

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



July 10, 2024

Agenda - 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 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. REPORTS

3A. Heritage Bench Update

3B. Crosswalk Mural Update

3C. Boards & Commission Fair (July 22nd 4 - 6 pm)

4. PRESENTATIONS

[4A.](#) Budget

5. WORKSHOP

[5A.](#) Committee Selection

6. ITEMS FOR INDIVIDUAL CONSIDERATION

6A. Veteran Car Show (November 8th & 9th)

[6B.](#) Nominating Committee

[6C.](#) Bylaws

7. MINUTE APPROVAL

[7A.](#) Consider action to approve the June 12, 2024 meeting minutes

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: July 3rd, 2024 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Elisa Puentes

Elisa Puentes, Executive Administrative Assistant

Community Engagement

ACCOUNT ID	Dept Descriptor	Description	2024 Budgeted	FY25 (In Progress) Sub-lines	FY25 (In Progress)	Notes
101-07-00-5403		Fire Alarm Monitoring		\$850		
101-07-00-5403		Security Alarm City Hall		\$3,200		
101-07-00-5505		PROFESSIONAL SERVICES	\$13,000		\$13,000	
101-07-00-5505		IT Service Consultant		\$7,000		
101-07-00-5505		IT Network/Security Consultant		\$6,000		
101-07-00-5515		UNIFORMS	\$750		\$1,500	
101-07-00-5515		Uniforms Shirts		\$360		
101-07-00-5515		City Logo Jacket		\$400		
101-07-00-5515		City Logo		\$240		
101-07-00-5515		Employee Shirts		\$500		
101-07-00-5595		VEHICLE/EQUIP REPLACEMENT FEE	\$37,987		\$37,987	
101-07-00-5605		TRAVEL AND TRAINING	\$7,000		\$13,000	
101-07-00-5605		TAGITM Conference		\$4,000		
101-07-00-5605		ArcGIS Conference		\$3,000		
101-07-00-5605		Training/Certifications and Material		\$6,000		
101-07-00-5615		DUES, SUBSCRIPTIONS AND PUB.	\$700		\$700	
101-07-00-5615		TAGITM Membership		\$500		
101-07-00-5615		iMazing subscription		\$200		
101-07-00-6000		CAPITAL OUTLAY	\$0		\$234,000	
101-07-00-6000		Data Center backup batteries		\$18,000		
101-07-00-6000		Virtual servers host replacement		\$96,000		
101-07-00-6000		Virtual Servers storage replacement		\$120,000		
101-08-10-5101	Community Engagement	OPERATIONAL SALARIES	\$36,055		\$41,965	1/2 of Main Street Mgr Salary
101-08-10-5116		LONGEVITY	\$294		\$366	
101-08-10-5150		SOCIAL SECURITY	\$2,759		\$3,141	
101-08-10-5151		RETIREMENT	\$4,548		\$5,577	
101-08-10-5155		GROUP INSURANCE	\$3,398		\$5,335	
101-08-10-5156		WORKER'S COMP	\$435		\$172	
101-08-10-5201		SUPPLIES	\$1,650			
101-08-10-5203		POSTAGE	\$25			
101-08-10-5206		OFFICE EQUIPMENT	\$1,000			
101-08-10-5230		FORMS PRINTING	\$1,250			
101-08-10-5401		COMMUNICATIONS	\$3,000		\$5,000	
101-08-10-5403		UTILITIES	\$1,000			
101-08-10-5505		PROFESSIONAL SERVICE	\$9,640		\$8,000	
101-08-10-5505		OT for Special Events	\$8,000	\$8,000		
101-08-10-5505		Newsletter service	\$900	\$0		
101-08-10-5505		TBD	\$740	\$0		
101-08-10-5601		ADVERTISING	\$3,500			
101-08-10-5622		COMMUNITY EVENT SUPPORT	\$95,000		\$91,500	
101-08-10-5622		Mardigra Event	\$25,000	\$0		Mardi Gras is in
101-08-10-5622		Christmas Lighting	\$0	\$0		
101-08-10-5622		Fireworks	\$30,000	\$35,000		
101-08-10-5622		Homecoming	\$25,000	\$20,000		
101-08-10-5622		Juneteenth	\$15,000	\$20,000		
101-08-10-5649		RECREATION PROGRAMS	\$16,500	\$16,500		
101-08-10-5690		COMMUNITY SUPPORT	\$164,090		\$154,000	See Outside
101-08-85-5101	Communications	OPERATIONAL SALARIES	\$210,651		\$216,000	
101-08-85-5116		LONGEVITY	\$1,080		\$1,260	
101-08-85-5150		SOCIAL SECURITY	\$16,116		\$15,714	
101-08-85-5151		RETIREMENT	\$26,488		\$28,706	
101-08-85-5155		GROUP INSURANCE	\$29,103		\$32,010	
101-08-85-5156		WORKER'S COMP	\$576		\$886	
101-08-85-5201		SUPPLIES	\$1,000		\$1,000	
101-08-85-5206		OFFICE EQUIPMENT	\$5,000		\$5,000	
		EQUIPMENT/SOFTWARE				
101-08-85-5320		MAINTENANCE	\$9,000		\$0	
101-08-85-5401		COMMUNICATIONS	\$3,000			

General Fund

Item 4A.

501-85-75-5345	General Repairs	\$5,000.00	\$5,000.00		
501-85-75-5346	GROUPS MAINTENANCE	\$20,000.00		\$23,000.00	
501-85-75-5346	Ground Maintenance Contract	\$12,000.00	\$15,000.00		
501-85-75-5346	Irrigation	\$8,000.00	\$8,000.00		
501-85-75-5401	COMMUNICATIONS	\$24,000.00		\$24,000.00	
501-85-75-5403	UTILITIES	\$23,100.00		\$23,100.00	
501-85-75-5505	PROFESSIONAL SERVICES	\$28,000.00		\$35,000.00	
501-85-75-5505	Graphic Design	\$3,000.00	\$10,000.00		
501-85-75-5505	Photo Assets	\$5,000.00	\$5,000.00		
501-85-75-5505	Entertainment	\$20,000.00	\$20,000.00		
501-85-75-5507	CREDIT CARD PROCESSING	\$3,500.00		\$0.00	
501-85-75-5515	UNIFORMS	\$500.00		\$800.00	
501-85-75-5540	PROPERTY AND LIAB INS	\$6,500.00		\$6,500.00	
501-85-75-5560	ADMIN SUPPORT	\$215,083.00		\$215,083.00	
501-85-75-5570	EQUIPMENT RENTAL	\$7,500.00		\$7,500.00	
501-85-75-5601	ADVERTISING	\$16,500.00		\$16,500.00	
501-85-75-5601	Chamber Ad	\$2,000.00	\$2,000.00		
501-85-75-5601	Best of Bastrop	\$2,000.00	\$0.00		
501-85-75-5601	Farm Street Opry	\$8,500.00	\$8,500.00		
501-85-75-5601	Brochure Printing	\$2,000.00	\$2,000.00		
501-85-75-5601	General Advertising	\$2,000.00	\$4,000.00		
501-85-75-5605	TRAVEL AND TRAINING	\$4,000.00		\$6,000.00	
501-85-75-5615	DUES, SUBSCRIPTIONS AND PUB.	\$2,000.00		\$2,000.00	
501-85-80-5101	OPERATIONAL SALARIES	\$117,225.00		\$82,227.53	HOT Fund
501-85-80-5116	LONGEVITY	\$180.00		\$100.00	
501-85-80-5117	OVERTIME	\$0.00		\$0.00	
501-85-80-5150	SOCIAL SECURITY	\$8,969.00		\$6,178.00	
501-85-80-5151	RETIREMENT	\$14,688.00		\$10,928.00	
501-85-80-5155	GROUP INSURANCE	\$19,402.00		\$21,340.16	
501-85-80-5156	WORKER'S COMP	\$0.00		\$2,368.00	
501-85-80-5201	SUPPLIES	\$4,300.00		\$4,300.00	
501-85-80-5203	POSTAGE	\$100.00		\$100.00	
501-85-80-5230	FORMS	\$7,500.00		\$7,500.00	
501-85-80-5230	Downtown Guide	\$0.00	\$0.00		
501-85-80-5230	Tool Kit Printing	\$2,500.00	\$2,500.00		
501-85-80-5230	General Printing	\$5,000.00	\$5,000.00		
501-85-80-5401	COMMUNICATIONS	\$900.00		\$900.00	
501-85-80-5505	PROFESSIONAL SERVICES	\$195,000.00		\$165,000.00	
501-85-80-5505	not detailed out	\$45,000.00	\$15,000.00		
501-85-80-5505	Downtown Master Plan	\$150,000.00	\$150,000.00		
501-85-80-5560	Administrative Support	\$15,587.00		\$15,587.00	
501-85-80-5601	ADVERTISING	\$53,250.00		\$53,250.00	
501-85-80-5601	Local Advertising	\$7,750.00	\$7,750.00		
501-85-80-5601	Contractor Advertising/Placemaking	\$40,000.00	\$40,000.00		
501-85-80-5601	Event Advertising	\$5,000.00	\$5,000.00		
501-85-80-5601	Social Media Boosts	\$500.00	\$500.00		
501-85-80-5602	PROMOTIONAL ACTIVITIES	\$14,500.00		\$5,500.00	
501-85-80-5602	Sub-line Item 1	\$9,000.00	\$0.00		
501-85-80-5602	Downtown Giveaways	\$3,000.00	\$3,000.00		
501-85-80-5602	Partner Appreciation	\$500.00	\$500.00		
501-85-80-5602	Volunteer Appreciation	\$500.00	\$500.00		
501-85-80-5602	Business Appreciation	\$1,000.00	\$1,000.00		
501-85-80-5602	Employee Appreciation	\$500.00	\$500.00		
501-85-80-5604	BUSINESS DEVELOPMENT	\$3,000.00		\$3,000.00	
501-85-80-5604	Main Street Board Training	\$1,500.00	\$1,500.00		
501-85-80-5604	Main Street Academy	\$1,500.00	\$1,500.00		
501-85-80-5605	TRAVEL AND TRAINING	\$6,250.00		\$6,250.00	

