

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



February 08, 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. Events in the District

4. REPORTS

4A. Main Street Manager Report



STAFF REPORT

MEETING DATE: February 8, 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 February and March:

- Now until March 31: The Museum & Visitor Center will have a special exhibition on historic fashion
- February 3-19: Steal Away Home is playing at the Bastrop Opera House
- February 11: Wine and Unwind – Paint Along at the Lost Pines Art Center 6:00pm – 8:00pm
- February 11: Hearts & Handbags: Bastrop County Designer Purse Bingo at the Bastrop Convention & Exhibit Center 2:00pm-6:00pm
- February 12-14: Valentine Cabaret Dinner and Show at Bastrop Opera House. Dinner at 7:00pm and show at 8:00pm.
- February 16: The Gathering at the Lost Pines Art Center from 6:00pm-8:00pm
- February 23: Atash, in concert at the Lost Pines Art Center from 7:00pm-8:30pm. Tickets are \$10.
- March: National Youth Art Month
- March 2: Farm Street Opry at the Bastrop Convention & Exhibit Center
- March 3: Main Event's First Friday Art Walk
- March 4: Events on Main's Market Days
- March 4: Art After Dark at the Lost Pines Art Center from 6:00pm-8:00pm
- March 6: Main Street Board's crosswalk mural installation
- March 10-26: Addams Family the Musical at the Bastrop Opera House
- March 31: State of the City Address and Roast of Mayor Connie Schroeder at the Bastrop Convention & Exhibit Center at 6:00pm



STAFF REPORT

MEETING DATE: February 8, 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 January, the Kana Wine, LLC (707 Chestnut Street) and The Oddity Den, LLC. (601 Chestnut Street, bldg. G) received Certificate of Occupancies. Ivanna May Timeless and Live Again CBD relocated from Harmony Ridge to 918 Main Street.

Main Street Now Conference: I will be attending the National Main Street Now Conference March 27th through March 30th in Boston. Themes for this year's conference are community wealth building and shared prosperity, resilient and future-focused Main Streets, and building community connections.

National Preservation Month: I met with the Bastrop County Museum & Visitor Center on January 30, 2023 about partnering on National Preservation Month in May. We will be partnering to create a special preservation month exhibit in the museum which will feature information panels about the National Trust for Historical Preservation, historic photos of Downtown Bastrop, information on the creation of the Main Street Program, Main Street Program awards, along with before and after photos of the façade grant program. We are also working with the Museum & Visitor Center on revamping the Historic Downtown scavenger hunt. The goal is that this scavenger hunt will run all month long. Participants will return completed hunts to be entered in a weekly prize drawing. The scavenger hunt will be housed at the Museum & Visitor center. Lastly, we are working with the Communications Department to develop a Bastrop Preservation video that will be shared during the month and featured in the special exhibit at the Museum & Visitor Center.

CATALYST STRATEGIES “CHEAT SHEET”

Catalyst Strategies are off-the-shelf Transformation Strategies that can be adapted to a wide variety of places. Many can exist at any price point (e.g., Apparel or Home Furnishings); a few are organized around an existing institution (e.g., College Town or Military Installation). All can be further customized to local needs.

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
AGRICULTURAL ECONOMY	Products and services that serve agricultural communities, OR support small-scale agriculture and local food production	<ul style="list-style-type: none"> Live nearby Agricultural families Agricultural workers (incl. seasonal) 	<ul style="list-style-type: none"> Appropriate for rural, agricultural communities Also appropriate for urban districts interested in sustainability and urban agriculture 	<ul style="list-style-type: none"> Serves locals' needs Serves local economic drivers 	<ul style="list-style-type: none"> Install an orchard in a vacant downtown lot Organize a farmers' market Launch a community-owned variety store
APPAREL	Apparel cluster, typically differentiated and independent, so as not to compete with malls.	<ul style="list-style-type: none"> Everyone... but, primarily women Preferably a target niche (e.g., vintage, work clothes, etc.) 	<ul style="list-style-type: none"> Street visibility Competitive industry (malls, online) Online sales possible 	<ul style="list-style-type: none"> Often highly desired retail mix, but highly competitive Can position district as regional destination 	<ul style="list-style-type: none"> Visual merchandising assistance to apparel biz. Lunchtime fashion shows
ARTS	“Arts” involves all creative industries, incl. film, music, dance, fine art, theatre, etc.	<ul style="list-style-type: none"> Demographically diverse; may be shaped by ethnicity, income, etc. Some sales business to business (rather than consumer) 	<ul style="list-style-type: none"> Different from “Entertainment districts”, though some overlap. Creative industry workers often keep odd hours, enlivening the district. 	<ul style="list-style-type: none"> Arts industries can make use of hard-to-use spaces Arts often serve as a draw for other types of businesses. 	<ul style="list-style-type: none"> Create a public arts strategy Pair artists with retailers for window displays Launch an “open studios” day Develop live/work space

COLLEGE TOWN	Makes connections between business district and anchor educational institution.	<ul style="list-style-type: none"> ▸ Students, faculty, staff at college/university ▸ Returning alumni, visiting parents ▸ Tourists/visitors 	<ul style="list-style-type: none"> ▸ Residential institutions differ from commuter schools ▸ Strategy may work better where institution already a center of community life 	<ul style="list-style-type: none"> ▸ Builds on existing economic anchor ▸ No new parking demand (in many cases) ▸ But: Can be associated with nuisance issues (e.g., noise, drinking) 	<ul style="list-style-type: none"> ▸ Install college flag pennants downtown ▸ Establish direct liaisons to university admin and student body ▸ Set up loyalty card
CONVENIENCE GOODS + SERVICES	Pursues a cluster of retail and retail-service businesses that fulfill day-to-day needs of nearby shoppers. E.g., groceries, dry cleaning, drug store, flowers, hardware, etc.	<ul style="list-style-type: none"> ▸ People who live nearby ▸ People who work nearby ▸ People passing through (e.g., commuting) 	<ul style="list-style-type: none"> ▸ Highly desired by many communities, but... ▸ Competitive ▸ Not differentiated ▸ Functions as an “amenity” to residential 	<ul style="list-style-type: none"> ▸ A “full-service” district ▸ But: Convenience businesses can be generic in nature and they don’t draw customers from elsewhere 	<ul style="list-style-type: none"> ▸ Improve short-term parking options ▸ Install bike racks ▸ Set out water bowls so residents walk dogs downtown ▸ Shop-local campaign
CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
DINING + ENTERTAINMENT	Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.	<ul style="list-style-type: none"> ▸ Younger (though not always) ▸ Singles and couples (not kids, typically) 	<ul style="list-style-type: none"> ▸ Can be complementary to a daytime strategy ▸ Can be associated with nuisance issues (e.g., noise, drinking) ▸ Complements Arts strategy 	<ul style="list-style-type: none"> ▸ Extends business days into evenings ▸ Parking demand complementary to daytime demand ▸ Works well with historic buildings 	<ul style="list-style-type: none"> ▸ Improve lighting to increase safety at night ▸ Engage business owners in “responsible hospitality” program ▸ Organize a “night market”
DISTRICT WORKERS + RESIDENTS	A convenience-oriented strategy (e.g., take-out meals, greeting cards, hair, daycare)	<ul style="list-style-type: none"> ▸ Nearby, but demographically diverse 	<ul style="list-style-type: none"> ▸ Captive market ▸ Workers can only shop before or after work, or at lunch 	<ul style="list-style-type: none"> ▸ A “full-service” district ▸ Price competitive and chain-dominated segment ▸ May generate new housing demand (people want to live near work) 	<ul style="list-style-type: none"> ▸ Create lunchtime gathering places ▸ Schedule promo activities at lunchtime ▸ Offer delivery service ▸ Develop upper-story apartments

Item 6A.

ELDER-FRIENDLY + AGING-IN-PLACE	Recognizes that people have different needs as they advance in age and life stage. An Elder-Friendly strategy helps people continue living independently for as long as possible.	<ul style="list-style-type: none"> › Elders... but, › More active than previous generations of retirees › Greater proportion of single-person and multi-generation households 	<ul style="list-style-type: none"> › More than other strategies, must be particularly attentive to the physical environment – e.g., traffic safety, seating, amenities 	<ul style="list-style-type: none"> › Seniors spend more money on experiences (less on things) › Empty-nesters and down-sizers › Buy stuff for grandchildren 	<ul style="list-style-type: none"> › Improve sidewalk lighting › Grants to make stores accessible › Set up walking/exercise groups in district › Offer home delivery
ETHNIC SPECIALTIES	Pursues a cluster of retail and retail-service, entertainment, industrial, and wholesaling businesses that primarily serve the needs of a particular ethnic or cultural group, but may be patronized by any shopper	<ul style="list-style-type: none"> › Members of a specific ethnic or cultural community › Others seeking out authentic cultural foods, products, or experiences › More than other strategies, the customer defines the district 	<ul style="list-style-type: none"> › Ethnic economies can be fairly self-contained and even insular › Business mix can be very wide-ranging – manufacturing to galleries to restaurants 	<ul style="list-style-type: none"> › Creates a regional destination › Highly differentiated (does not typically compete with malls, chains) › But: May not be embraced by whole community, if diverse ethnicities 	<ul style="list-style-type: none"> › Install bilingual signs › Partner with local social service agencies › Organize a “Street Fare” of local, ethnic foods › Establish a commercial kitchen to grow culinary businesses
FAMILY-FRIENDLY, FAMILY-SERVING	Focuses on local families; characterized by family-friendly events and businesses	<ul style="list-style-type: none"> › Families, particularly with babies and young children at home › Grandparents › Teens 	<ul style="list-style-type: none"> › A daytime strategy › Most active on weekends › Appropriate for communities with young demographic, growing families 	<ul style="list-style-type: none"> › Offers products and entertainment locally › Helps engender positive downtown experiences for young people › But: Not compatible with strategies dependent on bars and nightlife 	<ul style="list-style-type: none"> › Add kid-scale street furniture in public spaces › Offer internships to high school students › Show family films outdoors on weekends › Expand business mix with gifts and toys
CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
FOOD	Establishes the commercial district as a food hub, including farmers’ markets, food production, catering, restaurants	<ul style="list-style-type: none"> › People who live or work in the district › People looking for a social experience › Business to business sales of food production 	<ul style="list-style-type: none"> › Works well with historic, interesting spaces › Can complement arts or entertainment businesses 	<ul style="list-style-type: none"> › District becomes a food destination › Presence of restaurants often attracts new office-based businesses › But: High startup costs for food businesses; high failure rate 	<ul style="list-style-type: none"> › Develop a public orchard in a pocket park › Partner with closest culinary school › Establish a deferred repayment loan program for restaurants

Item 6A.

