

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



January 08, 2024

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 District.

4. REPORTS

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

4B. Receive report from the Table on Main Committee.

5. PRESENTATIONS

6. WORKSHOP

6A. Discussion on the 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 on February 19, 2024.

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Consider action to approve the Main Street Advisory Board meeting minutes from the December 11, 2023 meeting.

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 29, 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: January 8, 2024

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 January and February:

January

- 16th: Senior Center Mardi Gras Dance at the Convention Center 5:30 PM – 9:00 PM
- 16th: Main Street Social at CC Wine 6:00 PM – 8:30 PM
- 19th – February 4th: Freaky Friday the Musical at the Opera House

February

- 1st: A Cajun Farm Street Opry at the Convention Center at 7 PM
- 2nd: Mardi Gras Ball at the Convention Center at 7 PM
- 3rd: Mardi Gras Celebration throughout Main Street
- 3rd: Art After Dark 6 PM – 8 PM



STAFF REPORT

MEETING DATE: January 8, 2024

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: No new businesses opened and no Certificate of Occupancies were obtained in the Main Street District in December.

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 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. Lastly, we will be having a mask decorating contest for businesses that will be judged by community leaders from both Bastrop and Evangline Parsh, LA. Winners will be announced February 3, 2024.

Main Street Block Captain: Reminder that you should be reaching out to your block at least once a quarter. Relay information about upcoming events, ensure they're receiving newsletters, update their contact information, invite them to our socials/training sessions, and encourage them to participate on a Main Street Board committee. Bring expressed concerns back to the board in a report form. Please let me know and I will add an item to agenda for workshop/discussion.

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
December 11, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, December 11, 2023 at 5:31 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Ron Castaneda, Steph Lewis, Anne Marie Schindler and Rhonda Gannon. Also present: Main Street Program Director Candice Butts and Community Engagement Director Kathy Danielson.

- 1. CALL TO ORDER:** At 5:31 PM and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:**

December:

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

January

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

4. REPORTS:

4A: Main Street Manager Report: The month of November had 3 businesses open: In the Sticks at 928 Main, Found Fine Art at 912 Water Street, and Relics Artisan Jewelry and Gifts reopened at 925 Main.

Mardi Gras: The city of Bastrop is planning the first Mardi Gras event for February 2-3, 2024. It will be held Friday, Feb. 2 and all-day Saturday, Feb. 3 with a Cajun themed Farm Street Opry on Thursday. The weekend will include a parade, live music, gumbo cook off and a Mardi Gras Ball. Looking for ways to get district businesses involved. Main Street will provide bags to businesses for the weekend.

Real Places Conference: the THC Real Places Conference will be in Austin on April 3-5, 2024. If any Board Member is interested in attending, they will be able. The event is a hybrid giving both in person and virtual options.

4B. Downtown Engagement Committee Report: Wassail Fest and Lost Pines Christmas events were well attended. 26 businesses participated with 247 votes for wassail. Some businesses were not in favor of having pop up vendors during Wassail Fest, so will not pursue it next year. Lost Pines Christmas statistics are still being analyzed but was an overall successful event.

The next Main Street Social will be January 16, 2024.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. 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 2 and gave grades for each item.

6B. Discussion on next Main Street Social: Would like to start with speaker, then have facilitated breakouts. Speaker will discuss maximizing events. Round tables can be spent discussing “pain points.”

6C. 2024 Board Retreat: Board retreat will be Monday, February 19, 2024. Still finalizing agenda but will have someone from THC present, and a facilitator. Plan for half a day.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from November 8, 2023: Approved without objection.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meeting day and time that falls on holidays: Meetings that fall on holidays will revert back to Wednesday at 5:30 PM of the same week of the second Monday. Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:01 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager