travis County

Council Member  
Matthew Baker  
City of Round Rock

Commissioner  
Russ Boles  
Williamson County

Judge  
Brett Bray  
Blanco County

Mayor  
Sandy Cox  
City of Lakeway

Commissioner  
Joe Don Dockery  
Burnet County

Council Member  
Jimmy Flannigan  
City of Austin

Council Member  
William Gordon  
City of Smithville

Council Member  
Michael Guevara  
City of Cedar Park

Judge  
Hoppy Haden  
Caldwell County

Council Member  
Mike Heath  
City of Pflugerville

Commissioner  
Debbie Ingalsbe  
Hays County

Commissioner  
Cynthia Long  
Williamson County

Mayor Pro Tem  
Lyle Nelson  
City of Bastrop

Commissioner  
Maurice Pitts  
Lee County

Council Member  
Christine Sederquist  
City of Leander

Commissioner  
Brigid Shea  
Travis County

Judge  
Joe Weber  
Fayette County

Mayor  
Lew White  
City of Lockhart

Council Member  
Andrea Willott  
City of Bee Cave

State  
Representative  
John Bucy III

State  
Representative  
John Cyrier

State  
Representative  
Celia Israel

State  
Representative  
Terry Wilson

<i>Membership Slots</i>	
<i>Counties</i>	<i>11</i>
<i>Cities: Austin</i>	<i>1</i>
<i>Cities &gt; 50,000</i>	<i>1</i>
<i>Cities &gt; 25,000</i>	<i>4</i>
<i>Cities &lt; 25,000</i>	<i>5</i>
<i>At Large</i>	<i>3</i>





# Thank You

## **Capital Area Council of Governments**

[www.capcog.org](http://www.capcog.org)

**Betty Voights, Executive Director**

[bvoights@capcog.org](mailto:bvoights@capcog.org)

512-916-6008

# 4E. Presentations

A proclamation of the City Council of the City of Bastrop, Texas, recognizing November 5, 2020 as City of Bastrop Arbor Day. (Submitted by: Curtis Hancock, Director of Public Works)



# 4F. Presentations

A proclamation of the City Council of the City of Bastrop, Texas and Bastrop County Commissioners' Court recognizing November 11, 2020 as Veterans Day. (Submitted by: Clint Nagy, Chief of Police)



# CITY OF BASTROP VETERANS

**Trey Job, Assistant City Manager – Marines**

**Vicky Steffanic, Assistant Chief of Police – Marines**

**Dale Hamilton, Police Sergeant – Army**

**Ken Yarbrough, Senior Police Officer – Army**

**John DuBose, Records Technician – Navy**

**Kenneth Mack, Senior Reserve Police Officer - Marines**

**Ian Alleyne, Police Officer – Army**

**Hunter McClain, Police Officer – Army**

**Terry Carwell, Library Associate – Air Force**

**Charles Elliott, Custodian Crew Leader – Navy**

**Andy Jenson, Temp. Convention Center Custodian – Air Force**

**Eric DeArmitt, Assistant Fire Chief/Inspector – Army**

**Gilbert Demieville, Firefighter/EMT – Marines**

**Andrew Witt, Firefighter/EMT – Navy**

**Chris Lively, Firefighter/EMT – Air Force**

**Ryan Novak, Firefighter/EMT – Marines**

**Chris Stone, Firefighter/EMT – Army**

**Kim Walters, Court Administrator – Air Force**



# 5. WORK SESSION/BRIEFINGS



# 5A. WORK SESSION/BRIEFINGS

Discussion regarding the City of Bastrop Parks Sidewalk Connectivity Project. (Submitted by: Curtis Hancock, Director of Public Works)



# 5B. WORK SESSION/BRIEFINGS

Discussion regarding speed hump policy. (Submitted by:  
Curtis Hancock, Director of Public Works)



# 5C. WORK SESSION/BRIEFINGS

Receive presentation from Specialized Public Finance, the City's Financial Advisors, on Limited Tax Note issuance and timeline. (Submitted by: Tracy Waldron, Chief Financial Officer)





**City of Bastrop, Texas**  
**\$1MM Limited Tax Notes, Series 2020 (“Notes”)**

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**Timeline of Events – Placement or Competitive Sale**

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Tuesday, October 27, 2020*	City Council meeting to discuss Limited Tax Note issuance and timeline. (No action required).
Monday, November 16, 2020	The Term Sheet for the Placement bids is distributed to potential bidders.
Monday, December 7, 2020	Bids are due to SPFI from bidders on Notes.
Tuesday, December 8, 2020*	The City Council adopts an ordinance authorizing the issuance of the Notes.
Wednesday, December 23, 2020	<u>Delivery Date.</u> The City receives funds from the Purchaser of the Notes.

\*Official City Council Meeting.



# 6. Staff and Board Reports



# 6A. Staff and Board Reports

Presentation on the Quarterly Investment Report for period ending September 30, 2020. (Submitted by: Tracy Waldron, Chief Financial Officer)



City of Bastrop  
 Quarterly Investment Report  
 Portfolio Summary  
 period ending Sept. 30, 2020

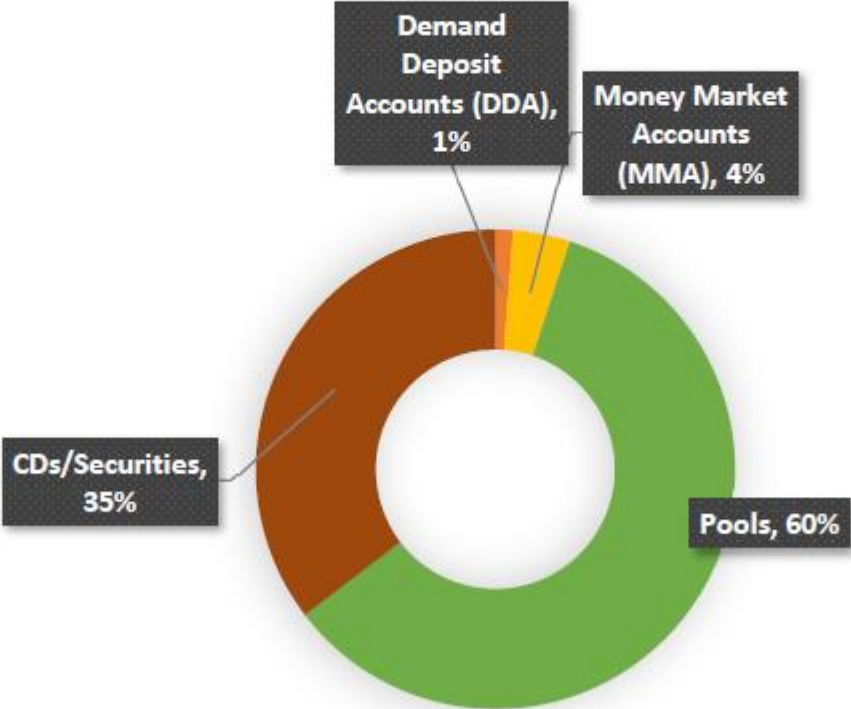
Investments Description	June 30, 2020		September 30, 2020		QTD	YTD	Weighted
	Book Value	Market Value	Book Value	Market Value	Interest Earned	Interest Earned	Average Maturity
Demand Deposit Accounts (DDA)	\$ 635,290	\$ 635,290	\$ 520,925	\$ 520,925	\$ 899	\$ 9,342	0.01
Money Market Accounts (MMA)	\$ 2,650,442	\$ 2,650,442	\$ 1,701,849	\$ 1,701,849	\$ 353	\$ 2,702	0.04
Pools	\$ 11,105,886	\$ 11,105,885	\$ 26,107,003	\$ 26,107,003	\$ 13,273	\$ 143,444	0.60
CDs/Securities	\$ 13,161,163	\$ 13,314,130	\$ 15,515,960	\$ 15,628,359	\$ 51,903	\$ 320,065	80.09
<b>Total Investments</b>	<b>\$ 27,552,780</b>	<b>\$ 27,705,747</b>	<b>\$ 43,845,737</b>	<b>\$ 43,958,136</b>	<b>\$ 66,429</b>	<b>\$ 475,552</b>	<b>80.74</b>





City of Bastrop  
Quarterly Investment Report  
Portfolio Summary  
period ending Sept. 30, 2020

Policy states at least 10% of the portfolio should be in highly liquid securities we have 65%.



# 6B. Staff and Board Reports

Receive Quarterly Report from the Bastrop Convention & Exhibit Center. (Submitted by: Kathy Danielson, Director Bastrop Convention and Exhibit Center)



# Bastrop Convention & Exhibit Center



FY 2020 4th Quarter Report  
Kathy Danielson, Director

# Bastrop Convention & Exhibit Center

## Mission

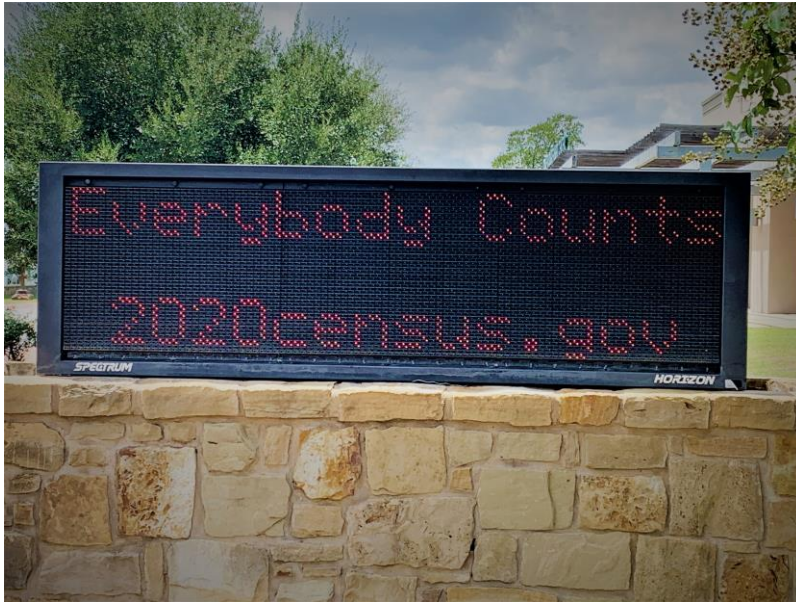
The Bastrop Convention & Exhibit Center is committed to serving our community and guests by working as a team to build local partnerships, enhance local and regional events and provide efficient results ensuring vitality for Bastrop.





