

# Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



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August 10, 2022

## Agenda - Main Street Advisory Board at 5:30 PM

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*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.*

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1. **CALL TO ORDER**

2. **CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the 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. Issues may be referred to City Staff for research and possible future action.*

*It is not the intention of the City of Bastrop to provide a public forum for the embarrassment of demeaning of any individual or group. Neither is it the intention of the Board to allow a member of the public to slur the performance, honesty and/or integrity of the Board, as a body or any member or members of the Board, individually or collectively, nor any members of the City's staff. Accordingly, profane, insulting, or threatening language directed toward the Board and/or any person in the Board's presence will not be tolerated.*

3. **ANNOUNCEMENTS**

[3A.](#) Upcoming events in the Main Street District

4. **REPORTS**

[4A.](#) Main Street Manager Report

5. **PRESENTATIONS**

5A. Receive presentation from the Design Committee on the crosswalk mural art call.

5B. Receive presentation on Committee Work Plans.

**6. WORKSHOP**

6A. Program Celebration

**7. ITEMS FOR INDIVIDUAL CONSIDERATION**

7A. Consider action to approve the meeting minutes from the June 8, 2022 and July 13, 2022 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](http://www.cityofbastrop.org) and said Notice was posted on the following date and time: August 5, 2022 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Rebecca Gleason  
Rebecca Gleason, Assistant City Manager



# STAFF REPORT

**MEETING DATE:** August 10, 2022

**TITLE:**  
Events in the Main Street District

**AGENDA ITEM SUBMITTED BY:**  
Candice Butts, Community Impact Manager

**UPDATES:**

Below are events in the Main Street District in July and August:

- August 5- 20: The Odd Couple (Female Version) at the Bastrop Opera House
- August 17: Our Bastrop: Quality Development at City Hall from Noon until 1:00pm
- August 20: Drop-In Docent Museum Tour at the Bastrop County Historical Museum and Visitor Center from 12:30pm – 3:00pm
- September 1: Farm Street Opry at the Convention Center at 7:00pm
- September 2: Main Event First Friday Art Walk from 6:00pm – 8:00pm
- September 3: Events on Main Market Days from 11:00pm – 3:00pm
- September 3: Art After Dark at the Lost Pines Art Center from 6:00pm – 8:00pm
- September 9-25: Oz! The Musical at the Bastrop Opera House
- September 20: Main Street Board Retreat in Taylor
- September 21: BHS Homecoming Parade on Main Street 6:00pm-7:00pm
- September 21: Our Bastrop: Fire Department and Emergency Management at city Hall from Noon until 1:00pm
- September 21: The Gathering at the Bastrop Opera House from 6:00pm – 8:00pm
- September 22-25: Bastrop Music Festival



# STAFF REPORT

**MEETING DATE:** August 10, 2022

**TITLE:**  
Main Street Manager Report

**AGENDA ITEM SUBMITTED BY:**  
Rebecca Gleason, Staff Liaison

**UPDATES:**

Please find the monthly Main Street Manager updates below:

Main Street Businesses: There was two Certificate of Occupancy permit issued for Main Street during the month of July. Body and Shine Wellness, LLC relocated to 1005 Main Street and will offer retail shopping along with yoga/pilates mat trainings and classes. Found Fine Art is remodeling 910 Water Street, suite B. Fur Babies Wholesome Pet Food opened in the Mercantile on Main Street and specializes in wholesome raw food for dogs and cats.

Main Street Advisory Board Retreat: The Main Street Board Retreat will be September 20, 2022. Plans are still being made and details will be shared soon.

Main Street Manager Retreat: The Main Street Manager Retreat is August 10-12 in Victoria, Goliad, and Cuero. Candice Butts was asked to present to the Managers on the topic of Fundraising about our Heritage Bench Program and Table on Main. Other topics provided at the retreat are a workshop on preservation, update on the new accreditation process for 2023-2024, regional networking opportunities, and walking tours.

THC Preservation Awards: The Texas Historical Commission offers annual awards to recognize worthy accomplishments and exemplary leadership in the preservation of Texas' heritage. This year we nominated Nancy Wood for the Annice Read Award which recognizes the efforts and contributions of a group or individual involved in preserving Texas' cultural and historic resources.

TDA President Awards: On August 5, we submitted two downtown businesses for Texas Downtown Association's Presidents Award. Store House was nominated for the Best Downtown Business Award recognizing an exceptional downtown business that positively promotes the downtown or commercial district as a destination for locals and tourists alike, and actively participates in the revitalization efforts and supports downtown promotional events. The Painted Porch was nominated for Best Commercial Interior recognizing excellence in merchandising, customer orientation, and/or business functionality in an office or retail setting.