GREEN PRODUCTS + SERVICES	Pursues environmentally-friendly economy for the commercial district; supports businesses concerned with recycling and upcycling, and service businesses that use sustainable practices	<ul style="list-style-type: none"> ▸ Tend to be younger, highly educated, values-driven ▸ Young families ▸ Idealistic and aging “Boomers” 	<ul style="list-style-type: none"> ▸ Green practices become part of district’s identity ▸ Renewable energy, zero-waste practices, public transit, historic preservation, local sourcing all play a role 	<ul style="list-style-type: none"> ▸ A forward-looking strategy that leverages the benefits of traditional business districts ▸ But: Typically associated with higher price points 	<ul style="list-style-type: none"> ▸ Install bike lanes ▸ Install rain gardens ▸ Hold zero-waste special events ▸ Help businesses to purchase energy from renewable sources
HEALTH + WELLNESS	Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people's wellbeing	<ul style="list-style-type: none"> ▸ Families to seniors ▸ Tend to be more highly educated ▸ Tend to be more affluent 	<ul style="list-style-type: none"> ▸ Can work equally in a spa/vacation community or convenience-based district ▸ Often relies on marketing to make the strategy visible to public 	<ul style="list-style-type: none"> ▸ Many businesses can participate (even those not explicitly health-related) 	<ul style="list-style-type: none"> ▸ Mark walking and running trails in district ▸ Identify healthy options on restaurant menus ▸ Work with local gym or trainer to offer outdoor “boot camps” downtown
HOME FURNISHINGS	Clusters retail, service, and professional businesses related to the home and home life, including, furniture and housewares, floors and finishes, garden and outdoors, design and construction services	<ul style="list-style-type: none"> ▸ Younger (people still at a stage when acquiring the things they need) ▸ Homeowners (esp. for appliances, renovations, etc.) ▸ Renters (smaller furniture, furnishings) 	<ul style="list-style-type: none"> ▸ Strategy can exist at any price point, from used to vintage to new, designer ▸ A regional destination strategy: district is known as home furnishings source 	<ul style="list-style-type: none"> ▸ Works well in historic setting, buildings ▸ Works well for larger spaces ▸ Still a bricks-and-mortar retail purchase ▸ But: Not a daily consumer need for locals 	<ul style="list-style-type: none"> ▸ Paint some old wooden chairs and place them around district ▸ Stage living window displays ▸ Turn a café into a furniture store (or vice versa)
KNOWLEDGE ECONOMY	Primarily focuses on software and technology, but also includes workers in creative professions and the traditional professions (e.g., lawyers, etc.)	<ul style="list-style-type: none"> ▸ Typically younger ▸ Highly educated 	<ul style="list-style-type: none"> ▸ Requires excellent broadband service ▸ Workers keep long/odd hours, making the district more vibrant at night 	<ul style="list-style-type: none"> ▸ Attracts young, creative entrepreneurs ▸ Can be a way for rural communities to grow jobs and population 	<ul style="list-style-type: none"> ▸ Establish a co-working space ▸ Make wifi available in all businesses

Item 6A.

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
MANUFACTURING	Focuses on small-scale manufacturing compatible with commercial districts, appropriate for upper-floor spaces, warehouses, and other secondary or peripheral spaces.	<ul style="list-style-type: none"> ▸ Sales to other businesses ▸ Direct-to-consumer 	<ul style="list-style-type: none"> ▸ Can be associated with a local agricultural product, specialty, or ethnicity 	<ul style="list-style-type: none"> ▸ Can be a good secondary strategy, especially to make use of difficult spaces ▸ Employees of manufacturing businesses become customers of the district 	<ul style="list-style-type: none"> ▸ Activate windows by bringing production to front of stores ▸ Assist manufacturers with distribution and marketing ▸ Establish a “maker space” for entrepreneurs
MILITARY INSTALLATIONS	Appropriate for communities with a military installation nearby; makes better economic and social connections between installation and downtown.	<ul style="list-style-type: none"> ▸ Military personnel ▸ Military spouses and families ▸ Civilian staff ▸ Military contractors, vendors ▸ Military heritage visitors 	<ul style="list-style-type: none"> ▸ In the new military, which is very career-oriented and family-centered, quality of life and community are important ▸ But: May find strategy competes with on-post restaurants, retail 	<ul style="list-style-type: none"> ▸ Provides shopping and social alternatives for military families, whether living on-post and off-post ▸ Fosters stronger links to local economic driver 	<ul style="list-style-type: none"> ▸ Install American flags throughout downtown ▸ Create driving tour guide to military historical sites ▸ Establish liaison to post ▸ Host military appreciation event ▸ Promote downtown residential options to military singles, families
MILLENNIALS	Addresses the demographic slice born between the early 1980s and early 2000s. The authenticity and “retro” nature of traditional business districts appeals to this generation.	<ul style="list-style-type: none"> ▸ Younger ▸ Educated ▸ Entrepreneurial 	<ul style="list-style-type: none"> ▸ Reaching milestones later than previous gen’s (e.g., purchase a car, own a home, marry, have kids) ▸ Interested in experiential retail, authenticity, and local sourcing ▸ Digitally connected 	<ul style="list-style-type: none"> ▸ Demographic aligns well with traditional business districts, esp. for entertainment, independent businesses ▸ Trendsetting demographic attracts “piggybackers” to district – older followers ▸ But: Millennials are accustomed to buying many things online 	<ul style="list-style-type: none"> ▸ Install native plant landscaping ▸ Encourage Millennial-appropriate design sensibility in signs ▸ Recruit Millennials to Main Street board ▸ Connect businesses through social media ▸ Establish a co-working space
SPORTS + RECREATION	Connects outdoor activities – camping, boating, hiking, climbing, hunting, etc. – with supporting businesses and amenities. This includes outfitters and equipment sales, restaurants and food services, accommodations, and others.	<ul style="list-style-type: none"> ▸ Outdoor enthusiasts ▸ Varied spectrum of ages and abilities, and travel lifestyle preferences 	<ul style="list-style-type: none"> ▸ While frequently associated with youth, many outdoor enthusiasts are seniors traveling without families or children 	<ul style="list-style-type: none"> ▸ Connects the downtown to those who use nearby outdoor or recreational attractions 	<ul style="list-style-type: none"> ▸ Install wayfinding signs from nearby trails or paths to downtown ▸ Install a climbing wall (or ice-climbing wall) downtown ▸ Work with sporting equipment businesses to offer guided tours