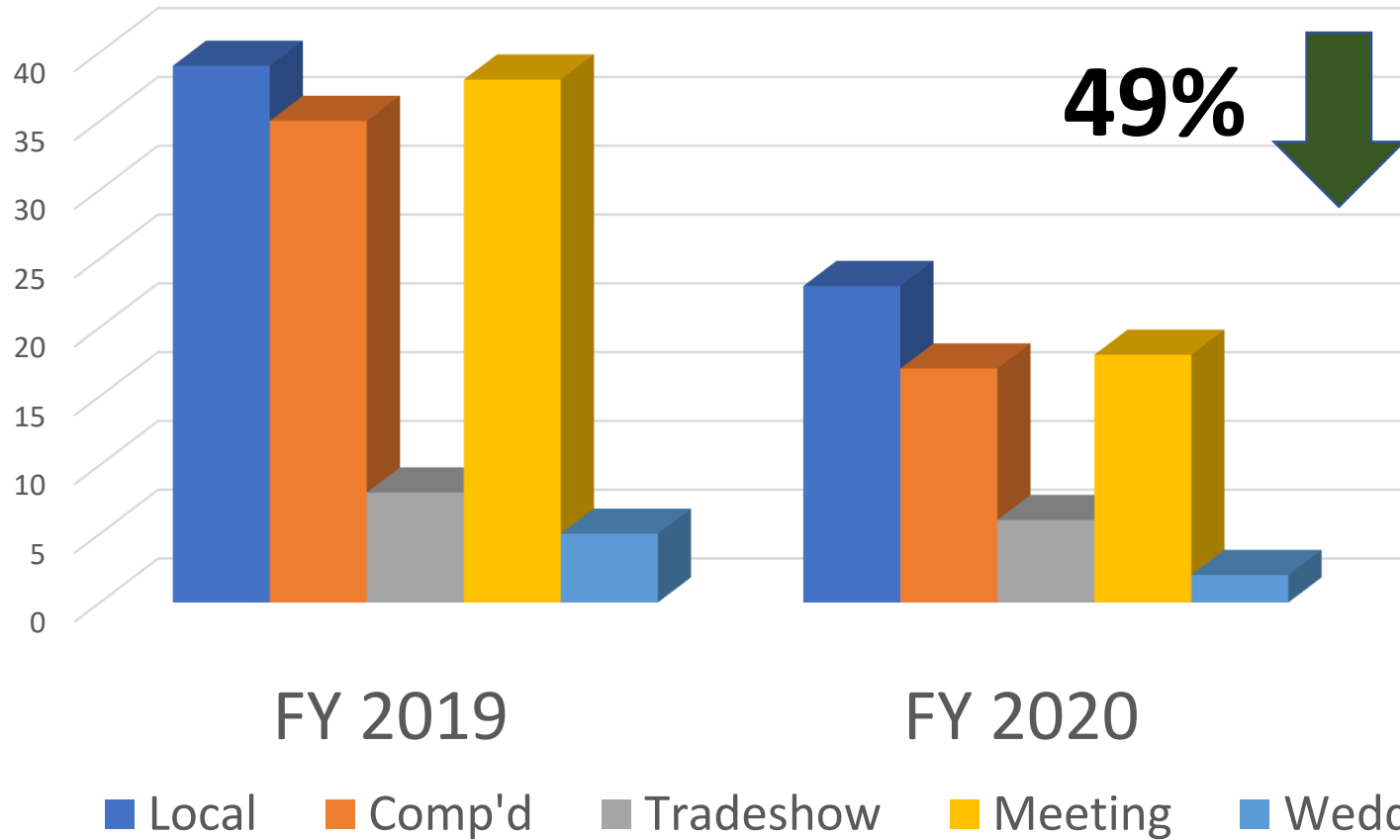
# Bastrop Convention & Exhibit Center

## Vision

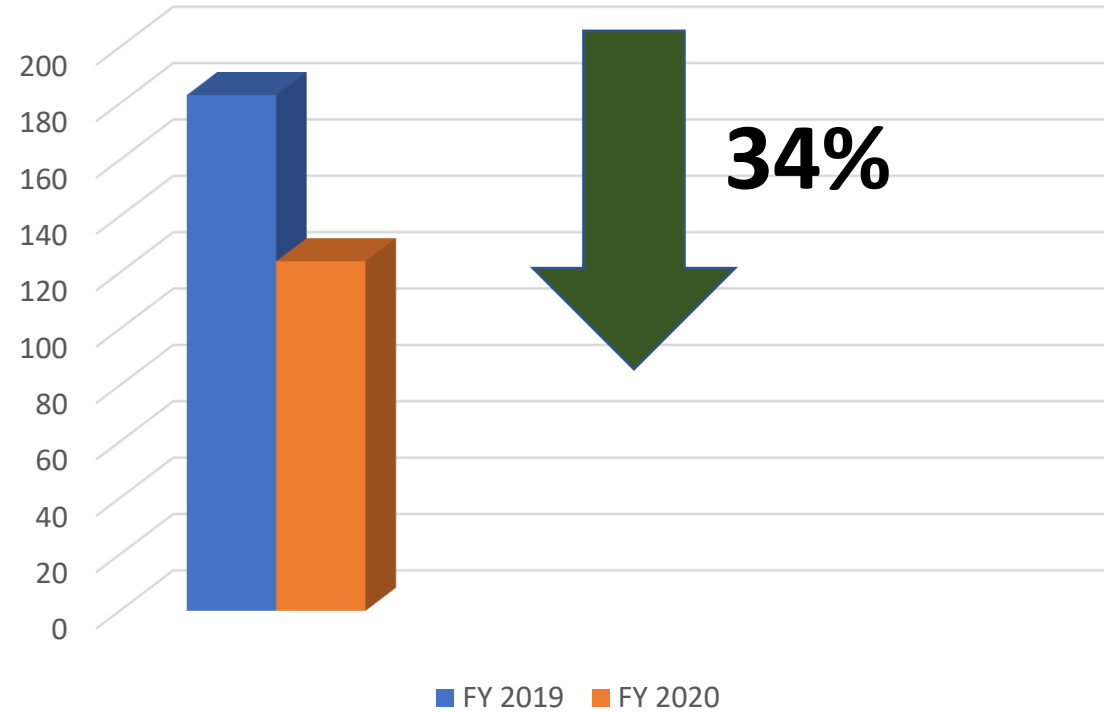


**The Bastrop Convention & Exhibit Center will strive to showcase small town charm and hospitality within the local meetings and events industry. Focusing on customer service and exceptional experiences, the Bastrop Convention & Exhibit Center will provide a unique combination of local and non-local use creating a positive economic impact for our community and partners.**

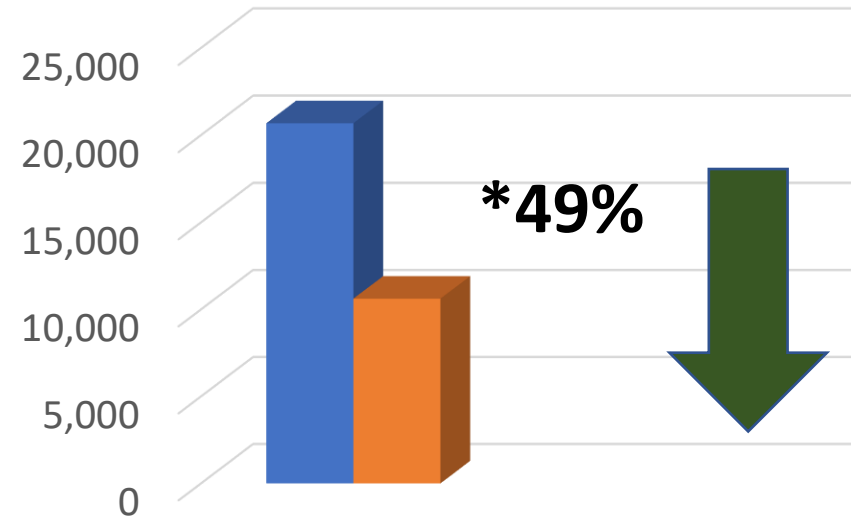
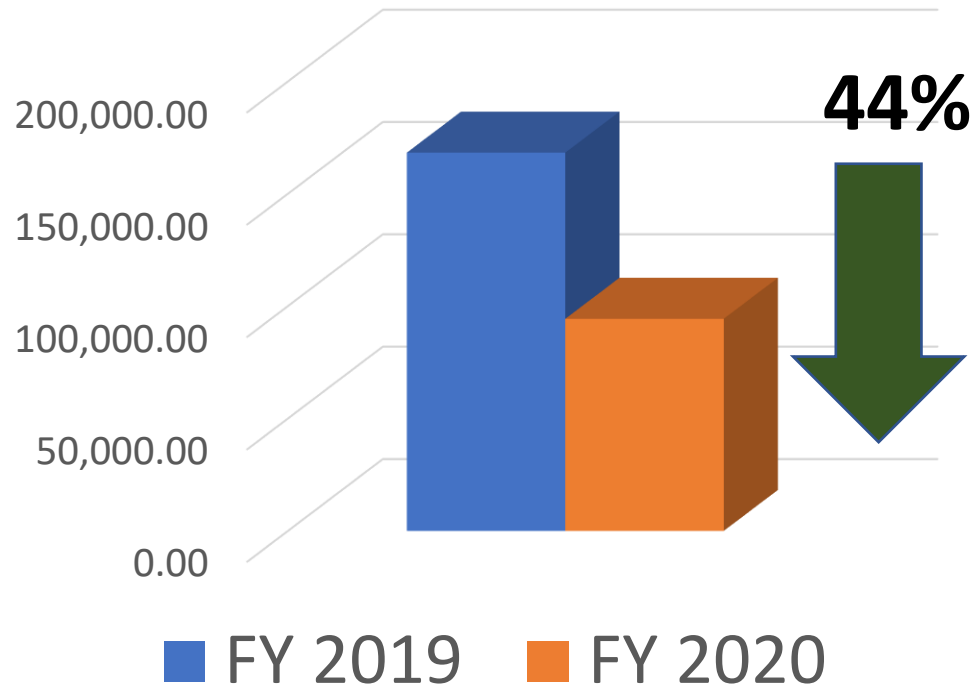
# Year to Date Bookings