501-85-80-5615	DUES AND SUBSCRIPTIONS	\$2,010.00		\$2,010.00	
501-85-80-5620	SPONSORED EVENTS	\$35,500.00		\$85,500.00	
501-85-80-5620	Table on Main	\$25,000.00	\$25,000.00		
501-85-80-5620	Downtown Photo Opportunities	\$3,000.00	\$3,000.00		
501-85-80-5620	Lost Pines Christmas	\$7,500.00	\$12,500.00		
501-85-80-5620	Mardi Gras		\$45,000.00		
501-85-80-5920	DOWNTOWN BEAUTIFICATION	\$33,500.00		\$18,500.00	
501-85-80-5920	Pocket Parks	\$5,000.00	\$5,000.00		
501-85-80-5920	Design Committee	\$5,000.00	\$5,000.00		
501-85-80-5920	Seasonal Flowers	\$0.00	\$0.00		
501-85-80-5920	Flag Replacements	\$0.00	\$0.00		
501-85-80-5920	Planters	\$8,500.00	\$8,500.00		
501-85-80-5920	Crosswalk Murals	\$15,000.00	\$0.00		
501-86-00-5203	FORMS PRINTING	\$2,000.00		\$2,000.00	
501-86-00-5320	MAINTENANCE OF EQUIP	\$5,000.00		\$5,000.00	CAC
501-86-00-5320	Art Cleaning	\$5,000.00	\$5,000.00		
501-86-00-5505	PROFESSIONAL SERVICES	\$5,000.00		\$5,000.00	
501-86-00-5505	Promotion	\$5,000.00	\$5,000.00		
501-86-00-5540	INSURANCE	\$2,500.00		\$2,500.00	
501-86-00-5540	Insurance Deductible	\$2,500.00	\$2,500.00		
501-86-00-5561	CONTRACTED SERVICES	\$40,000.00		\$40,000.00	
501-86-00-5561	Iconic Art	\$25,000.00	\$25,000.00		
501-86-00-5561	Mini-Grants	\$15,000.00	\$15,000.00		
501-86-00-5601	ADVERTISING	\$0.00		\$0.00	
501-86-00-5667	SPECIAL PROJECTS	\$1,000.00		\$1,000.00	
501-86-00-5667	The Gathering	\$1,000.00	\$1,000.00		
501-87-00-5403	UTILITIES	\$3,296.00		\$3,296.00	

Total Revenue		\$3,958,000.00
Expenses		
Organizational		\$2,548,731.00
Convention Center		\$854,241.34
Main Street		\$490,538.69
Cultural Art		\$55,500.00
Rodeo		\$3,296.00
		<hr/>
		\$3,952,307.03
		\$ 5,692.97

Propose the following adjustment to Professional Services:

55k - General Maintenance (power washing, clean-up, etc)

25k - Social Media (Manager, Influencer)

15k- Website... I know this one is kind of up in the air with Visit Bastrop, but I don't feel like that website houses everything that I would like included such as business resources, a landing page for property available in downtown, listing our volunteer opportunities out, etc. not just events. That website also only really lists restaurants and retail but doesn't list out our service-based businesses.

