

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



October 11, 2023

Agenda - Main Street Advisory Board at 6:00 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. WORKSHOP

3A. Receive training from City Secretary

3B. Transformational Strategies

4. PRESENTATIONS

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 13, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 13, 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, Sonya Cote and Shawn Pletsch. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 5:35 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

- September 21-24: Bastrop Music Fest throughout downtown district
- September 30-Oct. 1: Lost Pines Knife Show
- October 28: Theme Night at various bars and restaurants throughout downtown
- October 31: Halloween on Main Street 6p-8p

4. REPORTS:

4A: Design Committee Report: Design Committee has been working on wayfinding signage. Bastrop EDC will provide funding for hardware. Signage is meant to highlight Bastrop assets and will also be updating “open” signs to coordinate with wayfinding category/business type. All signage will be uniform in font, with updated icons to match business type/preference. Main Street provides stand, business provides/pays for insert. Still being discussed whether or not to add parking to wayfinding poles. TBD on whether or not “open” signs will also have matching icon or just say open. Still need to determine locations, all costs for signage plus icons and determine business eligibility.

4B. Downtown Engagement Committee Report: With Halloween back on Main Street, would like for MSAB to help businesses by supplementing some candy. With Veteran’s Day Car Show coming in November, would like to encourage a children’s activity and photo opp. Wassail Fest is coming on Small Business Saturday. Will supply shopping bags to businesses and have a polka band. Voting will be by QR code. Planning for Lost Pines Christmas is underway – building on what was started last year with more kid friendly activities, possible carriage rides and the parade at night, all on December 9.
 Also starting to plan for the next series of workshops for the first of the year.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Transformation Strategies – FY24/FY25 Workplan: Board needs to identify tasks for each goal created under family serving goals.

Goal 1: Promote Recreational Assets

Tasks: Include assets in wayfinding, link downtown to parks maybe with giant games in gap or working with other boards on activating events between parks like a social ride. Hold National Night Out events in district parks.

Goal 2: Capitalize on Sunday afternoon traffic

Tasks: create a branded Sunday event and program activities to coincide with other “first weekend” events

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from June 14, 2023 and July 12 2023:
Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:10 without objection.