Convention Center Hotel Letter of Intent: On July 26, 2022, the City Council voted to approve a letter of intent between the City of Bastrop and Sunway Hospitality to establish a partnership toward the development of a 130-150 room hotel, update the Bastrop Convention and Exhibit

Center façade, development of associated kitchen facilities, and supportive retail. The Letter of Intent accomplishes the following items:

1. Identifies the parties involved in the project;
2. Details the major project elements, the scope and nature of the involvement of the parties, the process the parties will follow to reach final binding agreements;
3. Outlines the major business terms of the project;
4. Defines the anticipated financial investment required to reach a go/no-go decision
5. Establishes an anticipated timeline for the project.



**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**June 8, 2022**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 9, 2022 at 5:34 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Kari Sneed, Dani Moss, Stephanie Lewis, Sonja Cote and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason, Community Impact Manager Candice Butts

1. **CALL TO ORDER:** At 5:34 and with quorum in attendance, Jennifer Long called the meeting to order.
2. **CITIZEN COMMENTS:** No citizen comment.

**\*The information presented below was done so in a different order to allow for time constraints of Chair. Written in order of agenda for consistency.**

**3. ANNOUNCEMENTS:**

3A: Little Shop of Horrors at the Bastrop Opera House May 13<sup>th</sup>-May 29<sup>th</sup>

3B: Ribbon Cutting for Bastrop River Company on June 2<sup>nd</sup>

3C: Farm Street Opry at the Convention Center June 2<sup>nd</sup>

3D: First Friday Art Walk June 3<sup>rd</sup>

3E. March for Jesus starting at Fisherman's Park on June 4<sup>th</sup>

3F. Events on Main – Market Days on June 4<sup>th</sup>

3G. Art After Dark at Lost Pines Art Center on June 4<sup>th</sup>

3H. Juneteenth Celebration with parade and street dance through downtown on June 19<sup>th</sup>

3I. Welcome new Board Member Sonja, appointed last night at Council Meeting

**4. REPORTS:**

4A: Main Street Manager Report: No new businesses in the past month. City Council will have an all day, pre budget planning meeting tomorrow and will be discussing the possibility to move Candice Butts to Main Street Manager position as Rebecca has been serving as Assistant City Manager for over a year. Maintaining both positions is not sustainable. Rebecca will focus on major funding and planning projects while Candice maintains Main Street focus and efforts.

City will be working on a hotel and Convention Center expansion project in June after study found a need for hotel and meeting rooms attached to the convention center. Will allow for more conferences and larger group events to utilize downtown space and could shape the future of Chestnut.

River Loop is one month from completion, will have ribbon cutting in July.

The City of Bastrop has signed a contract with Retail Coach to provide a market study, small business training on use of data analysis and precision business recruitment.

The information will be a helpful tool for future Downtown Master Plan. So far high numbers of locals found to be using downtown as destination.

4B. Table on Main Report: Feedback has been largely positive. Will be meeting next week to recap and review lessons learned for next year. Convention Center will be left open for future events as a rain plan – did not have one this year. Could potentially increase number of tickets sold to meet high demand. This year brought in around 10k, double previous years profits. Committee will also discuss ways to acknowledge spotlight businesses that participated.

4C. Design Committee Report: Next project will be crosswalk art project. Working with Cultural Arts Commission on planning and art call. Next CAC meeting is June 7<sup>th</sup>. Parking lot “P”s will be up next month. Parking lot maps are in design. One bike rack has been completed and being painted, waiting on update on others. Planters have arrived, still planning on fall installation with Master Gardeners choosing plants.

## **5. PRESENTATIONS:**

5A. Youth Advisory Council: Kylie Bagwell From the Youth Advisory Council gave a presentation on the Mural Project. The Council is looking to engage youth and what Bastrop means to them through survey. She gave an overview of the parameters of the mural and an outline of the art call. The overall compensation will be 10k for materials, labor and design. They would like to begin the project in August. The Council is asking the Main Street Board to fund the project through the city beautification fund. That fund has around 35k from bench project. Proceeds from Table on Main also go into that fund. Board requested to formally place item on June’s meeting agenda.