15k - Main Street America Transformation Strategy Visit (this is like a micro master plan done by MSA which I think will give us a solid direction for Historic Preservation efforts and our Tourism focus)

10k- Graphic Design

10k - Photo/Video

10k - Miscellaneous

5k- "Pop up Park" needs

20k - I am not sure if this should stay under Prof. Services or maybe transfer over to Downtown Beautification, but I would like to look into some creative solutions for downtown sidewalk dining.



DESIGN COMMITTEE GOAL: Create an inviting, inclusive atmosphere, celebrate historic character, and foster accessible, people-centered public spaces.

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

PROJECT / ACTIVITY: Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Wayfinding		7/1/2024	9/30/2024		
Sidewalk Dining (+EV)		7/1/2024	9/30/2024		
Design Guidelines (sidewalk use, signage, etc.)		7/1/2024	9/30/2024		
Sidewalk/Trails Connectivity		7/1/2024	9/30/2024		
TXDOT Signage		7/1/2024	9/30/2024		
Downtown Clean-up		7/1/2024	9/30/2024		
Downtown Lighting		7/1/2024	9/30/2024		
Address Public Bathrooms		7/1/2024	9/30/2024		
Historic Preservation Assesment		7/1/2024	9/30/2024		
			Budget:	0.00	

Annual/On-going Responsibilities:
Heritage Bench Program, Cultural Arts Commission, Flowers, Flags

Anticipated Results / Achievement Measure:

PROMOTION COMMITTEE GOAL: Market our districts defining assets, increase community engagement, communicate unique features through storytelling and support buying local.

Transformation Strategy #1: Create a Food/Experience Economy.

Transformation Strategy #2: Develop a more family-focused environment.

PROJECT / ACTIVITY: Year-long overview

TASKS NECESSARY TO COMPLETE PROJECT / ACTIVITY:	VOLUNTEER RESPONSIBLE	START DATE:	END DATE:	BUDGET:	Completed
Develop "Taste of Bastrop" or rework Table on Main		7/1/2024	9/30/2024		
Increased General Marketing/Advertising for Food/Entertainment	STAFF	7/1/2024	9/30/2024		
Wassail Fest (+EV)		7/1/2024	9/30/2024		
Increased Marketing/Advertising for Business Recruitment	STAFF	7/1/2024	9/30/2024		
Increased Marketing/Advertising of Recreational Assets	STAFF	7/1/2024	9/30/2024		
Sunday Event Programing (Partner with Parks & Rec)		7/1/2024	9/30/2024		
Encourage children's activities at Partnership Events (Big Bang, Halloween, Lost Pines Christmas, etc.)		7/1/2024	9/30/2024		
Encourage children's activities at Promoted Events (Yesterfest, Market days, etc.)		7/1/2024	9/30/2024		
Signature Events: Table on Main, Merry on Main, Big Bang?, Wassail Fest		7/1/2024	9/30/2024		
Parnership Events: Big Bang, Lost Pines Christmas, etc.		7/1/2024	9/30/2024		
Promoted Events: all other events hosted within downtown		7/1/2024	9/30/2024		
			Budget:	0.00	

Anticipated Results / Achievement Measure:

Annual/On-going Responsibilities:
Signature Events & Online Promotion



Bastrop Main Street Committee Opportunities

DESIGN: Creates a Sense of Place

Enhances the downtown's physical appearance while preserving its historic fabric and authentic character.

- Planning & implementing downtown beautification projects such as the benches, wayfinding, flower baskets and other annual plantings; includes coordination of Clean & Green event.
- Educating property owners about façade improvements and historic preservation.
- Encourage seasonal storefront decorating (i.e. special Christmas windows).
- Working with EV/Promotions Committee and City to help market vacant properties. Works with City of Bastrop & Public Works for changes in aesthetics of downtown (i.e. Christmas decorations; changes in street furniture; etc.).
- Public Art projects in partnership with the Cultural Arts Commission.

Likely candidates for this committee: architects, history buffs, real estate agents, property owners, city planners, landscapers, etc.

ECONOMIC VITALITY: Creates a Sense of Vitality

Strengthens the local economy by supporting the existing base, fostering entrepreneurship, development, strategic recruitment and use of space.

- Works with existing business owners to provide support and connect to resources as needed for their ongoing success.
- Works with existing business owners to identify any issues or concerns to doing business in the downtown and work to find resolution to those issues.
- Recruitment activities as needed and work with property owners to attract new businesses to Downtown Bastrop to fill vacancies.
- Develop and assist with recruitment/retention of Downtown Bastrop businesses.

Likely candidates for this committee: business owners, property owners, real estate agents, economic development partners, local financial institutes, data analyst, etc.



Bastrop Main Street Committee Opportunities

ORGANIZATION: Creates a Sense of Ownership

Brings the community together to build consensus & a common vision; develops partnerships that add resources and lead revitalization.

- Ensures adequate and diverse funding for Downtown Bastrop; works with Staff to develop annual partnership campaign and follow up needs.
- Works to develop a strong volunteer base for Bastrop Main Street to fill committee needs and event and operational support.
- Builds relationships with City leaders, business leaders outside of the downtown, and community members in general to build a common vision for the downtown in cooperation with the existing downtown businesses & property owners.

Likely candidates for this committee: business owners, property owners, residents, civic groups, accountants, volunteer specialist, grant writers, etc.

PROMOTION: Creates a Sense of Activity

Positions downtown as a center of activity, markets its unique assets and promotes its positive image.

- Assist with event planning and event execution
- Development of marketing assets and standardized “press kit” for downtown including, but not limited to, photo and video inventory, social media filters, and other graphic design.
- Development of annual marketing plan for Bastrop Main Street including social media campaigns, e-newsletters and website blogs, print media and other mediums as needed.
- Work with other Main Street committees to provide promotional support as needed.
- Identify and implement new ways to promote Downtown Bastrop.

Likely candidates for this committee: business owners, marketing/advertising professionals, graphic designers, event planners, journalist, downtown merchants, “action oriented” individuals, etc.

Bylaw Updates:

The Main Street Advisory Board is created and overseen by the City Council, and many items proposed relate to the board composition and requirements outlined in the **Bastrop Code of Ordinances Articles 1.02, 1.04, and 1.17**.

The intent of the Main Street Bylaws is spelled out in §1.17.001(b) which states:

The bylaws of the board shall address procedural issues, such as, but not limited to, quorum counts and required attendance by members, which bylaws shall conform with the Council's attendance requirements for the board members as set forth in this code, section 1.02.002(b), et seq. The bylaws shall fully outline member responsibilities and provide guidance for the participation of the ex-officio members, as well as regular members. Such by-laws are necessary to maintain the City of Bastrop Main Street Program's Accreditation as both a National Main Street and Texas Main Street member. To maintain the above accreditation, the program must maintain an active board of directors and committees with current by-laws that are to govern operational aspects of the board.

Approved Amendments:

1. Article V – Organization: You added a 75% attendance requirement, dictated for Main Street America accreditation.

- **OK.** This change is specifically permitted by §1.17.001(b) which recognizes outside organizational attendance requirements for accreditation.

2. Article VII – Committee: You changed the work plan development and approval from “January or February” to “July or August”.

- **No.** Board Work plans must be submitted for approval to the City Council on February 1st (§1.04.003(c)). This change conflicts with the relevant Ordinance provision.

Potential Amendments:

1. Article V – Organization: You would like to change Chair, Vice-Chair and Secretary elections from June to September to align with board member appointments.

- **OK, but after October 1 may be advisable.** Choosing officer elections to align with appointments makes sense and is legally permissible as a “procedural issue” outlined in §1.17.001(b). However, the Ordinance states that appointment ratifications don’t happen until October 1 (§1.04.001(a)(1)(E)). Holding officer elections some time after that date more aligns with your aim.

2. Article III – Board Membership: You want to add term limits to your bylaws: three-year term limits, with two consecutive terms allowable until a year off is required.

- **OK, but only because this is duplicative with the relevant Ordinance.** Board and Commission term limits are dictated by §1.04.002 and §1.17.001(a) and mirror your suggested changes. You can technically add these to your bylaws for clarity only, but solely because they are the same as the Ordinance provisions. You could not add terms different than the Ordinance into your bylaws. I suggest not adding this language only because if the City Council modifies the Ordinance, then you will also have to modify your Bylaws.

3. Adding a Residency Requirement: You'd like to add a requirement that members live within the city or county.

- **Residency requirement within the city limits/ETJ is already required by Ordinance.** §1.04.002(5) requires members to live within the city limits or ETJ (though this can be waived by the Mayor with good cause). You cannot add a requirement that conflicts with this requirement.

4. Appointing/Electing a Treasurer: You'd like to create a Treasurer position in your bylaws.

- **OK, but the bylaws should outline the role such that it does not conflict with internal City accounting practices. If this is desired, we should talk further about the limitations of the role.** There is nothing that legally restricts the creation of this role. However, my understanding is that the money here is the city's money, and that the role of the board is advisory only. As such, the "Treasurer" could only act as a liaison with the City's internal accounting role to better describe the budgets as prepared by the City and could not make fiscal determinations, more like a Fiscal Liaison. If this aligns generally with your intent for the role, we should talk further about drafting the functions of the role in the bylaws.

Adjustments to make:

- Motion to add attendance requirements
- Motion to adjust election of Officers to October
- No need to add board terms or residency requirement since they are already in place under City Ordinances
- Suggest moving forward with a Treasure position. This will act more as a report on spending and just keep everyone more up to date on financials. If agreed upon by the board, Michaele will continue conversations with attorney for verbiage and propose at August meeting.

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
June 12, 2024

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, June 12th 2024 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Kevin Mawby, Rhonda Gannon, Richard Smarzik, AnneMarie Schindler, Judith Magana, and Christopher Higgins. Also present: Council Member, Cynthia Meyer, City Staff- Michaela Joyce and Elisa Puentes.

1. **CALL TO ORDER- by J. Long @ 5:38 p.m. with a quorum**
2. **CITIZEN COMMENTS-None**
3. **MINUTE APPROVAL**
 - 3A. Consider action to approve the Main Street Advisory Board meeting minutes from the May 13, 2024 meeting: Motion to approve by Richard Smarzik and seconded by Rhonda Gannon
4. **ITEMS FOR INDIVIDUAL CONSIDERATION**
 - 4A. 2024 Election of Officers: Michaela discussed Officers Duties and election of officers to be moved match City's Election Cycle in October - this will be added to next MSAB Meeting Agenda. Also discussed Anne Marie Schindler will be leaving the Board after August MSAB Meeting.
 - 4B. Consider making the following amendments to the Bylaws of the City of Bastrop Main Street Program Advisory Board:
Article V - Organization (addition) 5. Board members cannot miss more than 75% of the regularly schedule monthly meetings. This would mean 3 meetings max may be missed.
Article VII Committees (update) 2. in July or August of each year, standing committee shall develop work plans and formulate priorities for the ensuing year. The Board shall consider and approve such priorities.
Motion to amend above items in bylaws by Richard Smarzik with second by Judith Magana - motion carries
Comments by Kevin Mawby with respect to Bylaws were as follows:
MSAB needs a Secretary/Treasurer, there should be a limit to be on Board not 10 year or no limit, people should have to live here to serve as a Board Member.
 - 4C. Proposal to move MSAB meetings back to second Wednesday of each month, time to remain at 5:30 - Discussion to change time to 6:00 pm instead to allow all to attend on time and not overlap other meetings members are involved in. Richard Smarzik motions to move MSAB meetings to second Wednesday of each month at 6pm with second by Rhonda Gannon. Motion carries
Starting July - Update Calendar Invite per Jennifer Long and send email of update to all members.

5. REPORTS

5A. Report on the Texas Main Street New Manager/Manager Retreat - San Angelo, by Michaela Joyce - Discussed Texas Main Street vs. America Main Street an guidance provided by each. Discussed Accredited vs. Affiliated. Texas Main Street site visits does not include Bastrop, TX. However, Main Street America will visit Bastrop and assist with and Accreditation Plan

5B. Michaela resume is included in MSAB binder as requested by Board in last meeting

6. PRESENTATIONS - None

7. WORKSHOP

7A. Review the new Main Street America Accreditation Assessment and our 2023 Accreditation Scores. Provided in MSAB binder for each member to look over

7B. Discuss the proposed Transformation Strategies and Committee Work Plans. Presented by Michaela Joyce Draft #1 Food Experience economy - what we currently have vs. Draft #2 Tourism Based Economy - what is recommended as preference. Homework requested is to pitch to the committee which you would want

8. ADJOURNMENT - The meeting was adjourned at 6:55 pm without objection.

/s/ Elisa Puentes
Elisa Puentes, Executive Administrative Assistant