

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



September 13, 2023

Agenda - Main Street Advisory Board at 5:30 PM

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 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas 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. Anyone in attendance wishing to address the Board/Commission must complete a citizen comment form and give the completed form to the Board/Commission Secretary prior to the start of the Board/Commission 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. Instead, the Board/Commission is limited to making a statement of specific factual information or a recitation of existing policy in response to the inquiry. Issues may be referred to City Manager for research and possible future action.

It is not the intention of the City of Bastrop to provide a public forum for the embarrassment or demeaning of any individual or group. Neither is it the intention of the Board/Commission to allow a member of the public to slur the performance, honesty and/or integrity of the Board/Commission, as a body, or any member or members of the Board/Commission individually or collectively, or members of the City's staff. Accordingly, profane, insulting or threatening language directed toward the Board/Commission and/or any person in the Board/Commission's presence will not be tolerated.

3. ANNOUNCEMENTS

3A. Events in the District

4. REPORTS

4A. Design Committee

4B. Downtown Engagement

5. PRESENTATIONS (NONE)

6. WORKSHOP

6A. Transformational Strategies

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Consider action to approve the Main Street Advisory Board meeting minutes from the June 14, 2023 and July 12, 2023 meetings.

8. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting as 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 convenient and readily accessible to the general public, as well as to the City's website, www.cityofbastrop.org and said Notice was posted on the following date and time: September 8, 2023 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/Colin Guerra
Colin Guerra, Public Information Manager

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
June 14, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, May 10, 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, Lippy and Anne Marie. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 6:00 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A. Refer to handout in agenda.

4. REPORTS:

4A: Main Street Manager Report: No new businesses were opened in the month of May.

The Cultural Arts Commission has launched an art call for a multi-year iconic art project. Different mediums of art will be represented based on birds of Bastrop. The project will eventually lead to a park with a bird themed playscape.

The crosswalk murals are getting redone with thermos plastic that will endure longer than paint. Future artists will be asked to submit digitally. An asphalt grant was applied for to cover some of the expense.

Signage locations for wayfinding project have been identified. There are 18 in total. The CDC will be paying for the project. The design committee have been working to code signs with types of businesses they represent.

TDA awards are approaching and have sent in nominations for the award considerations.

The next Main Street Academy, a three part series, is already sold out.

The next townhall social is set for Monday, September 11. The theme will be the upcoming event season and partnership opportunities around them. The speaker will discuss maximizing on downtown events.

4B. Halloween Report: The annual Halloween festivities will return to Main Street this year. It will happen on the north block only for safety concerns to avoid crossing Chestnut.

5. PRESENTATIONS:

5A. Diversity, Equity and Inclusion Board Project: The St. David's Foundation Has awarded a \$600 grant for a mural project. Cheryl Lee, City Councilwoman, presented a plan to start a mural project in the Kerr Community Park. The hope is to begin in January 2024.

6. WORKSHOP:

6A. Transformation Strategies: The board spent time brainstorming tasks for the strategy goal to increase local awareness on the diverse culinary assets in the downtown district. The tasks identified were: Promote sidewalk dining, send welcome bag with info to new residents, wayfinding signage, highlight various restaurants on social media and include an interesting aspect of one of their featured dishes.

The Board also spent time brainstorming tasks for the goal of attracting niche restaurants and entertainment venues. A task identified was encourage existing restaurants to host a "pop up" chef to increase varieties on menu.

The next goal in the strategy was attracting and maintaining a reliable workforce. The tasks identified were: create a general "work downtown" job application to put on downtown website, partner with groups/businesses on training opportunities for management or business plans, etc, and connect with BISD culinary arts and hospitality program.

6B. Main Street Advisory Board Committees: The newest members of the Board selected committees to join as is written in the bylaws.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from April 12, 2023 and May 10, 2023: Tabled for next meeting.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times: A suggestion was made to change the standard meeting time to accommodate more business owners. Suggested moving meetings to the first Tuesday of the month, at 6:00p. Meeting times were moved to 6:00p but remain on the second Wednesday until the next rotation of board members join.

8. ADJOURNMENT: The meeting was adjourned at 7:57 without objection.

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
July 12, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, May 10, 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, Lippy, Rhonda Gannon and Shawn Pletsch. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 6:01 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- July 13: The Peterson Brothers in concert at the Lost Pines Art Center 7PM-8:15PM. \$10 tickets, kids under 12 – free
- July 13: Music in the Park at Fisherman’s Park 7PM
- July 14- 16: Corvette Invasion at the Convention Center
 - FRIDAY 1:00 pm-6:00 pm: Bastrop Convention Center will be open to the public.

Come visit the vendors and see some unique, one-of-a-kind Corvettes.

Registered participant credential packets will be available for pick up until 6:00 PM. 6:00 pm - 9:00 pm: Private Meet and Greet event for those registered for the car show with refreshments, guest speaker, and live music provided at the Bastrop Convention Center located at 1408 Chestnut St, Bastrop, TX 78602. Wristbands required. **REGISTRATION WILL CLOSE AT 300 REGISTERED PARTICIPANTS**

SATURDAY 9:00 am-1:00 pm: Corvette Car Show will be in the Convention Center parking lot. The awards will start at 1:00 pm. Pre-registered credential pick-up will be available from 8:00 AM - 9:30 AM.

- July 15: Community Bike Ride in Fisherman’s Park at 8AM
- July 17-19: Private Teacher Training at the Convention Center expected 250 attendees
- July 20: The Bearded Baking Company Ribbon Cutting at 1006 Main Street at 10AM
- July 20: Private Board Meeting at Convention Center expected 125 attendees
- July 21: Move It Bastrop at various businesses downtown
- July 22 - 23 Fuego on the Colorado Dis Golf tournament at Bob Bryant Park
- July 22: Private Event at Convention Center expected 200 attendees
- July 24-26: Private Event at Convention Center expected 250 attendees
- July 27: Private Event at Convention Center expected 480 attendees
- July 28: Teen Flashback Friday in Fisherman’s Park at 6PM
- August 1-5: Bastrop Homecoming and Rodeo

- o TUESDAY, AUGUST 1
 - County Team Roping-7:30pm
- o WEDNESDAY, AUGUST 2
 - Exhibition Barrel Racing-8pm
- o THURSDAY, AUGUST 3
 - Rodeo Slack – 7:30pm (Gates open 6pm)
 - Cornhole Tournament at Showbarn- Sign-up at 6pm, Tournament at 7pm.
- o FRIDAY, AUGUST 4
 - Rodeo – 7:30pm / Mutton Bustin’ – \$20 first come basis. Sign up at Diamond Cross Rodeo merchandise booth inside arena. (Gates open 6pm)
 - Live Music at Showbarn (Gates open 8pm)
 - 8-9:30pm DJ Joey
 - 9:30-11pm Peterson Brothers Band
 - 11pm-12am DJ Joey

o SATURDAY, AUGUST 5

- Parade Downtown 10am
 - BHS Hall of Fame Awards at 12 noon at the Jerry Faye Wilhelm Performing Arts Center
 - Mike Mathison Memorial Horseshoe & Washer Tournaments at American Legion. Sign-up 9am. Tournament 10am.
 - 4-H Cake Auction – 1pm American Legion
 - Texas Hold'em Tournament at American Legion. Sign-up at 3pm. Tournament at 4pm.
 - Rodeo – 7:30pm / Mutton Bustin’ – \$20 first come basis. Sign up at Diamond Cross Rodeo merchandise booth inside arena. (Gates open 6pm)
 - Live Music at Showbarn (Gates open 8pm)
 - 8-9:30pm DJ Joey
 - 9:30pm-12:30am Wyatt Ellis Band
- August 3: Farm Street Opry at Bastrop Convention Center
 - August 4: First Friday Art Walk
 - August 5-6: Bastrop Gun Show at Bastrop Convention Center
 - August 5: Bastrop Market Days
 - August 5: Art After Dark at Lost Pines Art Center

4. REPORTS:

4A: Main Street Manager Report: There were two Certificate of Occupancy permits issued during June for Caff Coffee and Kitchen and Mayday Medicines, Inc. 922 Main Street has been purchased and The Rhinestone Rattler Boutique has begun renovations for an anticipated opening soon.

Main Street Academy had first of three sessions with about 15 people in attendance. There will be two more sessions through the summer months.

The next townhall social will be September 12 at CC Wine Co. The meeting theme will be the upcoming event season and business participation/support.

4B. Design Committee Report: The wayfinding signage will include a few select icons to further showcase the diverse businesses in the district. They will also be color coded for easy identification. The “open” signs are being reworked to also coordinate with color coded wayfinding signage.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Transformation Strategies – FY24/FY25 Workplan: Board needs to brainstorm goals for next FY to support family serving transformational strategy. After discussion, the goal defined was to promote recreational assets in district.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from April and May 2023: Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:03 without objection.