

# Bastrop Main Street Advisory Board Meeting

## Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



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March 18, 2025

## Agenda - Main Street Advisory Board Meeting at 6:00 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. **PRESENTATIONS**
    - 2A. Event Income - List of Sponsorships
    - 2B. Branding Check-In
  3. **WORKSHOP**
    - 3A. Assign Block Captains
  4. **REPORTS**
    - 4A. Mardi Gras Marketing
    - 4B. Yesterfest Update - Date Change
    - 4C. Main Street Manager Report
    - 4D. Cultural Arts Commission Sculpture Unveiling
    - 4E. Upcoming Travel/Trainings
    - 4F. Program Coordinator Position
    - 4G. Bastrop Clean Sweep - March 22nd 9:00 a.m.

4H. Texas Main Street Regional Design Workshop, March 27th 9 am - 4 pm @ Bastrop Opera House

**5. MINUTE APPROVAL**

[5A.](#) January Minutes

[5B.](#) February Minutes

**6. 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: March 12 at 9:00 a.m. and remained posted for at least two hours after said meeting was convened.

/s/ Michaela Joyce

Michaela Joyce, Main Street Manager

**MINUTES OF BASTROP MAIN  
STREET ADVISORY BOARD Jan. 27, 2025**

Item 5A.

The Bastrop Main Street Advisory Board met in a Regular Meeting on Monday, January 27th 2025 at 6:00 p.m. at Lost Pines Conference Room located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Rhonda Gannon, Jamie Howard, Joseph Feminella, Heather Lyons, Lindsay Kana, and Kathryn Lang. Also present: City Staff- Michaela Joyce and Elisa Puentes and Kathy Danielson. Council Liason, Kevin Plunkett and P&Z board member, Ishmael Harris.

1. **CALL TO ORDER- by J. Long @ 6:00 p.m. with a quorum**

2. **CITIZEN COMMENTS** - None

3. **PRESENTATIONS**

3A Bastrop Mardi Gras 2025 - Kathy Danielson – Social Media Traffic has tripled from last year, Seniors Dance is Tuesday, Friday is Mardi Gras Ball, Saturday Festival – Family & Kid Friendly Fun for all!

Ishmael Harris of Juneteenth Committee - Gumbo Cook-Off 9 Teams entered, \$10 for 9 tickets to try each team’s Gumbo. Juneteenth Fundraiser go to All Events & Street Closures for details.

3B SeeMyLegacy – Michaela Joyce describes our new software and it’s capabilities include; Volunteer recruiting for events, Sponsor sign up and Acknowledgement on Website, QR Code for Storytelling of City Sites, Memorial Benches, etc.

3C. Creative Direction for Branding – Michael Joyce explains Carry Love Design for Main Street Re-Branding Colors and “Who” we are to be focus of new branding and how we want to portray ourselves.

**\*\*\*SKIP TO 6C\*\*\***

4. **REPORTS**

4A. Accreditation – submitted on time all looks positive for approval.

Texas Main Street Visits – 1) TX Main Street would like site visit with us on Feb. 18<sup>th</sup>  
2) Design Workshop – Theme “Design Tool Kit” Full Day 9 am – 3 pm including Tour.  
Date is 3/27/2025

Volunteers Needed – Saturday Feb. 1<sup>st</sup> for Mardi Gras Beads & Bling @ Main Street Booth from 10 am – 1:30 pm and 1:30 pm – 5:00 pm Manning the Tent on Main. Also Friday at 10 am need help to hand out beads to shops.

4B. Committee Reports – Bearded Baker closed, Taste on Main April 27<sup>th</sup> (last Sunday) Storehouse unavailable due to another commitment.

5. **MINUTE APPROVAL**

5A Consider action to approve the December 17, 2024 meeting minutes – Heather Lyons motions to approve, Rhonda Gannon seconds - Motion Passes.

6. **ITEMS FOR INDIVIDUAL CONSIDERATION**

6A. Election of Officers (Chair – Jennifer Long, Vice-Chair & Secretary – think of who?)

6B. The annual Bike MS: Texas MS 150 event April 26 – 27<sup>th</sup> Passing through Bastrop on Saturday, April 26<sup>th</sup> (last rider through at noon) Jamie Motions to approve w/ Kathryn Lang 2<sup>nd</sup> – Motion is Approved

**6C.** Bastrop Pride 2025 Street Fair – Speaker Dax Havrilak, Secretary for Bastrop Pr  
Event date: Friday, June 6<sup>th</sup>. Planning to close North and South blocks of Main at Chestnut (see map). This will be a space for vendors, games, and dancing. Partnering with the First Friday organization for this event. Set-up begins at 3pm, event start is 5pm and ends at 10pm. 1200 attendees last year, what signage is allowed? Possibly create “Open” signs with Bastrop Pride Log? Michaela will look into Signage regulations. Jennifer asks if we have a Motion to approve, Jamie Howard motions to approve, with Heather Lyons 2<sup>nd</sup>, all in favor to approve.

7. **WORKSHOP**

7A. MSAB Mardi Gras Mask – Voting will be up on Thursday, see Mask photos on Facebook and Instagram and Vote for your favorite.

8. **ADJOURNMENT**

Motion to adjourn by Jennifer Long, Lindsay Kana 2<sup>nd</sup>, Meeting adjourned at 7:13 pm

APPROVED

ATTEST

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Jennifer Long, Chair

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Michaela Joyce, Main Street Manager

**MINUTES OF BASTROP MAIN  
STREET ADVISORY BOARD Feb. 18<sup>th</sup>, 2025**

Item 5B.

The Bastrop Main Street Advisory Board met in a Regular Meeting on Tuesday, February 18<sup>th</sup>, 2025 at 6:00 p.m. at Bastrop City Hall Council Chambers located at 1311 Chestnut Street, Bastrop, Texas. The members present were Jennifer Long, Rhonda Gannon, Jamie Howard, Joseph Feminella, and Kathryn Lang. Also present: City Staff- Michaela Joyce and Elisa Puentes. Council Liaison, Kevin Plunkett.

1. **CALL TO ORDER- by J. Long @ 6:00 p.m. with a quorum**

2. **CITIZEN COMMENTS**

3. **PRESENTATIONS**

3A Budget Check-In by Michaela – Allocate funds in next budget cycle for “Main Street” use of another Group’s Event. (Ex. Veteran’s Car Show participation, Mardi Gras participation) Elisa will follow up with Income Stuff. (Sponsorships/Donations received)

3B Branding Check-In – Review Branding Packet and approve or reject the Branding Plan from Carry Love. Old meets New – how do you design that on paper. Keep Authentic and Progressive. Next level is to zone in on our specific “likes” and asks for branding, “nitpick” it.

4. **WORKSHOP**

4A. Block Captains by J. Long – for Main Street Blocks collect Employee Count, Full Time/Part Time, Demographics, contact info, concerns, input ideas. Name committee members to divide and tackle this. Each board member takes a block and committee members assist for info. Everyone be ready to sign up for a block.

5. **REPORTS**

5A. Mardi Gras Report by Michaela. 2024 had 5.6K attendees. 2025 had 6.2K attendees. 45% from Bastrop – share stats with blocks and get feedback. Most liked it is clean and safer than other Mardi Gras Festivals.

5B. Yesterfest Update by Michaela – Memorial Day weekend, possibly later start. Friday Night Pub Crawl, Adult Gunfight re-enactment. Saturday @ 3 pm with street dance. Use Courthouse Lawn area. Have 4 – 6 Chuck Wagon Tastings. 1.5K visits 2023 & 2024. 69 Min stays average. Possible exhibits of Blacksmith, Candle Maker, Butter Churner. Use description in Name, Ex. “Enjoy Pioneer Day at Bastrop’s Yesterfest” So people know what Yesterfest is about.

5C. Committee Reports – Economic vitality small meeting with EDC (out of district) MS (in district).

6. **MINUTE APPROVAL**

Move to next meeting in March for approval.

7. **ITEMS FOR INDIVIDUAL CONSIDERATION**

Item 5B.

7A. Election of Officers Chair, Vice-Chair & Secretary – No one has volunteered. Cr  
Zoom meeting to get ballot of who will be voted for. Rhonda nominated K. Lang for Vice  
Chair. 2<sup>nd</sup> by J. Howard. K Lang nominates J. Long for Chair again, 2<sup>nd</sup> by Jamie  
Howard. J. Howard nominates Lindsay Kana for Secretary, 2<sup>nd</sup> by K. Lang.

8. **ADJOURNMENT**

Motion to adjourn at 7:31 pm carried.

APPROVED

ATTEST

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Jennifer Long, Chair

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Michaela Joyce, Main Street Manager