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
TOURISTS + TOURISM	Addresses people who visit the district from elsewhere, usually to experience something unique to the place, such as history or architecture, arts and culture, or shopping	Vast and varied customer profiles, including <ul style="list-style-type: none"> ▸ Heritage travelers ▸ Cultural tourists ▸ Weekend/second home-owners ▸ Resort-goers ▸ Conventioneers ▸ Business travelers ▸ Outdoors enthusiasts 	<ul style="list-style-type: none"> ▸ Tourism and tourism-related amenities exist at all price points ▸ Needs of regional tourists are different from national or international visitors ▸ Create a place that locals love, and visitors will love it, too 	<ul style="list-style-type: none"> ▸ Brings outside consumer spending; adds to local buying power ▸ But: Locals may not be happy about outsiders making it feel “less local” ▸ Increased tourism can result in higher prices (food, housing) for locals 	<ul style="list-style-type: none"> ▸ Install way-finding signs geared toward those unfamiliar with district ▸ Convene regional tourism professionals to share data ▸ Set up large-format maps in stores and have customers mark where they live

2021 Workplan

Transformation Strategy 1:			
<i>Why?</i>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Repeat Annual Responsibilities			

Transformation Strategy:	
Goal 1:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:

Goal 2:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	
Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:

Goal 4: _____ **Define Success:** _____

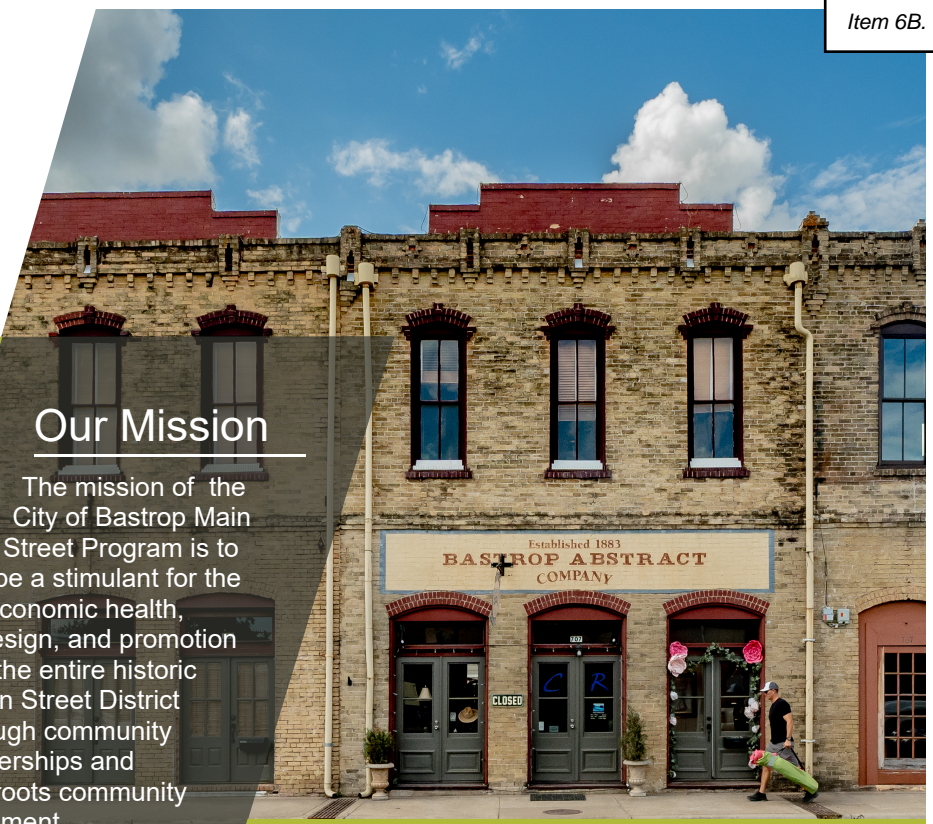
Partners: _____

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0



Our Mission

The mission of the City of Bastrop Main Street Program is to be a stimulant for the economic health, design, and promotion of the entire historic Main Street District through community partnerships and grassroots community involvement.



BASTROP MAIN STREET

Main Street Advisory Board

The Board is an all-volunteer, Mayor and City Council-appointed, advisory board that guides the work of the Bastrop Main Street Program. The board is made up of nine voting members and meets the third Wednesday of every month at 5:30pm at City Hall. Meetings are open to the public, with posted agendas, and those interested in the program are encouraged to attend.

Our board members are: **Jennifer Long (Chair), Steph Lewis (Vice Chair), Candice McClendon (Secretary), Kari Sneed, Shawn Pletsch, Rhonda Gannon, Sonya Cote, AnneMarie Schindler, and Dani Moss.**

What is a Main Street Program?

A Main Street Program is a federal-state-community partnership to restore America's historic downtown areas architecturally, commercially and culturally through the National Main Street Center. Bastrop is one of 90-plus Texas cities and over 1,200 cities across the U.S. where this effort has taken root. Bastrop became a "Texas Main Street City" in 2007 through a combination of local business owners and community volunteers working together to support economic development and improve the design and aesthetic of Downtown Bastrop.

Bastrop Main Street District consists of:

- 62** Blocks
- 280+** Businesses
- 27** Restaurants & Bars
- 24** Shops, Boutiques & Galleries
- 18** Beauty & Wellness

Events in the District

- First Friday Art Walk (Monthly)
- Events on Main Market Days (Monthly)
- MLK Walk and Celebration (every three years)
- Table on Main (April)**
- Juneteenth (June)
- Corvette Invasion (July)
- Bastrop Homecoming and Rodeo (August)
- Bastrop Music Fest (September)
- Veteran's Day Car Show (November)
- Wassail Fest (November)**
- Lost Pines Christmas Festival (December)**
- Lighted Christmas Parade (December)



How can I get involved?

Volunteer on a Main Street committee! All skills, talents, ages and backgrounds are welcome! Main Street is a grassroots effort to preserve and revitalize the historic core of our community. The Bastrop Main Street Program works through the below all-volunteer committees:

•**Design Committee** supports Downtown Bastrop by enhancing the physical and visual assets that make us unique. Current projects:

- Bastrop in Bloom (Master Gardeners Partnership)
- Crosswalk murals
- Bike racks (Rotary Club partnership)
- Wayfinding maps

Chaired by Steph Lewis and Candice McClendon
Committee meets every 4th Wednesday at 5:30pm

•**Table on Main** Bastrop Main Street Program’s signature fundraising event:

- Guests enjoy a skilfully prepared multi-course meal
- Sourced from more than 20 local businesses
- Communal dining in the center of Main Street
- Live music and dancing

Chaired by Rhonda Gannon and Sonya Cote
Committee meets as needed

•**Downtown Engagement** is comprised of two subcommittees:

- Business support – sources economic incentives and other financial tools to assist new and existing businesses.
- Local activation – positions downtown as the center of the community, showcasing our unique characteristics with family-friendly events:

- Lost Pines Christmas Festival
- Wassail Fest
- Shop Small Promotions

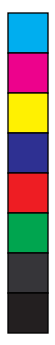
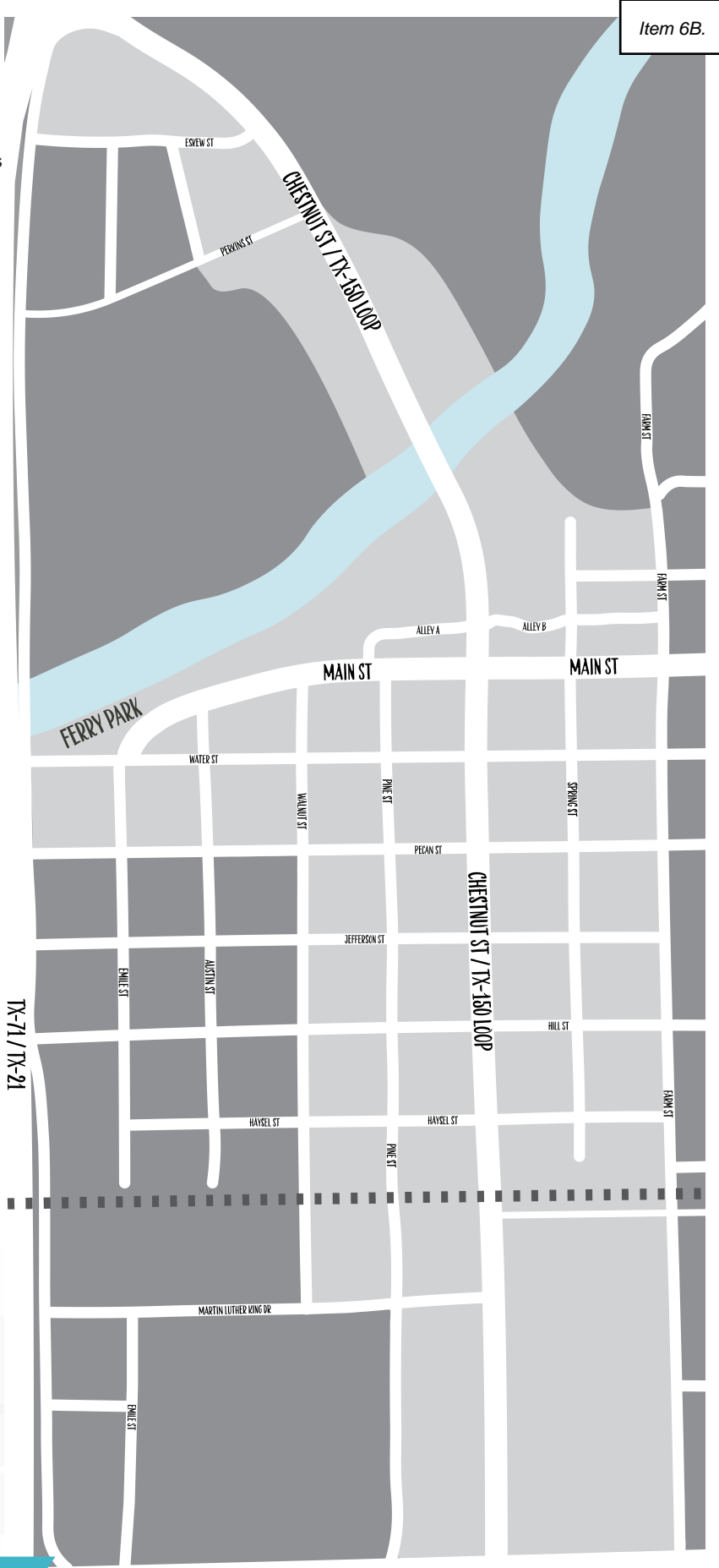
Chaired by Jennifer Long and Kari Sneed
Committee meets every 3rd Thursday at 8:00am

•**Sponsorship Committee** secures and leverages resources for the district. Current projects:

- 2023 Main Street sponsorship package
- Heritage bench sponsorship


Chaired by Dani Moss and Shawn Pletsch
Committee meets as needed

For more information about how to get involved, please email mainstreet@cityofbastrop.org or call (512)332-8862.



