

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



October 12, 2022

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. Alternately, if you are unable to attend the Board/Commission meeting, you may complete a citizen comment form with your comments at www.cityofbastrop.org/citizencommentform at least two hours before the meeting starts on the requested date. Comments submitted by this time will be given to the Board/Commission during the meeting and included in the public record, but not read aloud. 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. Design Committee Report
- 4C. Downtown Engagement Committee Report
- 4D. Sponsorship Committee Report

5. PRESENTATIONS

6. WORKSHOP

- 6A. Phase 3 of the Heritage Bench Program
- 6B. Main Street Businesses Block Representatives

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- [7A.](#) Consider action to approve recommendation for installation of two crosswalk murals on Main Street as presented by the Main Street Advisory Board's Design Committee.
- [7B.](#) Consider action to approve the meeting minutes from the September 14, 2022 meeting.
- 7C. Future Agenda Items

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: October 7, 2022 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Rebecca Gleason
Rebecca Gleason, Assistant City Manager



STAFF REPORT

MEETING DATE: October 12, 2022

TITLE:

Events in the Main Street District

AGENDA ITEM SUBMITTED BY:

Candice Butts, Community Impact Manager

UPDATES:

Below are events in the Main Street District in October and November:

- October 14 - October 30: Misery at the Bastrop Opera House
- October 14: Recreation's Party in Pink in Bob Bryant Park from 4:30pm – 8:00pm
- November 3: Farm Street Opry
- Hopewell Rosenwald 100-year Anniversary Celebration
 - November 4
 - At 7pm the Bastrop Opera House will have a Documentary Screening with Speaker "Rosenwald: The Remarkable Story of Jewish Partnerships with African American Communities" (Free event)
 - November 5
 - At 10am the Hopewell Rosenwald School will have an open house with outdoor activities.
 - At 7pm the Bastrop Opera House will have a live production telling the Hopewell Rosenwald School story through various artist performances.
- November 4: Main Events First Friday Art Walk
- November 4: Youth Advisory Council Mural at 1112 Main Street Ribbon Cutting time is TBD
- November 4: Installation of the Main Street Crosswalk Murals
- November 5: Art Fest at the Lost Pines Art Center from 11am-5pm
- November 5: Movies in the Park: Homeward Bound
- November 11 and 12: Veteran's Day Car Show
- November 26: Small Business Saturday and Wassail Fest from 11am-3pm
- November 26: Christmas Tree Lighting in Fisherman's Park from 6pm - 8pm



STAFF REPORT

MEETING DATE: October 12, 2022

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: Silver Creek Collections opened in the R. A. Green Mercantile building. They specialize in unique retail items ranging from fashion jewelry to handbags.

Texas Downtown Association Conference: The Annual TDA Conference is November 1-4, 2022, in San Marcos. The conference will explore successful redevelopment projects and programs and also provides networking opportunities with other downtown professionals and champions from across the state. To register go to this link: <https://texasdowntown.org/programs/texas-downtown-conference>

City Manager Hired: Ms. Sylvia Carrillo began her role as Bastrop City Manager on October 3, 2022.

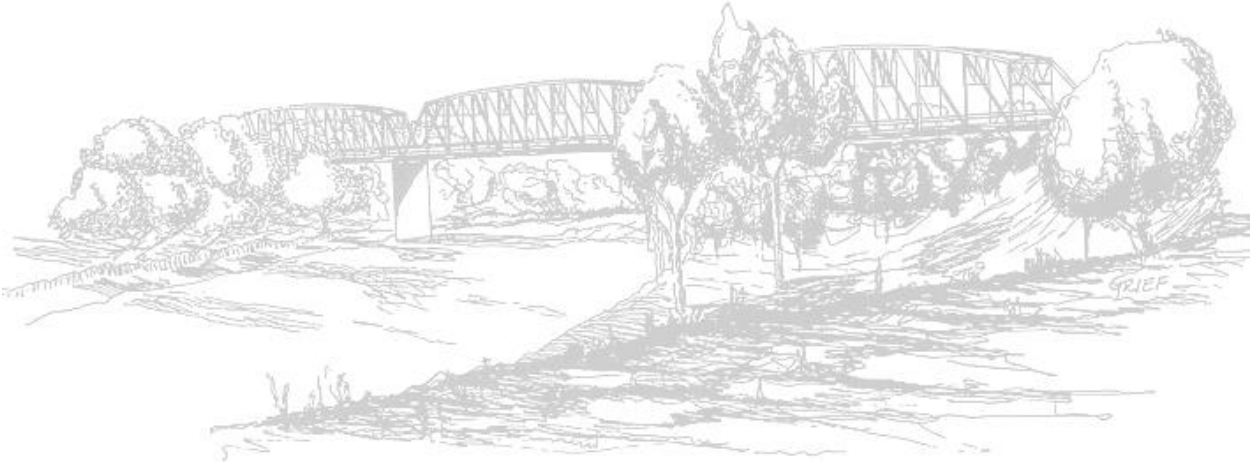
BEDC Report Presentation: The Main Street Program will be giving an update to the Bastrop Economic Development Corporation. The date is still being determined. This report will highlight how the \$50,000 BEDC funds were budgeted for the current fiscal year along with programming and events.