# Year to Date Occupancy



# Year to Date Revenue



## Farm Street Opry

\*No Farm Street Opry in April, May, June, July, August & September.

■ FY 2019 ■ FY 2020



# Bastrop Convention & Exhibit Center



- Events are being rescheduled to 2021. Director is participating in online webinars and meetings specific to the future of Meetings & Events.
- Staff continues to implement the new COVID-19 procedures working closely with each client to ensure all guidelines are understood and followed.
- Staff has taken over 100% of the lawn care and lawn maintenance duties for the facility.

# THE END



A CITY OF BASTROP PRODUCTION COPYRIGHT MMXVII



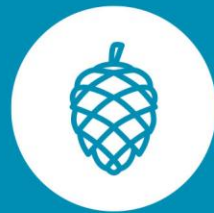
# 6C. Staff and Board Reports

Receive Quarterly Report from BEDC. (Submitted by: Cameron Cox, BEDC Chief Executive Officer)



*The Bastrop Economic Development  
Corporation welcomes you to the next frontier  
of development for Central Texas.*

**bastrop**  
**EDC**







## Quarterly Update

1. TEDC Conference
2. COVID-19 Relief Grants
3. Tesla Effect
4. Project Gummy Bears
5. Sales Tax

# 1. Texas Economic Development Council Annual Conference





## TEDC Annual Conference

- CEO Cameron Cox was a panelist for “Tales from the Front Lines – Local Economic Development Programs to Assist Businesses During COVID-19”
- Virtual conference was attended by BEDC Staff and Mayor Schroeder

## 2. COVID-19 Relief Grant Program







## COVID-19 Relief Grants

- To date, approximately \$576,000 in grants has been distributed
- 126 businesses have been assisted
- No apparent need for 4<sup>th</sup> round

### 3. Tesla Gigafactory – What effect will it have on Bastrop County?





## Tesla Gigafactory

- Factory completion set for 2021
- Estimated 5,500 new employees
- Bastrop County Economic Impact Study has been completed
- How is Bastrop ready for this growth?

# 4. Project Gummy Bears







## Project Gummy Bears

- Agreement between the BEDC and Deep in the Heart Art Foundry
- Art Foundry purchasing the building at 402 Technology Drive in the Industrial Park for expansion
- Building will also be used for classes by ACC and the Art Institute
- ACC will offer certifications in welding and HVAC



## Project Gummy Bears

- Water Street Millworks will move to 292 Industrial Blvd
- Art Foundry is purchasing their current location at Water and Chestnut Streets to be used as an art gallery, retail, and wine bar
- Art Institute will also offer classes at this location
- Total project over \$2 million in capital improvements

# 5. Sales Tax

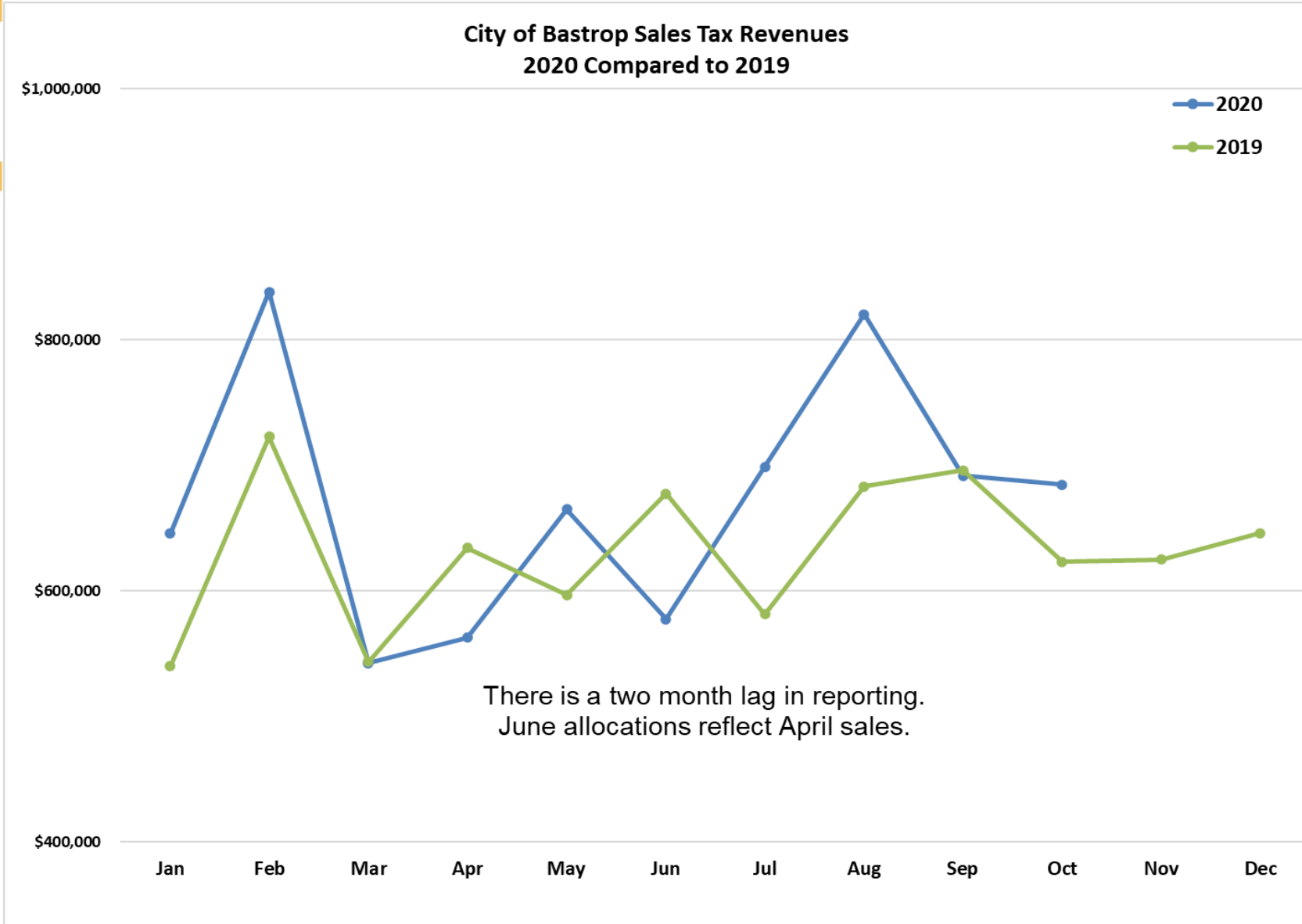


## Sales Tax

- All cities in Bastrop County have rebounded well
- Rural areas have done better than metro areas – residents are shopping locally due to pandemic
- State legislation went into effect in 2019 which ensured online retailers pay local sales tax, resulting in overall increases throughout Texas



# Sales Tax





## BEDC's Plans for FY 2020/2021

1. Develop Career & Technology Training
2. Industrial Park Development
3. Continue to market Bastrop for business, with emphasis on proximity to Tesla project
4. The Next Frontier of Development for Central Texas!

# 6D. Staff and Board Reports

Receive Quarterly Report from the Bastrop YMCA. (Submitted by: Tracy Waldron, Chief Financial Officer)





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

2020

4<sup>th</sup> QUARTER REPORT



# EXTENDED POOL SEASON

The pool opened to the public in June 2020.

