

Bastrop Main Street Advisory Board Agenda
Bastrop City Hall Lost Pines Conference Room
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



December 11, 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.](#) Receive report on events in the Main Street District.

4. REPORTS

[4A.](#) Receive report from the Main Street Manager.

4B. Receive report from the Downtown Engagement Committee.

5. PRESENTATIONS

6. WORKSHOP

6A. Discussion on Main Street America Community Self-Assessment Tool.

[6B.](#) Discussion on the next Main Street Social on January 16, 2024 at 6pm at CC Wine & Co.

6C. Discussion on the Main Street Advisory Board retreat.

7. ITEMS FOR INDIVIDUAL CONSIDERATION

[7A.](#) Consider action to approve the minutes from the Main Street Advisory Board November 8, 2023 meeting.

[7B.](#) Discussion and possible action to set meeting dates for Main Street Advisory Board meetings that on holidays.

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: December 4, 2023 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Candice Butts
Candice Butts, Main Street Manager



STAFF REPORT

MEETING DATE: December 11, 2023

TITLE:
Events in the Main Street District

AGENDA ITEM SUBMITTED BY:
Candice Butts, Main Street Manager

UPDATES:

Below are events in the Main Street District in December and January:

December:

- Until 23rd: Free Children's Christmas Tree Decorating at the Bastrop Museum
- Until January 2, 2024: Bastrop River of Lights
- 1st-January 31st: Annual Square Show at the Lost Pines Art Center
- 1st-17th: It's A Wonderful Life- Live Radio Play at the Bastrop Opera House
- 11th: Private BHS football banquet (350 attendees) at Convention Center
- 12th- 13th: Songs of the Season: A Holiday Cabaret at the Bastrop Opera House
- 15th: Private corporate banquet (200 attendees) at Convention Center
- 15th-18th: Christmas at the Sugar Shack
- 23rd: Feast of Seven Fishes at Store House Market & Eatery

January

- 4th: Farm Street Opry at Convention Center
- 6th: Art After Dark at the Lost Pines Art Center



STAFF REPORT

MEETING DATE: December 11, 2023

TITLE:
Main Street Manager Report

AGENDA ITEM SUBMITTED BY:
Candice Butts, Main Street Manager

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: During the month of November, In The Sticks opened at 928 Main Street, offering unique gifts, clothing and jewelry made by local artists. Relics Artisan Jewelry and Gifts reopened at 925 Main Street. Found Fine Art opened at 912 Water Street.

Mardi Gras: The City of Bastrop is planning the first Mardi Gras event on February 2-3, 2024. We would like to encourage our downtown businesses to partner with the weekend festivities by booking Cajun-style music and/or having specials for that weekend. The City has partnered with Evangeline Parish, Louisiana to help create an authentic Mardi Gras celebration. There will be a ball at the Convention Center, a parade, music, and more.

Main Street will provide custom Mardi Gras shopping bags to retailers that weekend. I also would like to do a bead giveaway promotion for participating businesses. Businesses who choose to participate will receive 50-100 custom beads to give to customers who spend over \$25 at their store during the weekend's festivities. Customers who post on social media and tag #BastropMardiGras2024 with a selfie with the beads will be entered into a chance to win a Downtown Bastrop gift basket.

Real Places Conference: Real Places 2024 will take place April 3-5, 2024, as a true hybrid experience—attendees will choose to participate in the full conference either in person or virtually. If you are interested in attending, please let me know. For more information: [Texas Historical Commission's Real Places Conference returns in April 2024 | THC.Texas.gov - Texas Historical Commission](https://thc.texas.gov/real-places-conference-returns-in-april-2024)

Item 6B.

MAIN STREET

SOCIAL



01/16/2024

6:00PM -8:30PM

CC WINE & CO.

924 MAIN STREET

CHAT, SNACK, & LEARN

HOSTED BY:



RSVP



5

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
November 8, 2023**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, November 8, 2023 at 6:01 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Ron Castaneda, Kevin Mawby, and Rhonda Gannon. 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:**

November

- 9 th : Fall Gala Fundraiser at the Lost Pines Art Center a 7pm
- 9 th : 100 th Anniversary of Old Iron Bridge event at 5:30pm at Neighbor's Kitchen and Yard
- 10 th -11 th : Veteran's Day Car Show
- 10 th : Private Educational Training (250 attendees) at Convention Center
- 11 th : Bastrop Art Fest at the Lost Pines Art Center 11am-5pm
- 11 th : Veteran Banquet (500 attendees) at Convention Center
- 13 th : Private Veteran Job Fair (500 attendees) at Convention Center
- 14 th : The Aesthetic Collective Ribbon Cutting (909 Main Street) at 4:00pm
- 14 th : Private Senior Expo (300 attendees) at Convention Center
- 15 th : Private Business Annual Employee Meeting (60 attendees) at Convention Center
- 18 th : Merry Market at Lumberyard Music Hall 10am-5pm
- 18 th -19 th : Private LP Card Show (1000 attendees) at Convention Center
- 25 th : Wassail Fest 11am-3pm
- 25 th : Christmas Market at Neighbor's Kitchen and Yard 11am-3pm
- 25 th : Christmas Tree Lighting in Fisherman's Park 6pm-8pm

December:

- 1 st : Annual Square Show at the Lost Pines Art Center
- 1 st : Private Banquet for First National Bank (300 attendees) at Convention Center
- 1 st -17 th : It's a Wonderful Life – Live Radio Play
- 2 nd : Holiday Art After Dark at the Lost Pines Art Center
- 2 nd : Bastrop Market Days
- 6 th : Chamber Luncheon (175 attendees) at Convention Center
- 7 th : Cherry Blossoms Day Spa (1011 Chestnut Street) Ribbon Cutting at 11:00am
- 7 th : "A Country Christmas" Farm Street Opry at Convention Center

- 8 th : Historical Society' rendezvous (150 attendees) at Convention Center
- 9 th : Merry on Main 10am-3pm
- 9 th : Lost Pines Christmas Parade

- 9 th : Holiday Homes Tour
- 9 th : Library Open House
- 11 th : Private BHS football banquet (350 attendees) at Convention Center
- 15 th : Private corporate banquet (200 attendees) at Convention Center

4. REPORTS:

4A: Main Street Manager Report: The month of October had 2 businesses open: Howdy Y'all Tattoo and Ringel and Bryner PLLC.

Mardi Gras: The city of Bastrop is planning the first Mardi Gras event for February 2024. It will be held Friday, Feb. 2 and all day Saturday, Feb. 3. Will include a parade, live music, gumbo cook off and a Mardi Gras Ball.

Main Street Social: The next Main Street Social event will be the week of January 15th, 2024 at CC Wine. Molly Alexander, a business owner from Elgin, will be speaking. Would like to have round table discussions during event on needs of the district.

Main Street Advisory Board Retreat: The next Board Retreat will be the second week of February 2024. This retreat will be in Bastrop, within our own district. Speakers from Texas Main Street Program and a facilitator for the meeting to walk through reviewing the mission and vision statements, bylaws and board member duties.

4B. Downtown Engagement Committee Report: The DEC will be passing out bags to businesses for small business Saturday and supplies for Wassail Fest. Wassail Fest is open to sidewalk market vendors. Merry on Main will be Saturday, December 9 with the street closing to allow for events/vendors, followed by the lighted Christmas parade.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Discussion on Main Street Advisory Board's block captains: Main Street district blocks have vacancies for an assigned board member. Updates were made and vacancies filled.

6B. Discussion on Main Street America Community Self-Assessment Tool: Main Street America gives a self-evaluation meant to be completed by each Main Street

Program for accreditation status. The board reviewed section 1 and gave grades for each item.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from October 11, 2023: Approved without objection.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meeting day and time: The meeting day and time was suggested to move to either the 2nd Monday or 3rd Tuesday of each month. The second Monday at 5:30 was selected to accommodate more business owners. The motion was approved without objection.

7C. Consider requests for future agenda items: Any item to discuss not in the agenda can be brought up here to add to the next agenda. Items can be requested no later than December 1.

8. ADJOURNMENT: The meeting was adjourned at 7:27 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager



STAFF REPORT

MEETING DATE: December 11, 2023

TITLE:
Meeting Dates that Conflict with Holidays

AGENDA ITEM SUBMITTED BY:
Candice Butts, Main Street Manager

UPDATES:

Below are the Main Street Advisory Board meeting dates that conflict with holidays:

- Columbus Day – Monday, October 14, 2024
- Veteran’s Day – Monday, November 11, 2024

The Board will need to determine an alternative meeting date for the months of October and November 2024.

