

**MINUTES OF BASTROP MAIN STREET ADVISORY
BOARD June 10, 2026**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, June 10, 2026, at 6:00 p.m. at Bastrop City Hall, located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Heather Lyons, Joeseeph Feminella, Amanda Shuman, Jamie Howard, Kathryn Lang. Also present: City staff Michaela Joyce and City Council Liasson Kevin Plunkett.

1. CALL TO ORDER

The meeting was called to order by Jennifer Llong at 6:06 p.m.

2. CITIZEN COMMENTS

None.

3. MINUTE APPROVAL

3A. May 6, 2026 Meeting Minutes - Motion by Heather Lyons, second by Joeseeph Feminella, to approve the May 6, 2026 Main Street Advisory Board Meeting Minutes. Motion carried. The May 6 Joint Historic Landmark Commission and Main Street Advisory Board Workshop Minutes were not available and will be brought back at a future meeting.

4. REPORTS

4A. Manager Report - Michaela Joyce reported two staff vacancies and discussed coverage of upcoming events, recruitment, and development of a sales position for Discover Bastrop. Transformation strategies and committee work plans will be reviewed regularly, with materials shared with the board. Members discussed keeping tourism and placemaking priorities at the forefront and having board members provide committee updates.

Staff recapped the Texas Main Street Annual Retreat in Huntsville, including a budget reduction exercise, evaluating event returns and sponsorship opportunities, and available historic preservation design assistance. Members discussed potential Texas Downtown Association award nominations. Staff will prepare a nomination form, gather suggestions from downtown businesses, and share conference information. No nominations were formally selected.

4B. Design Committee - Staff reviewed the Historic Core Use Regulations Workshop scheduled for June 23 at 8:30 a.m., led by Development Services, and the downtown use survey. Members discussed gathering feedback from businesses and property owners on proposed use regulations. Committee calendar invitations will be moved to the shared Main Street email account.

Members reviewed updated "Open" banner designs and supported pointed bottoms and colors by business type. Future street banners and potential light pole improvements were discussed. Members supported planning an October downtown cleanup before the holiday event season. The Design Committee will identify projects,

with board members asked to submit suggestions. Discussion included the condition of benches and trash and recycling receptacles.

4. REPORTS continued

4C. Economic Vitality Committee - The Downtown Business Social is scheduled for June 16 at The Yard, with doors opening at 5:30 p.m. and the program beginning at 6:00 p.m. Staff reviewed plans for introductions and rotating table discussions with board members and Development Services. The event will provide opportunities to gather business feedback, explain Main Street activities, and recruit committee volunteers.

4D. Promotion Committee - Planning is underway for Big Bang on July 4, including the Pet & Pedal Parade, Freedom on Wheels, and the Great American Market. The parade and Freedom on Wheels will use the south block, with the market on the north block. Staff will oversee marketing and street closures, while the market organizer coordinates vendors. Volunteers are needed for parade registration. Board members requested copies of key communications sent to downtown businesses.

Christmas in July is scheduled for July 25. Members discussed decorations, smaller tasting cups for the Lemonade Crawl, Santa activities, and volunteer support for check-in. Staff will coordinate event communications and business registration.

Staff shared plans for a coordinated music weekend in downtown venues during the last weekend of September, with venues working together on scheduling and larger performers. A larger spring music festival is also being explored, including a potential Main Street stage and headliner. Additional details will be brought back as planning progresses.

Boo Bash will remain on October 31 this year, with a proposed shift to earlier daytime hours and a longer festival format. Future events may move to the Saturday before Halloween, encouraging Halloween trick-or-treating in neighborhoods.

Staff also discussed updates to the Toads in Town brochure and giveaways, collectible event pins, and a July 4 Toads & Treasures scratch-off promotion to encourage purchases at participating retailers. Branded merchandise sales at future events were also discussed.

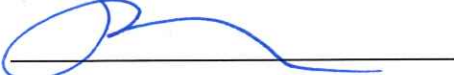
5. ITEMS FOR INDIVIDUAL CONSIDERATION

None.

6. ADJOURNMENT

Motion by Heather Lyons to adjourn. The meeting adjourned at 7:26 p.m.

APPROVED:


Lindsay Kana, Secretary

ATTEST:


Michaela Joyce, Main Street Manager