Attendance:

Jun 769

Grand total: 5370

Jul 1852

25% of 2019 attendance

Aug 1963

Sept 786



## Services offered in 2020:

- Lap Swim
- Swim Lessons
- Aqua Cardio Classes
- Therapeutic Swim
- Group/Family Swim
- Swim League





# GROUP EXERCISE IS GOOD FOR BODY, MIND & SPIRIT



EXERCISE OPPORTUNITIES FOR ALL AGES AND ABILITIES  
ENCOURAGING, SOCIAL AND BENEFICIAL  
CLASSES INSIDE AND OUT

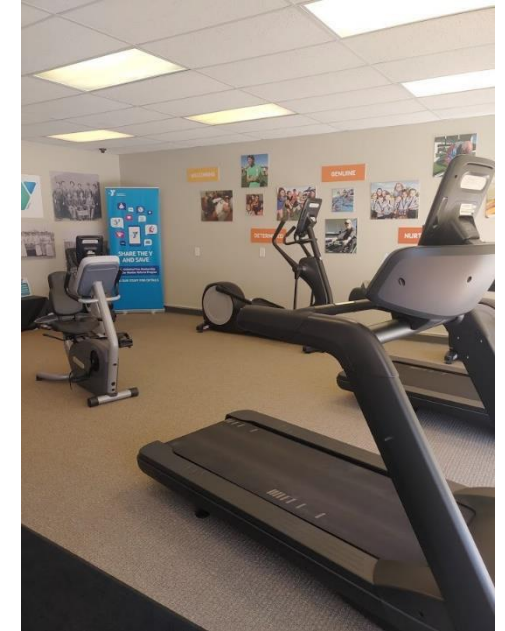
ATTENDANCE: JUL 132  
AUG 124  
SEPT 160      TOTAL: 416





# WE HAVE THE BEST MEMBERS IN THE **WORLD!!**

- ENDED SEPTEMBER WITH 277 MEMBERSHIP UNITS
- SERVED COMMUNITY
- SUPPORTED STAFF AND EACH OTHER





# OPEN TO THE POSSIBILITIES OF FUTURE





# 6E. Staff and Board Reports

Receive Quarterly Report from Visit Bastrop. (Submitted by:  
Tracy Waldron, Chief Financial Officer)







VISIT  
**BASTROP** EST. 1832  
*Texas*

**SEPTEMBER FY 2019-2020 SALES & MARKETING REPORT**



# EXECUTIVE HIGHLIGHTS

## *September*

- Basic & Advanced Skywarn Training
- Bastrop Historical Commission Meeting
- Texas Travel Industry Alliance - Virtual Annual Summit Biz Meeting
- Tesla Contractor Meeting
- Guests at Film Alley – SPARK Bowling
- Uniquely Bastrop Webinar
- US Travel – Legislation Calls

STATUS – SEPTEMBER 2020	QUANTITY	ROOM NIGHTS	ESTIMATED ATTENDEES	ECONOMIC IMPACT
LEADS	46	11,030	15,686	\$6,498,995
DEFINITES	37	7,615	12,491	\$4,789,603
LEAD SERVICE REQUEST	3	n/a	1,800	\$28,572 <small>Actual amount of contract</small>
DEFINITE SERVICE REQUEST	16	n/a	1,066	\$1,117,165 <small>Actual amount of contract</small>
LOST LEADS	6	2,045	1,840	\$1,179,760
LOST SERVICE REQUESTS	2	n/a	400	\$470,750 <small>Actual amount of contract</small>
UNABLE TO BID	1	300	-	
LEAD ASSIST - HYATT	10	4,441	3,950	\$8,274,257
DEFINITE ASSIST - HYATT	3	1,416	1,300	\$1,124,352
LEAD SERVICE REQUEST - HYATT	0	0	0	0
DEFINITE SERVICE REQUEST - HYATT	0	0	0	0
LOST LEADS ASSIST – HYATT	5	3,910	2,915	\$5,376,395
COVID 19 – LOST LEAD	10	2364	4990	\$1,572,626



# REACT. RETHINK. RECOVER.

- Working with our community partners to provide current information on store hours, online ordering, curbside dining and important COVID 19 updates on our website and social media channels.
- Sharing information with industry partners.
- Sales continues to work diligently to reschedule meetings and events and secure future meetings.
- We are following booking behavior regarding travel-related consumer behavior and strategize how to adapt to changing trends.
- Tracking consumer road trips outside of a 50-mile radius.
- Tracking the Impact of Coronavirus on Travel Intentions: regarding planning, booking and cancellations, as well as intention to travel over the next six months.
- Destinations International Accreditation.

# REACT. RETHINK. RECOVER.

## *Travelers Sentiments*

- Consumer aspiration and demand for travel continues to express itself.
- Travel clearly took a large brunt of the fears about the coronavirus in the early period of the pandemic, but Americans look to be easing strong perceptions of travel as unsafe and shifting their mindset towards travel readiness.
- Safety is still essential to how people think about and consider travel while American travelers will most prioritize spending their disposable income on food, there has been a net positive change in prioritizing leisure travel spending in the next three months.

# REACT. RETHINK. RECOVER.

## *Travelers Sentiments*

- More American travelers than ever during the pandemic period are now able to recall recent travel advertising and, more importantly, there has also been a 10% increase in the last three months of the number of American travelers who say the most recent travel ad they saw made them “very happy.”
- Americans are placing the relatively highest degrees of trust in official tourism organizations, including state tourism offices and Destination Marketing Organizations.

# REACT. RETHINK. RECOVER.

## *Convention Travelers Sentiments*

- Nearly 40% of convention travelers say they have plans to attend a convention/group meeting event in the next year.
- The percent of convention travelers who report they would be happy if asked to attend such a meeting in the next six months has grown to 49.7% from 40.8% in June.
- Trust in both the conference organizers to institute protocols that look out for attendees' health and fellow attendees to behave appropriately as not to spread COVID-19 has also grown significantly.



# VISITBASTROP.COM – SEPTEMBER STATS

Organic Traffic Performance: In September, organic sessions landing on VisitBastrop.com were up 16% compared to last year. Our site outperformed the industry which averaged a 14% decline in sessions. It also outperformed DMOs in the south/southeast region which averaged a 16% decline in sessions.

Landing pages that saw YoY increases in sessions included Bastrop State Park (+613%), Things to Do (+19%), Hyatt (+58%), McKinney Roughs Nature Preserve (+211%), and the Hyatt Regency Spa listing detail (+284%). Also notable, organic referrals to partner sites were up 51% over last year.

Organic Keywords Rankings: Our site did well in organic search rankings compared to last year. Impressions were up 33%, clicks were up 26%, and we moved up a spot in the average ranking position. The top keyword attracting visitors to our site in September was Things to Do in Bastrop TX. Our site moved up 2 spots to capture the top rank since last year. There was also an impressive 52% clickthrough rate for the term.

Additionally, our site improved significantly in rankings for the keywords Bastrop State Park (+9 spots to 6th rank), Hyatt Lost Pines (+4 spots to 6th rank), and McKinney Roughs (+5 spots to 4th rank).

Overall Traffic Performance: In September, VisitBastrop.com was down just 3% in overall sessions compared to last year. This was the smallest monthly decline in YoY sessions we've seen for the site since the pandemic began in March. Organic and Social sessions were up YoY and Paid Search was down approximately 250 sessions from last year.



# VISITBASTROP.COM – SEPTEMBER STATS

## How does my website perform compared to the industry averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All and Organic Traffic

Metric	Industry Average	Visit Bastrop	% Difference
Total Pages Per Session	2.07	2.26	9.53%
Total Avg Session Duration	00:02:02	00:01:57	-4.07%
Total Bounce Rate	52.83%	42.17%	-20.17%
Organic Pages Per Session	2.21	2.53	14.37%
Organic Avg Session Duration	00:02:26	00:02:20	-4.98%
Organic Bounce Rate	47.35%	41.82%	-11.68%

## What are the top pages for mobile users?

by Page and Sessions Year over Year

Landing Page	Sessions	% Δ
/listing/hyatt-regency-lost-pines-resort-&-spa/273/	2,295	-6.1%
/things-to-do/	922	9.1%
/	573	17.2%
/events/	232	-9.0%
/eat-drink/	201	-32.6%
/things-to-do/bastrop-state-park/	188	652.0%
/things-to-do/top-10-family-friendly-activities-in-bastr...	184	-13.2%
/places-to-stay/hyatt/on-site-activities/	171	21.3%
/places-to-stay/hyatt/	145	55.9%
/things-to-do/downtown-bastrop/	130	-22.2%

## How many referrals are my partners receiving?

by Listing and Clicks

Listing Name	Clicks
Hyatt Regency Lost Pines Resort & Spa	134
McKinney Roughs Nature Park	97
Zip Lost Pines	78
Barton Hill Farms	55
9E Ranch Cabins Lost Pines Bastrop	49
Fisherman's Park	46
Bastrop State Park	46
Lake Bastrop South Shore Park	40
Bassano Del Grappa Italian Restaurant & Pizzeria	37
Pecan Street Inn	37
The Cottages at ColoVista	35
Morris Mansion Bed & Breakfast	34
Neighbor's Kitchen and Yard	32
Bastrop River Company	32
602 Brewing Company	29
The Reserve at Greenleaf	27
Community Gardens	27
Bastrop Museum & Visitor Center	26
Rising Phoenix Adventures Tours & Events	21
Bastrop Beer Company	20
<b>Grand total</b>	<b>1,535</b>



# BASTROP VISITOR GUIDE - SNEAK PEEK



## Welcome to BASTROP

**INTRODUCTION**

*"Bastrop, Texas is such a charming town with so many great places to explore. The people were all so sweet, and there was always something to do."*

-BETSY SEDARS, WALLASOCIALS

**YOU DON'T HAVE TO GO FAR TO HAVE IT ALL.** In Bastrop, Texas you're just 20 miles southwest of Austin along Highway 71. Here, you get an authentic Texas experience without the crowds in one of the most historic small towns in our state. From charming downtown alleys to epic outdoor adventures, live music to mouthwatering meals, historic buildings to a burgeoning art scene, everyone is invited to Bastrop. Visit Bastrop and make yourself at home, create your next story and enjoy a special brand of Texas hospitality.

LEARN MORE AT [BASTROP.COM](http://BASTROP.COM)



## Welcome To It All

Welcome to Bastrop, Texas—an original Texas town with a fresh approach to life. A genuine destination where all visitors receive warm hospitality. The moment you step foot on these charming downtown streets, you'll feel welcomed. Full, hearty with a great view from the river, followed by an epic outdoor adventure, then enjoy some live music and top it off with a mouthwatering meal. And that's your Bastrop!

- TOTAL POPULATION: 6,000
- LOCATION: Approximately 20 miles southwest of Austin, 92 miles northwest of San Antonio and 120 miles northwest of Houston.
- HOTELS: 12
- BED AND BREAKFAST HOMES: 1
- RV CAMPS & CHAIRS: 11
- RESTAURANTS: 65
- BEER, WINE & SPIRITS: 18
- PARKS AND RECREATION: 26
- MEETING SPACE VENUES: 20
- HISTORIC HOMES & BUILDINGS: 100
- LOCAL RIDES: 24
- ARTS & CULTURE SPOTS: 11
- ANNUAL EVENTS: 20



LEARN MORE AT [BASTROP.COM](http://BASTROP.COM)

## OUTDOOR ADVENTURE

**THINGS TO DO**

**LISTINGS CONT:**

- El Centro Real Fishing Trail
- Fisherman's Park
- Lake Bastrop
- North Shore Park
- South Shore Park
- Lost Pines Nature Trails
- Nature Park - COA
- McIntosh Respite
- Pine Forest Golf Club
- Rock & Phosor Adventures
- Texas Rappell Zone
- Wildflower Golf Course
- Zig Zag Farm

**Your Bastrop ADVENTURE CHECKLIST**

- HIKE
- KAYAK
- ZIP-LINE
- BIRD WATCH
- OUTDOOR CONCERT
- GOLF
- HORSEBACK RIDE
- ARCHERY
- CAMP

FOR YOUR BASTROP ADVENTURE, MEET WITH BASTROPVISITORS.COM

## IF YOU'RE LUCKY ENOUGH TO BE ON THE RIVER... You're Lucky Enough

### KAYAKS CANOES PADDLEBOARDS

COME PLAY WITH US AT FISHERMAN'S PARK. PADDLE AROUND TOWN FOR AN HOUR. TAKE A TRIP DOWN RIVER.

OR SCHEDULE A MULTI-DAY ADVENTURE.

Get our website for more information on half-day, full-day & multi-day adventures. Special rates for group outings and nonprofits.

512-321-4661 1400 Willow St. [BastropRiverCo.com](http://BastropRiverCo.com)




## Welcome to FOREVER

**WEDDINGS**

*"The entire weekend was spectacular and none of my friends and family can stop talking about it."*

-B D (REVIEWING THE MANSION AT COLEVISTA)

**BEAUTIFUL IS WHAT BASTROP DOES BEST.** With its many scenic vistas, there's certainly plenty to go around. Bastrop's natural beauty and historic charm make it an idyllic place for your special day. With its many charming accommodations for all your guests, Bastrop makes it easy for everyone to share in the memory.

LEARN MORE AT [BASTROP.COM](http://BASTROP.COM)

## MEETINGS

**Your Bastrop POST-MEETING CHECKLIST**

When you need to unwind, it's a whole lot easier to enjoy. Take a break or simply unwind with one of the many group activities Bastrop has to offer.

- MOONSHINE TASTING
- HORSEBACK RIDING
- ZIP-LINING
- PADDLE BOARDING
- HIKING
- ARCHERY
- LIVE MUSIC



LEARN MORE AT [BASTROP.COM](http://BASTROP.COM)

## EVENTS

**THINGS TO DO**

### THERE'S ALWAYS SOMETHING SPECIAL HAPPENING

Spring brings great weather and a lot of possibilities. The sun and light under the Texas sky is downright beautiful. Take in the best of both worlds and enjoy the best of both worlds in Bastrop. Make your event a success.

Summer is the best time to visit Bastrop. The weather is perfect, the scenery is beautiful, and the food is delicious. There's always something special happening in Bastrop. Check the list to plan the fun.

**SPRING**

**Bastrop 1822 Farmers Market**

**Bastrop Music Festival**

**Take on Main**



LEARN MORE AT [BASTROP.COM](http://BASTROP.COM)



# D MAGAZINE – HOMETOWN GETAWAY



Hometown Getaways

SPECIAL ADVERTISING SECTION

Nestled along the Colorado River, Bastrop, TX offers stunning views and thousands of acres of state parks to explore.

SPECIAL ADVERTISING SECTION



Horseback riding and archery are just two of the many activities you can enjoy at the Hyatt Regency Lost Pines Resort & Spa in Bastrop.



Hometown Getaways

## Bastrop

"A SMALL TOWN BIG ON TEXAS HOSPITALITY"

YEAR FOUNDED Settled 1804 and officially established 1832	POPULATION 8,802	DRIVE TIME Just 3 hours and 25 minutes
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➔ IF YOU FIND YOURSELF CRAVING A GETAWAY, WHY NOT ESCAPE TO where you can have it all? Perfect for a weekend or week-long vacation, Bastrop will have you feeling right at home with tons to explore. On the banks of the Colorado River, it's a prime spot for an epic outdoor adventure. Go paddle boarding on the gentle El Camino Real Paddling Trail, zip lining through McKinney Roughs Nature Park, or explore the beauty of Bastrop State Park, home to the famous Lost Pines.

Bird watchers will be especially thrilled they answered the call to Bastrop, officially "Bird City of Texas" and certified by Texas Parks and Wildlife. A quiet walk through the Lost Pines will give you a chance to spot more than 277 bird species, including woodpeckers, flycatchers, warblers, raptors, and more.

One of the oldest towns in Texas, Bastrop also offers a historic main street full of charming shops, a thriving art scene, famous chicken-fried steak, and local moonshine. You're likely to catch some live music or "porch pickin'" around downtown as well.

When it comes to places to stay, consider staying at the charming Pecan Street Inn B&B, a luxury yurt at The Reserve at Greenleaf, or book a room at the extraordinary Hyatt Regency Lost Pines Resort & Spa, among many other options. All will welcome you with Bastrop's special brand of Texas hospitality.

### MUST-SEES

1 **Hyatt Regency Lost Pines Resort & Spa.** You may never want to leave. This luxurious wilderness resort offers 425 acres right along the Colorado River. It caters to the whole crew with a golf club, spa, hiking trails, lazy river, equestrian center, and more.

2 **Bastrop State Park.** Immerse yourself in the stunning outdoors in this 8,800-acre park. A perfect spot to camp or picnic while exploring trails on foot, or before looking for birds in the famous Lost Pines.

3 **Downtown Bastrop.** Nestled along the banks of the Colorado River, cozy Downtown Bastrop will delight with window shopping, outstanding comfort food, moonshine tastings, and art galleries—even a family scavenger hunt.

## November Issue

- Two-Page Spread
- Digital Version Available
- Readership – 508,948+
- Circulation – 60,598+

Demographic: (61% F) - (39% M)  
Average age: 51



# CONNECT – MEETING PLANNER GUIDE



*We Welcome You*

**TO MOONSHINE & MINGLE**

Welcome to Bastrop—an original Texas town with a fresh approach to life. It all starts with a shot of adrenaline at Zip Lost Pines followed by moonshine tasting with your whole crew. Later, chow down on some award winning chicken fried steak on Main Street and catch some live music with the locals. And that's just half of it. We welcome you to make yourself at home, create your next story and enjoy our special brand of Texas hospitality.

**VISITBASTROP.COM**

**512.332.8990**

FY 2020-2021  
Meeting Planner  
Guide Placement

- ½ Page Advertisement and Listing in Guide



# LOOKING AHEAD

- Develop and publish monthly blog posts
- Continue proactive outreach for media opportunities relevant for the destination
- Continue to work to gather details on upcoming events for pitching opportunities
- Continue to monitor Covid – 19 situation and publish updates on Visit Bastrop website and through regular email communications
- Monitor and update Safe. Clean. Ready. initiatives and encourage partner participation through pledge sharing program
- Continue to grow community outreach through programs like Music Friendly Designation and Bird City Texas certification, as well as increased email communications
- Execution of 2020-2021 Board-approved Marketing Plan
- Exploring possible website partnership with the Main Street Program

# TOUR TEXAS OVERVIEW

**TOUR TEXAS** **FREE BROCHURES** Order Now!

Cart Search Texas Login

Explore Texas Things To Do Places to Stay Maps Contest Order Brochures

**Visit Bastrop**  
1408 B. Chestnut  
Bastrop, TX 78602  
512.332.8990  
www.visitbastrop.com

**VISIT BASTROP** EST. 1832 Texas

VISIT WEBSITE VIEW VIDEO ORDER FREE BROCHURE

### Visit Bastrop

**Welcome To It All**

Just 30 miles southeast of Austin along Highway 71 is one of the most historic small towns in Texas. Welcome to Bastrop. Here, visitors get an authentic Texas experience without the crowds. From charming downtown streets to epic outdoor adventures, live music to mouthwatering meals, historic buildings to a burgeoning art scene, everyone is invited to Bastrop. Visit Bastrop and make yourself at home, create your next story and enjoy a special brand of Texas hospitality.

**Quick Facts**

- Total Population: 8,802
- Location: Approximately 30 miles southeast of Austin, 92 miles northeast of San Antonio and 133 miles northwest of Houston
- Hotels: 12

**Bastrop Social**

f i t

**PLAN + VISIT**

Visit Bastrop Tour Texas Homepage

## Visit Bastrop TourTexas.com

- More Info Page
- Things to Do in Visit Bastrop Page
- Attractions in Visit Bastrop Page
- Ways to Enjoy a Visit to Bastrop Page
- Links to Visit Bastrop Social Media Pages and Website



# TOUR TEXAS - SEPTEMBER STATS

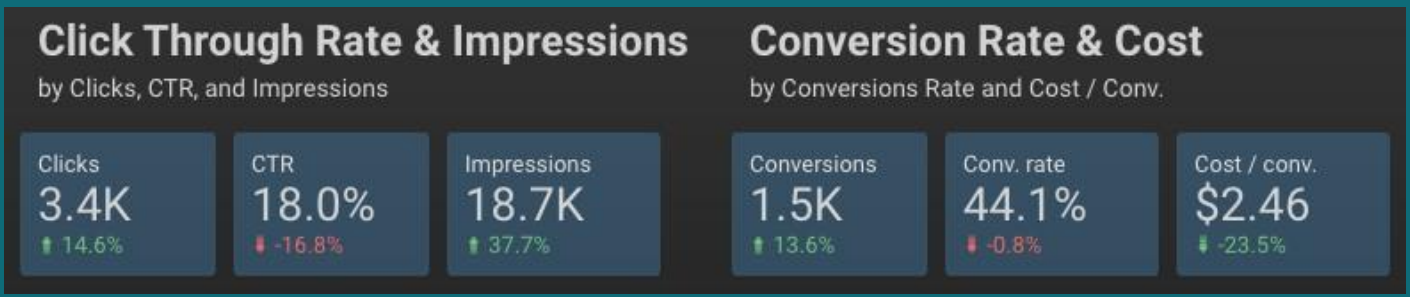
Total Visitor Guide Requests: 113

VisitBastrop.com Website Click-Thrus: 8

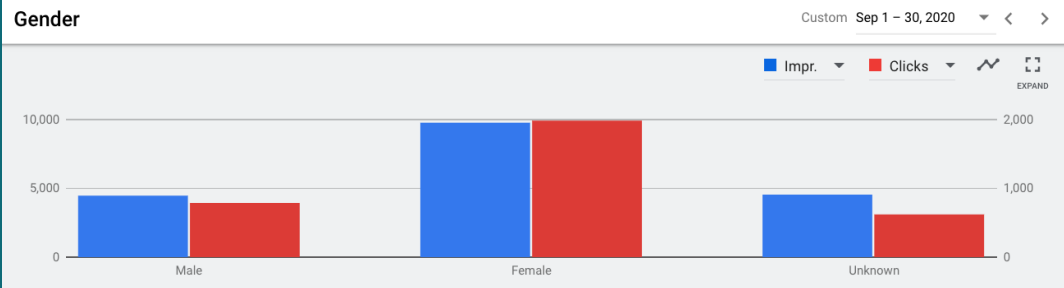
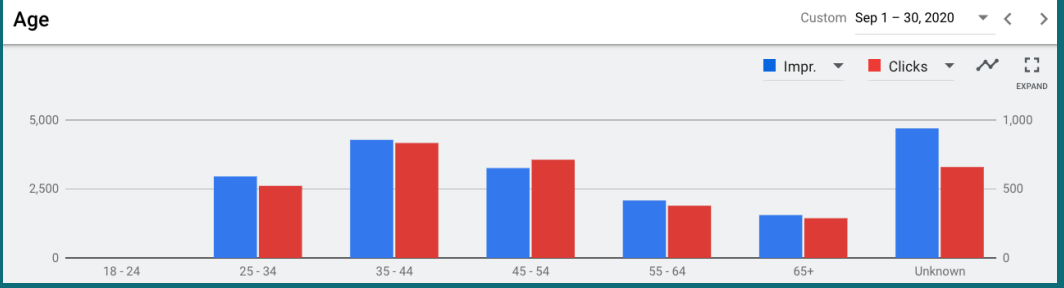
Visit Bastrop TourTexas.com Page Views: 306

Visit Bastrop Video Views: 95

# CPC \$ 1.08 (-24% MoM) GOOGLE PAID SEARCH - SEPTEMBER



Top Demographics: Females, 35-64  
Top 5 Locations: Austin, Houston, Cedar Creek, Round Rock, & Bastrop



# GOOGLE SEARCH CAMPAIGN -SEPTEMBER

## Top Searches

Searches ?

Sort by: Clicks ▼

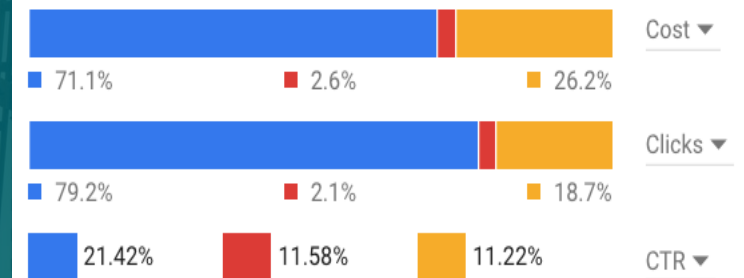
SEARCHES

WORDS



Devices

Mobile phones   Tablets   Computers





# LEISURE NEWSLETTER – SEPTEMBER

Volume VII - Leisure | September 30, 2020

VISIT  
**BASTROP**  
1835  
Texas

WELCOME TO IT ALL



Welcome to Bastrop, Texas - an original Texas town with a fresh approach to life. A genuine destination where all-inclusive means everyone's invited. From the moment you cross our iconic Old Iron Bridge and step foot on our charming downtown streets, you'll feel welcomed - welcome to it all! It all starts with a stroll down Main Street, followed by an epic outdoor adventure, then mix in some live music and top it off with a mouthwatering meal. And that's just the half of it. We welcome you to make yourself at home, create your next story and enjoy our special brand of Texas hospitality.

PLAN YOUR TRIP TODAY



**Bastrop Earns Music Friendly Community Certification from Texas Music Office**

On August 13, 2020, Bastrop was certified by the Texas Music Office as a Music Friendly Community. Bastrop is the fifteenth Music Friendly Community in the state of Texas. Our Music Friendly Community designation will help us promote our diverse music industry and help it grow by fostering economic development in Bastrop.

FOR MORE INFORMATION

## YRIDES & PUMPKIN PIES . . . IT'S FALL Y'ALL!



Hollow Wicked Halloween Park

Experience Scream Hollow's 4 attractions on 20 acres of land in the heart of Bastrop. With our creative costumed actors, professionally crafted special effects, masks, and makeup, and all the latest animatronics and lighting effects . . . you won't believe it's not real! It's insane!

Read More



Bastrop 1832 Farmer's Market

A fall visit to the Farmer's Market is a must. Nestled between the Bastrop Convention Center and the Lost Pines Art Center, you'll find season produce, grass fed beef, pasture raised chicken and pork, local raw honey, farm eggs, baked goods, herbs, plants, flowers and so much more.

Read More



Barton Hill Farms Fall Festival & Pumpkin Patch

Visit our 100-year old Cottonwoods along the Colorado River, Barton Hill Farms is the Fall-family destination for everyone. Located between Bastrop and Hill Country, Barton Hill Farms is only a short drive from the bustling city life. Check out the Pumpkin Patch, Corn Maze, live music, and over 30 activities.

Read More



The Pumpkin Patch at Community Gardens

Enjoy fall festivities outdoors! Every weekend brings a celebration with pumpkins, pumpkin painting, parties, food, train rides, bounce houses and more! Community Gardens is a fun hands-on experience for the entire family with a full restaurant, coffee shop, and a live music venue with a full bar.

Read More

## YOUR BOWLING GAME?



Experience the State of Texas to offer a new interactive, fun experience for yourself!

For more information!

## EASILY UNWIND

**WINE AND UNWIND**  
*en plein air*

**Saturday**  
10.24.20  
2-4PM

Paint along with instructor, Theresa Dawson, on the back lawn of the Art Center for an outdoor session of Wine and Unwind!

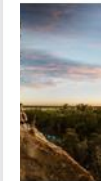
LOST PINES ART CENTER  
1204 CHESTNUT  
BASTROP, TX 78602  
512.321.8055

**BYOB**  
Ages 21+  
or teen+adult

REGISTER AT: [LOSTPINESARTCENTER.ORG/CLASSES](http://LOSTPINESARTCENTER.ORG/CLASSES)

- 230 SUCCESSFUL DELIVERIES
- 38.7% OPEN RATE
- 16% INDUSTRY AVERAGE
- 11.2 % CLICK RATE
- 9% INDUSTRY AVERAGE

## ADVENTURE? WELCOME TO BASTROP!



Whether you're into fishing, hiking, bird-watching, kayaking or camping you don't have to go far to catch a break in a beautiful outdoor setting. The Bastrop State Park covers nearly 8,000 total acres with campsites and historic cabins. Go hiking, horseback riding, or take a raft or kayak trip. Fish in the Colorado River. Golf at one of our several unique golf courses. If you prefer a view from above, try zip lining or rock climbing at McKinney Roughs. Whatever your outdoor interest, find it in beautiful Bastrop. You're Welcome to it All!

MORE EPIC OUTDOOR EXPERIENCES

For your getaway this fall, please visit our website at [visitbastrop.com](http://visitbastrop.com) or call 512-332-8990.







**THANK YOU!**

# 6F. Staff and Board Reports

Receive Quarterly Report from the Bastrop Opera House.  
(Submitted by: Tracy Waldron, Chief Financial Officer)





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# Bastrop Opera House Quarterly Report







EXIT Laughing  
September 2020

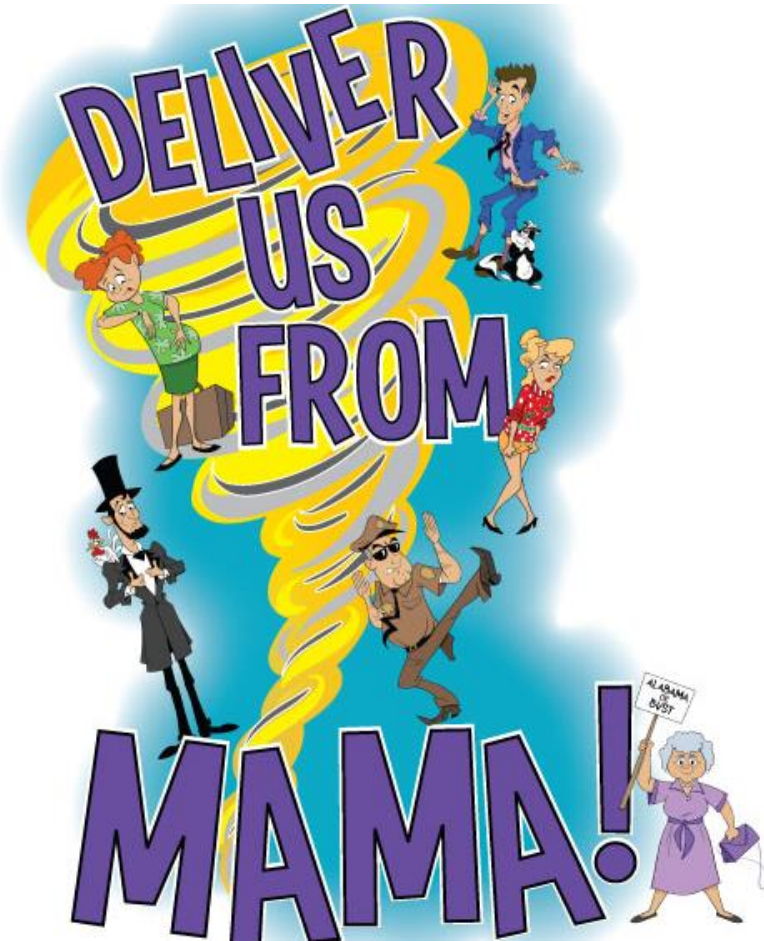
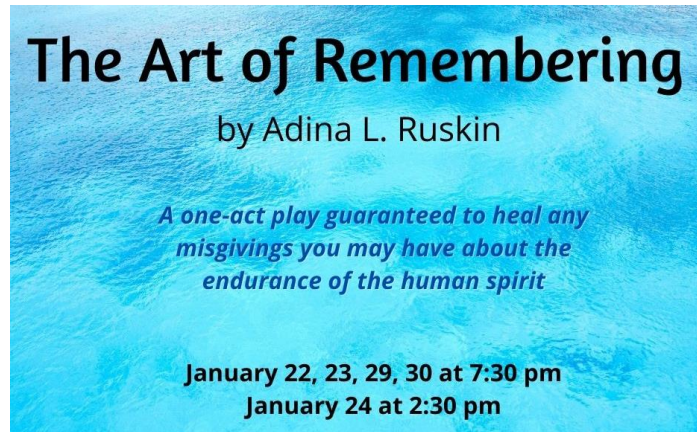
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# Dearly Departed October 2020





# 2020/2021 Season Productions



BOH currently sitting 50 audience members

Tickets sold for September & October: 365

Tickets sold from outside of Bastrop County: 216

Online streaming tickets sold: 45

BOH quarterly volunteer hours: 225

# 6G. Staff and Board Reports

Receive Quarterly Report from the Lost Pines Art. (Submitted by: Tracy Waldron, Chief Financial Officer)







# LOST PINES ART CENTER

Bastrop, TX

# Programming during COVID-19

- ▶ Facilitated the move of the Art Institute to the Art Center, one of its key locations in Bastrop
- ▶ Reopened the Art Center to the public for walk in traffic on September 1
- ▶ Relunched the Art After Dark monthly event *first Saturdays*
  - ▶ 37 guests at September, 48 at October (50+% from out of town)
- ▶ **Virtual Exhibits on Social Media and Youtube**
  - ▶ On display when shut down – Facebook Weekly Virtual Exhibits and Spotlights
  - ▶ Youtube videos to keep community and potential visitors informed about the Art Center and Bastrop – September 217 new views with 4.067 hours of videos watched. Each video was only 1-1 ½ minutes long.

Bird City Show for Bastrop (1:29)	BAIPP Mural Project (1:30)
Maribel Mast (1:20)	Elizabeth Sullivan (1:15)
Ellen Barron O'Reilly (1:00)	Sarah Holloway Smith (1:10)
Vicky Balcou (1:00)	Debbie Bredemus (1:25)
CJ Jordan (1:30)	Joycelyn Schedler (1:37)



# Planned Events

## ▶ Artful Weekends and Art Related Events

- ▶ Art After Dark will incorporate more cultural events as it combines Art Getaway with Art After Dark
- ▶ Our Lost Pines Art Center Art Immersion Program was cancelled for 2020 but will resume in 2021!!!
- ▶ *Major Festivals/Events planned for 2021*
- ▶ Art Experiences – Blacksmithing, Glassblowing, Unwind painting events, Healing Arts targeted classes/workshops

## ▶ Marketing and Promotions

- ▶ More YouTube videos to draw attention to art events happening in Bastrop.
- ▶ Expand social media – currently at 4066 Facebook followers (up 37 from last Q-75% from outside of Bastrop) and 930 Instagram followers (up 95 from last Q)
- ▶ Collaborate with Art Institute to get their students involved in the arts scene and potential internships
- ▶ Make it clear that the Art Center is open and still at its Chestnut location
- ▶ Tracking all visitors with zip codes in order to identify marketing areas for Art Center, community organizations, and Visit Bastrop





Art is important!

Don't spend your quarantine without paintings, music, books, theater, or poems. A visit to Bastrop will provide that for you.

# 6H. Staff and Board Reports

Receive Quarterly Report from the Bastrop County Museum & Visitor Center. (Submitted by: Tracy Waldron, Chief Financial Officer)





# HOT Fund Presentation

Bastrop City Council – October 2020



2020

What a year!

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# 2020 Goals – How'd we do?

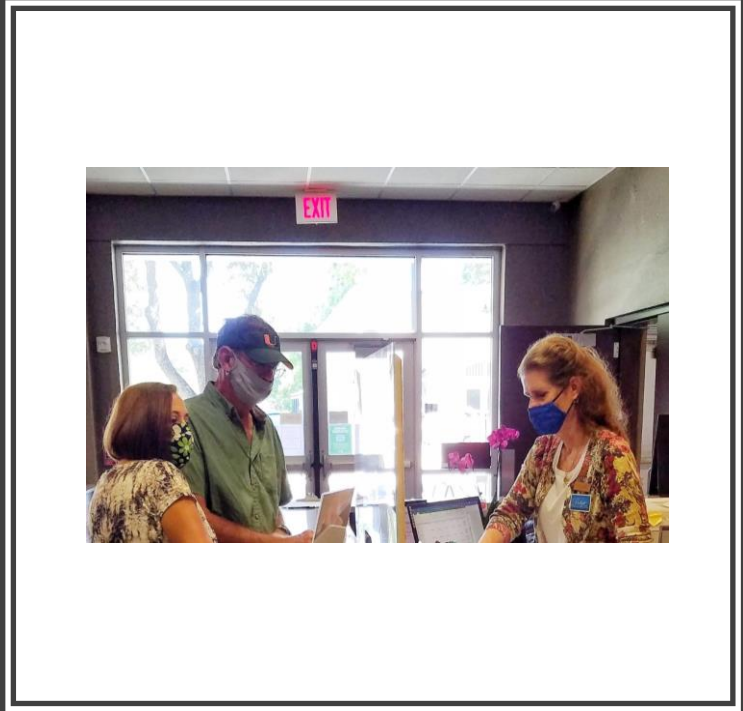
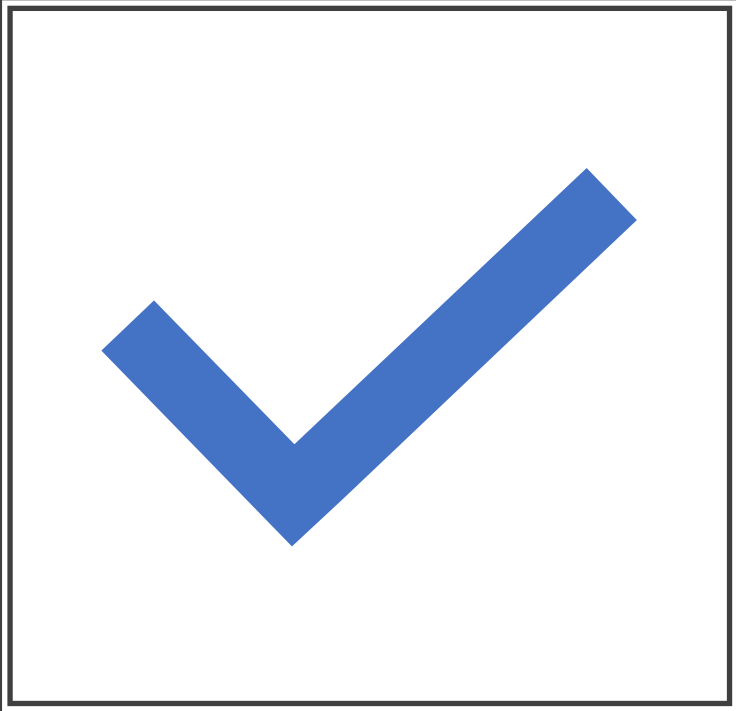
- ✓ Continue to build new and nurture existing partnership
- ✓ Increase awareness of our service through activities that allow people to experience Bastrop's history
  - Quarterly meetings, family events, special presenters, lecture series
- ✓ Host 3 to 4 special exhibits
- Scale up our tour program: docent-led (add additional days), walking (to include October), step-on bus (build base of guides)
- ~~• Creatively participate in all First Fridays~~
- ✓ Be accessible to visitors and residents during various city activities

# 2020 Goals – How'd we do?

- ✓ Continue to catalog and preserve archival items
- ✓ Continue to assist with research
- ✓ Increase broader range of input on special exhibits (share & include)
  - Possibly research catalogue lost communities
- ✓ Continue to collect, transcribe and make available oral histories
  - Develop a Junior Historian program (ready to launch)
  - Implement traveling trunk program (ready to launch)
- ✓ Broaden our membership base





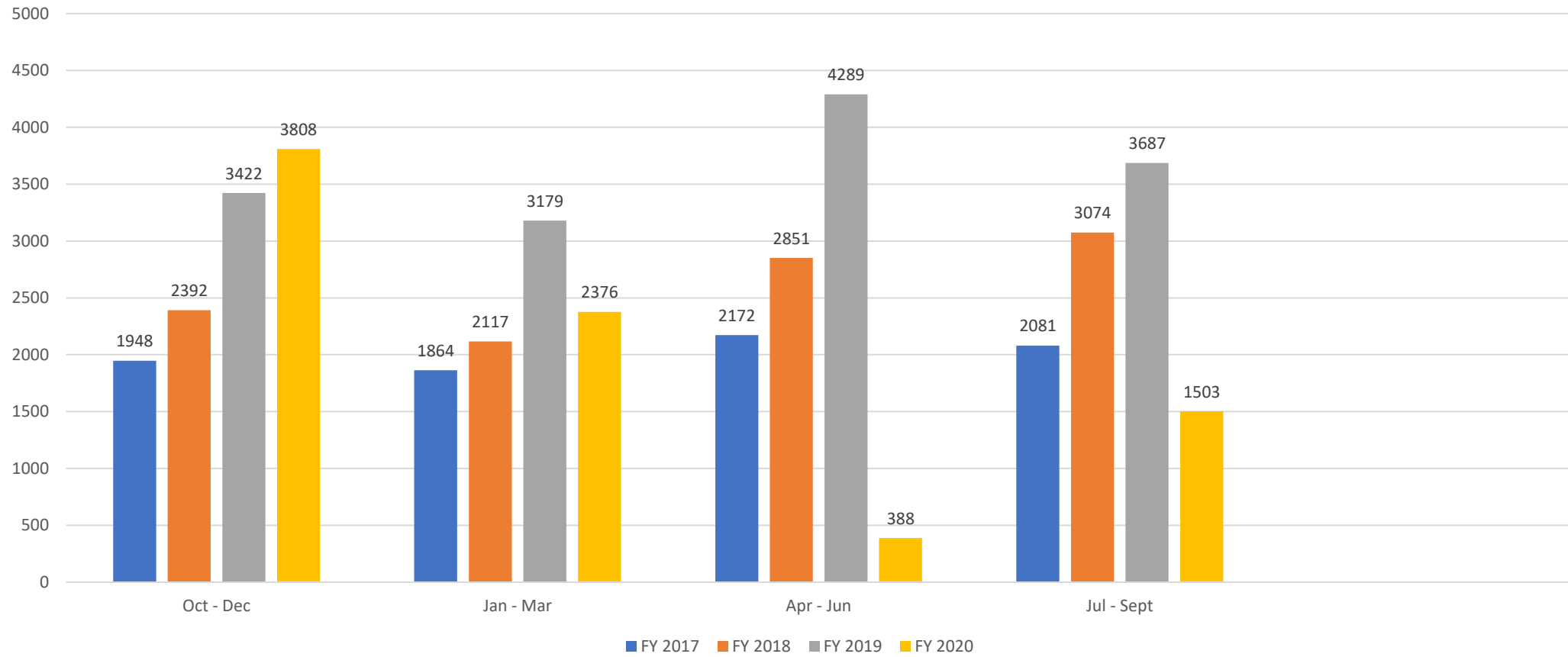


# Visitor Center – 2020 Highlights

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	2017	2018	2019	2020
1 <sup>st</sup> Quarter	1948	2392	3422	3808
2 <sup>nd</sup> Quarter	1864	2117	3179	2376
3 <sup>rd</sup> Quarter	2172	2851	4289	388
4 <sup>th</sup> Quarter	<u>2081</u>	<u>3074</u>	<u>3687</u>	<u>1503</u>
	8,065	10,434	14,577	8,075

## Total Visitors







Santa's elves have been busy building an official mailbox at Bastrop County Museum and Visitor's Center at 904 Main Street! Between November 29th and Dec

[VIEW GALLERY](#)

## LETTER DAY

Downtown Bastrop  
921 Main Street  
Bastrop, TX 78602

Dates: November 29, 2019 - December 24, 2019

Recurrence: Recurring daily

Price: No Fee



# Community/Event Support



1st weekend in downtown Bastrop



# MAIN EVENT



Community/Event Support

Main Event First Weekend, Chalk Art, Guess the Number, & Reimagine, Repurpose, Reuse  
Chalk Art 1<sup>st</sup> Place – Lori Mitchell

# Volunteer Hours

- Visitor Center
  - 547
- Dollar Value = \$12,581 (\$23 hr.)







# Museum – 2020 Highlights

Special Exhibits

Bastrop County Architecture, Movies and Live  
Entertainment, Music and Dance Halls



# Quarterly Meetings – County Clerk Rose Pietsch & Austin Columnist Michael Barnes







*Holiday*  
**Homes Tour**









Homes Tour



522 attendees (record)



5 homes



1 church



92 Docents

Rendezvous

150 attendees

Convention Center

Live Music

Great Food





Raised over \$27,000

# Research Library

- An increase of 846 pieces all to be added to the museum's searchable database and available to Bastropians, visitors, historians, students, researchers and genealogists.
- So far this year 89 individuals have reached out to the library in search of information about those who came before them.
  - 19 Bastrop
  - 52 from other locations in Texas
  - 18 out of state



# Notables

- Purchased transcribing software – have transcribed 8 oral histories
- Rotating display at the library
- Shared exhibits with Smithville and Elgin
- Memorial self-guided driving tour – includes Veterans Park in Smithville, Rockne Museum, Camp Swift and Museum

# Volunteer Hours

- Museum
  - 453\*
- Dollar Value = \$10,419



\*This number does not include the hours contributed by our dedicated Board of Trustees, our Museum Curator (Robbie Sanders) or Special Exhibit Manager (Michal Hubbard).

# 2021 Goals

- Continue to build new and nurture existing partnership
- Increase awareness of our service through activities that allow people to experience Bastrop's history
  - Quarterly meetings, family events, special presenters, lecture series
- Host 3 to 4 special exhibits – 2021 will focus on churches in Bastrop County
- Scale up our tour program: docent-led (add additional days), walking (to include October), step-on bus (build base of guides)
  - Include virtual components
    - Uniquely Bastrop
    - Four Minute Fun Facts
    - Other (Schools, Historic Homes...)
- Be accessible to visitors and residents during various city activities





# 2021 Goals

- Continue to catalog and preserve archival items
- Research, discuss and outline possibility of archival data online
- Continue to assist with research
- Increase broader range of input on special exhibits – extend reach to include county, share exhibits with other museums in the county
- Continue to collect, transcribe and make available oral histories
- Develop a Junior Historian program (launch)
- Implement traveling trunk program (launch)
- Broaden our membership base



# THANK YOU!

We are looking forward to 2021!

# 7. Citizen Comments





# 8. Consent Agenda-NONE



# 9. Items for Individual Consideration



# 9A. Items for Individual Consideration

Consider and adopt on first and final reading Ordinance No. 2020-29 as an emergency measure ratifying temporary Emergency Orders enacted by the Mayor in her capacity as Emergency Management Director in regards to the current Local State of Disaster, for the immediate preservation of the public peace, health or safety.





# 9B. Items for Individual Consideration

Consider action to approve the first reading of Ordinance No. 2020-30, of the City Council of the City of Bastrop, Texas repealing and replacing Chapter 12 – Traffic and Vehicles, Article 12.12 – Golf Carts; and providing for findings of fact, adoption, repealer, severability, and enforcement; establishing an effective date; proper notice and meeting, and move to include on the November 10, 2020 consent agenda for a second reading. (Submitted by: Clint Nagy, Chief of Police)



# 9C. Items for Individual Consideration

Consider action to approve City Council minutes from the October 13, 2020 Regular meeting. (Submitted by: Ann Franklin, City Secretary)



# 10. Executive Session





# 10A. Executive Session

City Council shall convene into closed executive session pursuant to Texas Government Code Sections 551.071 and 551.072, to seek the advice of legal counsel, and to deliberate upon the acquisition of real property interests associated with the construction of Wastewater Treatment Plant #3 at 385 SH 304, Unit B, Bastrop, TX 78602, and its collections systems, including all related agreements, authorizations, easements, resolutions, and associated legal actions.



# 11. Adjournment

