

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD

September 13, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 13, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Stephanie Lewis, Ron Castaneda, Kevin "Lippy" Mawby, Sonya Cote and Shawn Pletsch.

1. CALL TO ORDER: At 5:35 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- September 21-24: Bastrop Music Fest throughout downtown district
- September 30-Oct. 1: Lost Pines Knife Show
- October 28: Theme Night at various bars and restaurants throughout downtown
- October 31: Halloween on Main Street 6p-8p

4. REPORTS:

4A: Design Committee Report: Design Committee has been working on wayfinding signage. Bastrop EDC will provide funding for hardware. Signage is meant to highlight Bastrop assets and will also be updating "open" signs to coordinate with wayfinding category/business type. All signage will be uniform in font, with updated icons to match business type/preference. Main Street provides stand, business provides/pays for insert. Still being discussed whether or not to add parking to wayfinding poles. TBD on whether or not "open" signs will also have matching icon or just say open. Still need to determine locations, all costs for signage plus icons and determine business eligibility.

4B. Downtown Engagement Committee Report: With Halloween back on Main Street, would like for MSAB to help businesses by supplementing some candy. With Veteran's Day Car Show coming in November, would like to encourage a children's activity and photo opp. Wassail Fest is coming on Small Business Saturday. Will supply shopping bags to businesses and have a polka band. Voting will be by QR code. Planning for Lost Pines Christmas is underway – building on what was started last year with more kid friendly activities, possible carriage rides and the parade at night, all on December 9.
Also starting to plan for the next series of workshops for the first of the year.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Transformation Strategies – FY24/FY25 Workplan: Board needs to identify tasks for each goal created under family serving goals.

Goal 1: Promote Recreational Assets

Tasks: Include assets in wayfinding, link downtown to parks maybe with giant games in gap or working with other boards on activating events between parks like a social ride. Hold National Night Out events in district parks.

Goal 2: Capitalize on Sunday afternoon traffic

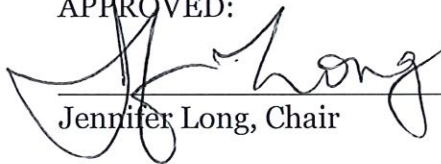
Tasks: create a branded Sunday event and program activities to coincide with other “first weekend” events

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from June 14, 2023 and July 12 2023:
Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:10 without objection.

APPROVED:



Jennifer Long, Chair

ATTEST:



Candice Butts, Main Street Manager