## **6. WORKSHOP:**

6A. Committee Structure: Discussion around changing/restructuring all committees to better serve needs of Board and meet interests and strengths of members. First suggestion is to make Business Retention and Business Expansion into separate committees. One would focus on business support (academy, welcome wagon) while the other took on local activation (community engagement/getting people to downtown). Discussion around each committee developing list of committee duties and expectations – only currently exists for overall board duties. Reaffirmed all committees need co-chair. Decided: Downtown Engagement will take place of Business Retention/Business Expansion. The subcommittees of Downtown Engagement will now be Business Support and Local Activation. Design can also be part of designing each event that takes place downtown – overall “placemaking” efforts.

6B. Board Vacancies: Discussion around Board vacancy and needs based on current committee vacancies. Also pertains to committee restructuring discussion with some overlap of items.

All co-chairs need to meet to discuss goals and plans for committees. First committee in need of assistance/co-chair is Sponsorships. Could ask the 2 potential new members to sit with Sponsorship Chair and determine interest level in joining Board to serve on that committee. Downtown engagement will be next committee with immediate needs. Lost Pines Christmas, which falls under Downtown Engagement, will begin work this summer.

Request made to add changes in committee structure and workplan reviews to June meeting. Additional request made to fill Vice Chair Role for June meeting agenda.

**7. ITEMS FOR INDIVIDUAL CONSIDERATION: None**

**8. ADJOURNMENT:** The meeting was adjourned at 7:28 without objection.

APPROVED:

ATTEST:

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Jennifer Long, Co-Chair

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Rebecca Gleason, Assistant City Manager



## MINUTES OF BASTROP MAIN STREET ADVISORY BOARD

### July 13, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, July 13, 2022 at 5:31 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon and Dani Moss. Also present: Main Street Program Director Rebecca Gleason, Community Impact Manager Candice Butts

1. **CALL TO ORDER:** At 5:35 and without quorum in attendance, Jennifer Long called the meeting to order. It was decided due to no quorum to review announcements only; no working items discussed.
2. **CITIZEN COMMENTS:** No citizen comment.
3. **ANNOUNCEMENTS:**

- 3A: Bastrop Public Library Sky Kings Falconry in Fisherman's Park on July 14
- 3B: Lost Pines Art Center's Egg Tempura Pain Class at 10am-12pm on July 14, 21 & 28
- 3C: City of Bastrop Volunteer Fair 4-6pm on July 14th
- 3D: Corvette Invasion at the Convention Center on July 15-17
- 3E. Bastrop Cares Benefit Concert for Uvalde at Lost Pines Art Center on July 17
- 3F. Our Bastrop Community Engagement Series at City Hall at 12pm on July 20
- 3G. Ribbon Cutting for Simply Sweet 10-year anniversary at 11am on July 20
- 3H. Back to School Bash at Veteran's Memorial Stadium from 6-9pm on August 2
- 3I. Bastrop Homecoming and Rodeo at Mayfest Park with Parade Downtown at 10am on Saturday August 3-6
- 3J. Farm Street Opry at Bastrop Convention Center at 7pm on August 4<sup>th</sup>
- 3K. The Odd Couple (Female Version) at Bastrop Opera House August 5-29
- 3L. Main Event's First Friday Art Walk on Main Street from 6-8pm on August 5<sup>th</sup>
- 3M. Events on Main's Market Days from 10a-5pm on August 6<sup>th</sup>
- 3N. Art After Dark at Lost Pines Art Center at 6-8pm on August 6<sup>th</sup>

#### 4. REPORTS:

4A: Main Street Manager Report: 1 Certificate of Occupancy permit was issued for Main Street Businesses of the month of June. Southwest Engineers, Inc. opened at 704 Main Street, Suite 101. The date for the board retreat for Main Street Board members has been selected for September 20, 2022. A contract for the Parks and Recreation Master Plan will be awarded in August. Civic Brand's 2-day place brand audit was a success. They will be compiling data to share and will also meet with Retail Coach to compare and review data. There will be more interactions to gather information. The quarterly Texas Main Street Activity Report was turned into THC on July 11, 2022. Also received National Main Street Accreditation for the year. 1 graffiti tagger who defaced buildings in the district has been identified. Working to identify others by search warrant. The Cultural Arts Commission is working on project for parks involving anti-graffiti paint and film.

**8. FUTURE AGENDA ITEMS:**

8A. Due to lack of quorum, a motion was made to table items 5A&B, 7A&B; special meeting will be called to review rest of agenda and budget with quorum.

**8. ADJOURNMENT:** The meeting was adjourned at 5:56 without objection.

APPROVED:

ATTEST:

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Jennifer Long, Co-Chair

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Rebecca Gleason, Assistant City Manager