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MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
January 11, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, January 11, 2023 at 5:30 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, Anne Marie Schindler, and Sonya Cote. Also present: Main Street Program Director Candice Butts

1. CALL TO ORDER: At 5:32 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A. January 6- January 15: Techies playing at the Bastrop Opera House

3B. February 2: Farm Street Opry at the Bastrop Convention Center

3C. February 3- February 19: Steal Away Home playing at the Bastrop Opera House

3D. February 4: Art After Dark at the Lost Pines Art Center from 5:30pm until 8:00pm.

3E. February 23: Atash, in concert at the Lost Pines Art Center from 7:00pm-8:30pm. Tickets are \$10.

4. REPORTS:

4A: Main Street Manager Report: 3 businesses received Certificate of Occupancies in the Main Street District for the months of November and December. Trevino VI Enterprises opened at 805 Haysel Street, Cherry Blossom Spa opened under a new owner and Texas Tile Works relocated to 1109 Chestnut Street. 3 businesses closed or relocated: Radiant Mama relocated outside of the district, The Pit Stop and Daniela Vlad Design Studio have both closed.

Nancy Wood was awarded the Anice B. Read Award of Excellence in Community Heritage Development by the Texas Historical Commission.

The Main Street Program's annual accreditation and fourth quarter report is due to Texas Historical Commission on January 10, 2023. A copy of the report will be made available to board members.

Civic Brand will be sending the social media strategy on how to improve our social media coverage for which they have been compiling data for at the end of January. The group has also met with Visit Bastrop to help with the build of the Downtown Bastrop website on the Visit Bastrop site. They will also be sending recommendations for improvements.

A request for proposals has been posted for the Downtown Bastrop social media handles. It will close January 27, 2023.

4B. Lost Pines Christmas Report: Retail Coach sent breakdowns of Wassail Fest, which showed 3,300 visitors for the day. Received good feedback from visitors and retail

establishments. The parade showed 20k were in district for the event. The feedback from Lost Pines Christmas event day was positive. Most were families and would like next year to be just as family friendly. Overall a successful event.

4C. Table on Main Report: Met this week to work on event. Committee would like to increase ticket price to \$200 and to also up the amount of attendees to 200. Would like to also increase the amount of time the public has to purchase tickets, with more publicizing of the event ahead of time. Would also like to consider having a “reserved” table option without sponsoring. Marketing needs to include more language around the fundraising aspect of the event. This year will feel more farm to table style with simple designs. Next meeting is February 28th at 3:00p.

4D. Design Committee Report: Received all remaining bike racks and are being painted. Final placement should happen in February. Trash cans are out and recycling info needs to go out next. Crosswalk art installation is set for March 6, 2023. The street will be closed for the day.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Main Street Business Block Initiative: The district has been broken up into 9 sections with each being assigned to a Board member to go and meet the businesses in their section. The Board member will act as a sort of liaison to the Main Street Board and introduce the program and offerings to the business and invite them to the first Main Street Town Hall social.

6B. District Town Hall Meeting: Would like to hold a town hall style meeting to introduce businesses in district to the offerings of the Main Street Program while getting to socialize amongst each other. Set for Monday, March 20.

6C. Fourth of July Weekend: The city is taking over Patriotic Fest from the Chamber and would like to coordinate with Main Street to have some kind of event downtown. Need to be thinking about what that could be.

6D. Volunteer Recruitment: Saved for another time.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from December 14, 2022: Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 7:00 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager