

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



May 10, 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 Main Street District

4. REPORTS

[4A.](#) Main Street Manager Report

- 4B. Table on Main Report
- 4C. Main Street Ad Hoc Committee Report
- 4D. Old Iron Bridge Update

5. PRESENTATIONS

6. WORKSHOP

- 6A. Main Street Social Debrief
- 6B. Downtown Wayfinding
- [6C.](#) Transformation Strategies - FY24 - FY 25 Workplan
- 6D. Halloween

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- [7A.](#) Consider action to approve the Main Street Advisory Board's meeting minutes from the April 12, 2023 meeting.
- 7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times.

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: May 3, 2023 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Candice Butts
Candice Butts, Main Street Manager



STAFF REPORT

MEETING DATE: May 10, 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 May and June:

- May: Preservation Month with special exhibit in the Bastrop County Museum and Visitor Center and Historic Downtown Bastrop Scavenger Hunt
- May 11-12: TML Small Town Conference at Bastrop Convention Center
- May 11: Understanding Property Taxes and How they are calculated free session at 5:30PM -7:00PM City Hall (1311 Chestnut Street)
- May 15: Ribbon Cutting for BrainWell Psychiatry at 909 Pecan Street
- May 17: Free Session on Economic Benefits of Renewable Energy 9:30AM-10:30AM at Bastrop Convention Center
- May 18-22: The Exit and Build Land Summit III at Bastrop Convention Center
- May 19-June 4: Music Man at Bastrop Opera House
- May 20: Yesterfest 10AM - 4PM on Pine Street and Water Street
- May 27:: March for Jesus 9AM-11AM through Main Street with ceremony on Court House Lawn
- June 1: Farm Street Opry at Bastrop Convention Center at 7PM
- June 2-3: Bastrop Pride – Pride in Fisherman’s Park on Friday from 3PM-8PM and Saturday Street Faire on Main Street 7PM-11PM
- June 2: Frist Friday Art Walk
- June 3: Market Days
- June 3: Art After Dark at the Lost Pines Art Center



STAFF REPORT

MEETING DATE: May 10, 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: EE System Healing Center of Bastrop received a Certificate of Occupancy for its location at 1001 Chestnut St, Suite A. The center uses multiple bio-active life enhancing energy fields, including “scalar waves” which can allow cell regeneration, improve immune function, provide relief from pain, detoxify the body, elevate moods, and assist in balancing right and left hemispheres of the brain to increase energy levels.

National Preservation Month: Check out and promote the special exhibit on Preservation Month in the Bastrop County Museum and Visitor Center all month long. It features some before and after photos of the façade grant program and other significant history of downtown Bastrop. We also have a video about our historic homes and a Historic Downtown Bastrop Scavenger Hunt.

Big Bang: Its swiftly approaching!! Here is a line up of all the events that day:

- 8AM: Bastrop Stampede 5K
- 8:30AM: Registration for the Pet and Pal Parade Begins
(Bastrop County Courthouse Lawn)
- 8:30/45AM: Kids 1K Fun Run
- 9:15 a.m.: Judging for the Pet and Pal Parade
(Bastrop County Courthouse Lawn)
- 10AM: Bastrop Pet and Pal Parade begins
(Starts at County Courthouse, ends at Bastrop Public Library)
- 11AM-7PM Cornhole Tournament on Main
(North Block)
- 10AM - 5PM: Market Days on Main Street
- 6PM: Fun at Fisherman's Park (music & concessions)

We will also have a bingo board game for visitors and residents Downtown called “Bastrop B-A-N-G-O”. The goal is to get people to spend money in our businesses that day. If they complete a line of bingo and turn their card in, they’ll be entered into a price basket drawing.

We will need volunteers that day as well to help with setup of tents and water stations for the cornhole tournament.

Downtown Communication: We’re looking into a subscriber-based text messaging service to easily communicate with our downtown businesses. This would help us easily remind businesses about road closures, events, filming activities, etc. The businesses would have to subscribe themselves to the service.

Texas Main Street Quarterly Report: I submitted our Q2 (January-March) report to Texas Main Street on Monday, April 24th. Our coordinating program has completely redesigned the report process and has converted the reporting to Survey Monkey with new reporting data. We will need to provide detailed information on how many full-time and part-time employees are in the district; how many housing units are in the district; and the number of residents in the district. We need to develop a strategy on how to track that information.



2024 Workplan

Transformation Strategy 1: Food and Entertainment Destination			
<i>Why? Downtown Bastrop is a food destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining options Bastrop has to offer (eliminating the “there’s nothing to eat here” mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.</i>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.	Attract niche restaurants that provide more diverse food options.	Creation of a food and wine festival (“A taste of” or picnic).	Help attract and maintain a reliable labor force.
Repeat Annual Responsibilities			
<p>Table on Main Wassail Fest Build out of the Downtown Bastrop Microsite to include a detailed list of restaurants, bakeries, etc. under the “Eat” tab. Continue to highlight our unique dining experiences downtown.</p>			

Transformation Strategy: Food and Entertainment Destination

Goal 1:
 Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.

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: Food and Entertainment Destination

Goal 2:

Attract niche restaurants that provide more diverse food options.

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: Food and Entertainment Destination

Goal 3:
Creation of a food and wine festival ("A taste of" or picnic).

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: Food and Entertainment Destination

Goal 4: Help attract and maintain a reliable labor force.

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 2: Family-Friendly, Family-Focused

Why?

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Repeat Annual Responsibilities

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Transformation Strategy: Family-Friendly, Family-Focused	
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: Family-Friendly, Family-Focused

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: Family-Friendly, Family-Focused	
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: Family-Friendly, Family-Focused

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

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
April 12, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, April 12, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Stephanie Lewis, Sonya Cote, Rhonda Gannon, Kari Sneed, and Shawn Pletsch. Also present: Council Liaison Jimmy Crouch, City Manager Sylvia Carrillo, and Main Street Program Director Candice Butts.

1. CALL TO ORDER: At 5:34pm and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS:

Sylvia Carrillo spoke to a Main Street Ad Hoc Committee that was formed which consist of Downtown business owners who share concerns regarding wayfinding signage, development services processes, and other signage needs. The group met on March 31st at the Lost Pines Art Center with 10 businesses in attendance. A report will be added to the Main Street agenda for a representative to provide an update to the board on future meetings and work on collaborative points.

3. ANNOUNCEMENTS:

- April 1- April 29: The Museum & Visitor Center will have a special exhibition on Family Crisis Center Sexual Assault Survivors
- April 14: Texas State Official Our Little Miss Competition at Bastrop Convention Center
- April 14- April 30: Little Women at the Bastrop Opera House e
- April 17: BrainWell Psychiatry Ribbon Cutting at 4:00pm at 909 Pecan Street
- April 19: EESystem Healing Center of Bastrop Ribbon Cutting at 4:00pm at 1001 Chestnut Street, Ste A
- April 22: Central Texas Walking Art Tour 11:00am – 7:00pm through Downtown Bastrop
- April 23: Table on Main from 6:30pm-10:00pm
- April 29: MS150
- April 29: Spring Fest at Fisherman's Park from 11:00am-5:00pm
- April 30-May 6: National Small Business Week
- May: National Preservation Month
- May 4: Farm Street Opry at the Bastrop Convention & Exhibit Center
- May 5: Main Event's First Friday Art Walk
- May 6: Events on Main's Market Days
- May 6: Mayfest at the Lost Pines Art Center from 11:00am – 5:00pm
- May 6: Art After Dark at the Lost Pines Art Center from 6:00pm-8:00pm
- May 20: Yesterfest 10:00am to 4:00pm on Pine Street and Water Street
- May 27: March for Jesus Downtown 9:00am -11:00am will begin at Fisherman's Park and end at the Courthouse lawn

4. REPORTS:

4A: Main Street Manager Report: Bearded Baking Company received a CO. May is preservation month and Candice is working with the Bastrop County Museum and Visitor Center on a Preservation Month exhibit, video, and downtown scavenger hunt. Candice

provided Civic Brand's social media report and announced new social media management firm Lancaster Solutions, a local firm, was selected through a RFP process. A report was also received from Civic Brand on recommendations for the Downtown Microsite. The Design Committee will be working to develop those recommendations further.

4B. Table on Main Committee Report: Less than 1.5 weeks away (Sunday, April 23, 2023) and keeping a close eye on the weather because of rain chance. Planning is going well and excited about the collaboration from all the Downtown businesses with several new businesses involved this year.

4C. Design Committee Report: Remaining bike racks were installed Downtown. Committee is working on a strategy for crosswalk mural touchup.

5. PRESENTATIONS: NONE

6. WORKSHOP:

6A. Main Street District Townhall: Board discussed layout of the Convention Center and agenda for the evening. It was decided to have survey boards for attendees to make the evening interactive. There will be light food and drinks. The board also discussed using left over alcohol donations from Table on Main that evening.

Main Street 2023-24 Workplans: The Board created its why statement and selected four goals for the Food and Entertainment transformation strategy. The why statement is "*Downtown Bastrop is a food destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining options Bastrop has to offer (eliminating the "there's nothing to eat here" mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.*" The goals include: (1) Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer, (2) Attract niche restaurants that provide more diverse food options, (3) Creation of a food and wine festival ("A taste of" or picnic event), and (4) Help attract and maintain a reliable labor force.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from March 8, 2023: Shawn Motioned to approve the meeting minutes and Steph seconded the motion. Approved without objection.

7B. Recommendation to the Mayor to fill board vacancy: Shawn made a motion to recommend Ron Castaneda to the Main Street Advisory Board. Rhonda seconded the motion. Approved without objection.

Kari Sneed addressed that she had been considering resigning from the board due to the additional needs of opening her second business Downtown. The board expressed if she did so to recommend Kevin "Lippy" Mawby to fill the vacancy since he also applied to the board.

8. ADJOURNMENT: The meeting was adjourned at 7:45pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager