

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



December 17, 2024

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. MINUTE APPROVAL

3A. Consider action to approve the November 13th, 2024 meeting minutes

4. REPORTS

4A. Main Street Manager Report

4B. Wassail Fest Report

4C. Merry on Main

5. PRESENTATIONS

5A. Bastrop Mardi Gras 2025 - Kathy Danielson

6. WORKSHOP

6A. 2025 Transformation Strategies & Committee Workplans

6B. 2025 Accreditation Assessment

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Adopt 2025 Transformation Strategies and Committee Work Plans

7B. Saturday Market Days in March (excludes Jan. & Feb.)

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: Dec. 5th, 2024 at 5:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Elisa Puentes

Elisa Puentes, Exec. Admin. Assistant

**MINUTES OF BASTROP MAIN
STREET ADVISORY BOARD November
13, 2024**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, November 13th 2024 at 6:00 p.m. at Bastrop Council Conference Room located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Rhonda Gannon, Jamie Howard, Joseph Feminella, Christopher Higgins, Heather Lyons, Lindsay Kana, and Kathryn Lang. P&Z Board members present were David Barrow, and Ishmael Harris. Also present: City Staff- Michaela Joyce and Elisa Puentes.

1. **CALL TO ORDER- by J. Long @ 6:00 p.m. with a quorum**
2. **CITIZEN COMMENTS** - Ishmael Harris and David Barrow introduce themselves as assigned to MSAB as part of P&Z collaborations with other boards
3. **MINUTE APPROVAL**
3A Consider action to approve the October 9, 2024 meeting minutes - Kathryn Lang motions to approve, Rhonda Gannon seconds - Motion Passes.
4. **REPORTS**
4A. Introduction of new Board Members:
Heather Lyons - Assistant General Manager at Hampton Inn interested in helping in the Community
Lyndsay Kana - Kana Wine & Realtor interested in growth for Downtown Bastrop
Joseph Feminella - Sign & Banner owner, works with City on many projects
Jamie Howard - Foundry & Found Fine Art, manufacturing and work on tourism & marketing for "Downtown Bastrop" experience
Jennifer Long - has been involved with Bastrop since 2007, Board Chair, Downtown Bastrop is best it has ever been since 1980.
Rhonda Gannon - has been in Bastrop 12 years, Old Towne, Piney Creek, Gracie's
Ishmael Harris - Chair on P&Z Commission, 5th Gen Bastropian, Juneteenth Committee
David Barrow - on P&Z Commission
Katherine Lang - Owns a Building on Main Street
Michaela Joyce - 7 years experience in Downtown Management, San Marcos, & Kansas
Chris Higgins - Barbershop Owner
4B. Main Street Manager Report (MSA & TDA Training - MS America in Iowa discussion over qualitative vs quantitative. TDA in Abilene, TX Awards Gala, "Peoples Choice" next year will be in Waco, TX
4C. Committee Reports - Each will develop work plans and make "yearly" focus. Design - Benches, Banners, Buildings (outside). Economic vitality - Business Relations, reporting, recruiting (inside). Promotion - Event & Marketing Planners. Wassail Fest w/Small Business Saturday - 20 for Wassail 4 - 8 pm, 350 registered to participate, Need 10 Volunteers, Merry on Main Dec. 14th - will create exposure for businesses, kid event - cookie crawl, Christmas Shopping, snow globe, gingerbread bounce house, toboggan tunnel, face painters. New Added Spring to Farm St. this year & Vendor Page on FB. Bags for Businesses to hand out.
4D. Boo Bash - well attended, gave \$100 gift card for Downtown businesses; First Friday Dia de los Muertos, and Veteran's Day Car Show - pinewood derby pushed to next year.

5. WORKSHOP

- 5A. Main Street Accreditation - Due January 2025 board members to take assessments.
 - 1 - community Assessment (discuss grading scale at next meeting
 - "LP" Local Program
- 5B. discuss meeting time change to 6pm on 3rd Tuesday
- 5C. Email board & P&Z the committee meeting times and dates

6. ADJOURNMENT

Motion to adjourn by Rhonda G at 7:07 pm carried.

APPROVED

ATTEST

Jennifer Long, Chair

Michaela Joyce, Main Street Manager

/s/ Elisa Puentes
Elisa Puentes, Executive Administrative Assistant