

Bastrop Special Main Street Advisory Board

Agenda

Bastrop City Hall - Lost Pines Room

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



November 06, 2025

Agenda - Special 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 the City Manager for research and possible future action. Profanity, physical or other threats are not allowed and may subject the speaker to loss of the time for comment, and if disruptive to the conduct of business, could result in removal of the speaker.

3. PRESENTATIONS

3A. Historic Overlay Proposal

-Brittany Epling, City of Bastrop Senior Planner

4. MINUTE APPROVAL

[4A.](#) Consider and act on the approval of the October 14, 2025, Main Street Advisory Board Meeting Minutes.

5. REPORTS

5A. Manager Report

5B. Trainings/Meetings

- Board & Commission Banquet - November 13th @ Bastrop Convention Center

6. PRESENTATIONS

6A. Promotion

Recap** Boo Bash - Oct. 31st, 6 PM - 9 PM

Recap** Dia de los Muertos Celebration - Nov. 1st, 6 PM - 8 PM

Wassail Fest & Small Business Saturday - Nov. 29th, 4 PM - 8 PM

Merry on Main - Dec. 13th, 10 AM - 3 PM

Lighted Christmas Parade - Dec. 13th, 6 PM - 10 PM

6B. Design

6C. Economic Vitality

7. WORKSHOP

7A. Main Street America Accreditation Review

8. ITEMS FOR INDIVIDUAL CONSIDERATION

9. 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 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: October 30th, 2025 at 4:00 p.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
October 14, 2025

The Bastrop Main Street Advisory Board met in a regular meeting on Tuesday, October 14, 2025 at 6:00pm at Bastrop City Hall located at 131 Chestnut Street, Bastrop TX. Members present were: Jennifer Long, Heather Lyons, Kathryn Lang, Joseph Feminella, Jamie Howard, Amanda Shuman, and Lindsay Kana. Also present: Council Member Kevin Plunkett, City Staff Michaela Joyce and Kaitlin de la Rosa.

- I. **CALL TO ORDER:** 6:05pm by Jennifer Long
- II. **CITIZEN COMMENTS:** Michaela announced new Board Member, Amanda Shuman.
- III. **MINUTE APPROVAL:**
 - A. Motion to approve September 22, 2025 minutes made by Heather, seconded by Kathryn, and unanimously approved.
- IV. **REPORTS**
 - A. **Manager Report:** Two new positions are posted online: Marketing Coordinator and Social Media Admin. Both are full time, salaried positions.
 - B. **Board Trainings/Meetings:**
 - 1. Two Part Training - recordings are out and Michaela will email those. Try to watch before the next meeting.
 - 2. 11/2 - 11/5 is the Texas Downtown Conference in Waco. Most sessions are Monday - Wednesday.
 - 3. November 6th at 6pm will be the next Board Meeting.
 - C. **Design Committee:** Discussing more coordinated, required colors for outside paint on buildings. Goes through P&Z, and then to City Council. There are currently no paint color restrictions in place for downtown buildings.
 - D. **Economic Vitality:**
 - 1. Numero 28 is now open

2. 1005 Main - there is a TABC sign up and it will be a new restaurant and bar.
3. There are three to four highly qualified businesses to open in the old "Tough Cookie" building.
4. There will be a punch card from November - December 31st that's a Visa gift card branded with the downtown logo. This will only be for retail located in the Main Street District. A raffle will be held and the winner gets the gift card to be used anywhere downtown.
5. Considering a loyalty card for downtown businesses to keep people shopping in downtown and not only at the developments on Highway 71.
6. Parking Garage: met with companies regarding the cost and it's around \$17K - \$20K/space to build out. Need to establish a TIRZ District to fund the garage because it can't be a paid parking garage. Also have to hire a design company to build it out. First level could be retail and restaurants. Might have to get a feasibility study.

E. Promotion

1. **Boo Bash** - still need volunteers for the three checkpoints. Set up is 3:30pm - 6pm). Lindsay, Amanda, Jami, Heather will be costume judges. Heather will be at both activities until 9pm.
2. **Dia de los Muertos** - 11/1, 6-8pm. Food and drinks for purchase, face painter, live music, dancers, etc. Chapala will be set up at 1021 Main. 30 minute walk around town, people bring photo of a loved one who has passed.
3. **Community Lunch** - 11/9 at The Convention Center. Free for everyone, up to 1,000 people, register online. Local banks are sponsoring and hosting the activities.

4. **Wassail Fest** - mug sponsors are almost confirmed. Need volunteers.
5. **Merry on Main & Lighted Parade** - Registration line up will be at 3pm this year. Register as you pull in and get your number. Cut off is at 5pm and 250 max floats. NEED LOTS OF VOLUNTEERS.

V. PRESENTATIONS

- A. **FY26 Budget** - There is a new platform to build the budget this year. Michaela will discuss more in November.

VI. WORKSHOP

- A. **MSA Accreditation Review** - Michaela will email the “rule book” and the Board scores each category and makes notes as to why we score a certain way. We print it out and bring it back to the 11/6 meeting.
- B. **Work Plan/ Transformation Strategy Development** - will be built out after the 11/6 review.

VII. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. **Trot with Tracy’s for CASA** - 11/15 (8am-10am), 5K run (similar to a turkey trot) through downtown Bastrop. Cap at 950 people. ***Motion made to approve the special event permit made by Jamie, seconded by Heather and unanimously approved.***

ADJOURNMENT: 7:11pm by Jennifer

ATTEST:

Jennifer Long, Board Chair

ATTEST:

Michaela Joyce, Main Street Manager