Parks and Recreation Master Plan: The Parks & Recreation Master Plan will be awarded at the October 25, 2022 council meeting. The Main Street Advisory Board will need to pick an ambassador that is passionate about connecting our parks to downtown to represent the board and help collect engagement.

Civic Brand: Civic Brand will take over our social media beginning October 14, 2022. Over the next 90 days, the group will build a social media strategy and determine the voice of downtown through work with our partners. Also, it will develop a system for our small businesses to connect to our social media channels.

Décor IQ Lighting: City Council allocated additional funds to the holiday lighting contact after presented with the Retail Coach's cell phone data report from last year's lighting. Last year, the River of Lights attracted over 21.1K people between November 26, 2021, and January 1, 2022.

This will mean increased activations in the Downtown as well as in Fisherman's Park and along the river walk.



Crosswalk Epic

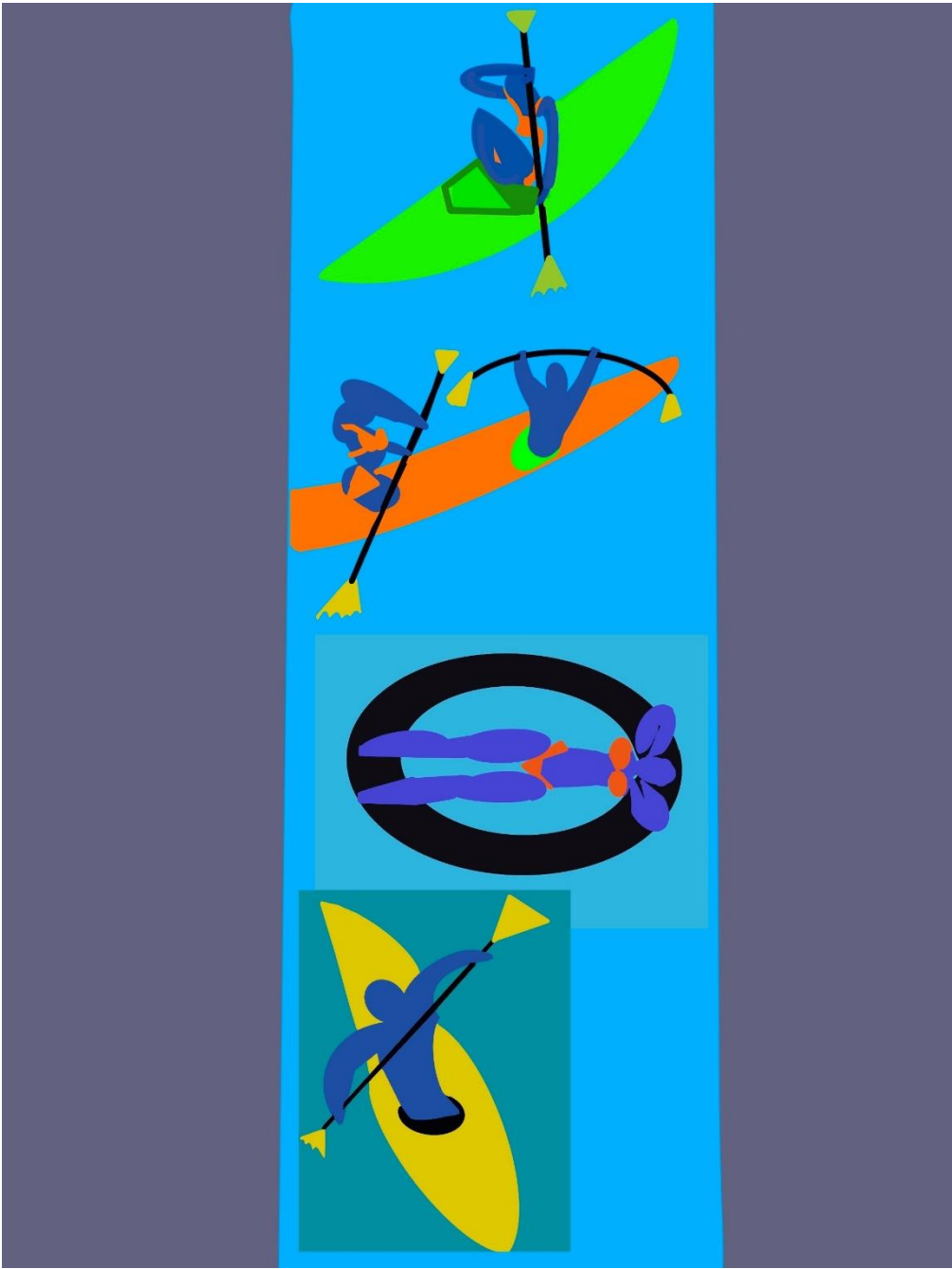
Janus Lee



Honeysuckle Crossing

Notes from Design Committee: Make the Honeysuckle yellow

Jeffery Stayton



The Great Outdoors of Bastrop

Notes from Design Committee: Each square to be a different water activity that people would do in Bastrop. Keep a tuber add a canoer, kayaker, and paddle boarder.

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
September 14, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, September 14, 2022 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, and Shawn Pletsch. Also present: Main Street Program Director Rebecca Gleason and Community Impact Manager Candice Butts.

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

2. CITIZEN COMMENTS: No citizen comment.

3. ANNOUNCEMENTS:

3A: September 21: BHS Homecoming Parade on Main Street 6:00pm-7:00pm

3B: September 21: Our Bastrop: Fire Department and Emergency Management at City Hall from Noon until 1:00pm

3C: September 21: The Gathering at the Bastrop Opera House from 6:00pm – 8:00pm

3D: September 22-25: Bastrop Music Festival

3E: September 29: SCORE Workshop: 2022 Year-End Tax Planning for Your Business free webinar.

3F: October 1: Art After Dark at the Lost Pines Art Center from 6:00pm – 8:00pm

3G: October 1: Boo Bash in Fisherman’s Park from 5:00pm – 10:00pm

3H: October 6: Farm Street Opry at the Bastrop Convention Center show starts at 7:00pm

3I: October 7: Main Street Advisory Board Crosswalk Mural Installation on Main Street beginning at 3:00pm

3J: October 7: Main Event’s First Friday Artwalk from 6:00pm – 8:00pm

3K: October 8: Hey Pumpkin – Watercolor Workshop at the Lost Pines Art Center 10:00am – 4:30pm. Registration is \$120.

3L: October 8: Event on Main Market Days on Main Street 11:00am – 4:00pm

3M: October 8 and 9: World of Dreams event at the Performing Arts Center

3N: October 14: Recreation’s Party in Pink in Bob Bryant Park from 4:30pm – 8:00pm

3O: October 19: Our Bastrop: Police Department at City Hall from Noon until 1:00pm

4. REPORTS:

4A: Main Street Manager Report: There were no new businesses for month of August. Plans are being finalized for the Board Retreat, happening on September 20, 2022. The rough schedule was discussed. Retail Coach will be presenting, with THC

Main Street and Taylor Main Street Manager. The Texas Downtown Association Conference will be in November. 2 businesses have been nominated for awards. Store House was nominated to the TDA President Award for the Best Downtown Business to recognize the positive impact Store House has brought to the Downtown district. The Painted Porch was nominated for Best Commercial Interior.

The new City Manager was hired, Sylvia Carrillo.

The BEDC has hired a new director and asked to push the Main Street presentation until after they start, possibly October.

Visit Bastrop and the City Council held the annual Joint Workshop to review this year's fulfillment of their contract. Noted that Visit Bastrop asked Council to be a visible resource to visitors when they arrive to Downtown as marketing experts. Council advised the City to begin discussions with Visit Bastrop to determine what that should look like. It is unknown what that could mean for the Main Street Board. The annual Boards and Commissions ethics training will be September 26th at 5:30p. The annual Boards and Commissions Banquet will be October 3rd at 6:00p. The Board needs an updated photo and headshots, stay tuned for scheduling.

5. PRESENTATIONS:

5A. Presentation from Design Committee on the Crosswalk art call: The Design Committee received a number of submissions and have narrowed it down to 3 artists. Some are being asked to make some minor adjustments before making the final selection.

5B. Presentation on Downtown Engagement Committee Workplan: Downtown Engagement working on Lost Pines Christmas. Wassail Fest will be happening again this year on Small Business Saturday to kick off the holiday season. Second Saturday of December will be Lost Pines Christmas day of activities. Would like to bring in partners to activate entire downtown area prior to parade, including potentially closing the street.

5C. Presentation on Design Committee Workplan: Design Committee working on Bastrop in Bloom and crosswalk project. Waiting for soil to arrive to start planting in planters.

6. WORKSHOP:

6A. 2023 Main Street Sponsorship Packages: Board reviewed sponsorship brochure outlining all sponsorship levels/packages. Ready to distribute after 1 photo swap.

7. ITEMS FOR INDIVIDUAL CONSIDERATION: Consider approving Meeting Minutes from July. Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 6:27pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Rebecca Gleason, Assistant City Manager