

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD August 19, 2026

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 19, 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 Marco Olivares and City Council Liaison Kevin Plunkett.

1. CALL TO ORDER

The meeting was called to order by Jennifer Long at 6:05 p.m.

2. CITIZEN COMMENTS

None.

3. MINUTE APPROVAL

3A. June 10, 2026 Meeting Minutes - Approval was tabled until the next meeting because the minutes were not yet available.

4. REPORTS

4A. Main Street Manager Report - Michaela Joyce introduced Marco Olivares as the new Main Street Manager and discussed the transition of responsibilities. The board briefly recessed for a group photo. Staff provided updates on Alley C electrical improvements, preliminary parking garage and riverfront concepts, and proposed area planning for the alleyways near Neighbors Kitchen & Yard. Members discussed traffic, access, and parking needs. The parking and riverfront concepts remain preliminary.

4B. Design Committee Update - Updates included downtown and Chestnut Street banners, wayfinding banners, and installation of metal bridge banners. Staff reviewed the veterans banner program, with applications due August 31 and display planned for mid-October through mid-November. Additional planters and seasonal planting options were discussed. A downtown refresh is planned for October 19, from 9:00 a.m. to noon, with targeted cleanup and touch-up projects. A larger community cleanup is planned for spring.

4C. Economic Vitality Committee Update - The committee discussed near-term parking solutions, including potential shuttle service, use of existing parking lots, coordination with the county on parking improvements, and lighting concerns for employees walking to vehicles at night. These options remain under discussion.

4. **REPORTS continued**

4D. Promotion Committee Update - The board reviewed Big Bang and Christmas in July. Discussion included the Pet & Pedal Parade, market hours, and possible future activities. All 500 lemonade cups were distributed, and the revised check-in process worked well. Members discussed gathering business feedback before making changes to future Lemonade Crawl and Wassail Fest events.

Viva Bastrop is scheduled for September 18, from 6:00 to 10:00 p.m. on North Main Street, with entertainment, vendors, and activities celebrating Hispanic heritage. A downtown Lotería promotion will run September 4 through 18 to encourage visits to participating businesses.

Boo Bash is scheduled for October 31, from 2:00 to 6:00 p.m. Members discussed transitioning future events to a festival on the Saturday before Halloween. Planning for Wassail Fest and Merry on Main is moving forward, including possible activities near Neighbors Kitchen & Yard.

5. **WORKSHOP**

5A. Main Street America - The Four Point Approach refresher will be revisited at a future meeting. Committees will review current work plans and develop proposed work plans in September, including completed projects, carryover items, and new priorities. Board review is planned for October, followed by consideration of transformation strategies and accreditation materials in November. Current work plans will be shared with the board, and members were encouraged to attend at least one September committee meeting.

5B. Volunteer Strategy - Members discussed recruiting one or two additional participants to each committee and offering specific volunteer tasks for people unable to attend meetings. Discussion included outreach to businesses, banks, community groups, and students; upcoming board vacancies and officer transitions; and a possible nonvoting youth advisory role. Committee participation was emphasized as a way to develop future board members. No formal action was taken.

6. **ITEMS FOR INDIVIDUAL CONSIDERATION**

None.

7. **ADJOURNMENT**

The meeting adjourned at 7:52 p.m.

APPROVED:


Lindsay Kana, Secretary

ATTEST:


Michaela, Main Street Manager