

Bastrop Main Street Advisory Board Agenda
Bastrop City Hall City Council Chambers
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



September 22, 2025

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 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. MINUTE APPROVAL

3A. Approve August 19th Minutes

4. REPORTS

4A. Managers Report

4B. Bastrop Live!

4C. Board Trainings/Meetings

October Advisory Board Meeting – Begin reviewing Main Street America Accreditation

Texas Downtown Association Conference – November 3rd through 5th @
Waco, TX

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

5. COMMITTEE UPDATES

5A. Promotion

Boo Bash: October 31st, 2025, from 6 PM - 9 PM

Wassail Fest: November 29th, 2025, from 4 PM - 8 PM

Merry on Main: December 13th, 2025, from 10 AM - 3 PM

Lighted Christmas Parade: December 13th, 2025, from 6 PM - 8 PM

Mardi Gras: January 30th & 31st, 2026

5B. Design

5C. Economic Vitality

6. ITEMS FOR INDIVIDUAL CONSIDERATION

6A. Special Event Permit Open House & Fire Plug Unveiling Ceremony - October 10th, 2025

6B. Special Event Permit BHS Homecoming Parade 2025 - October 15th, 2025

6C. Special Event Permit El Camino Real de Los Tejas National Historic Trail Celebration - October 23rd, 2025

6D. Special Event Permit BAC Veterans Day Car Show 2025 - November 7th & 8th

6E. Discuss and decide on new standing Main Street Advisory Board Meeting times

7. 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: Monday, September 15th, 2025 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/Kaitlin de la Rosa
Kaitlin de la Rosa, Main Street Program Coordinator

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD

August 19, 2025

The Bastrop Main Street Advisory Board met in a regular meeting on Tuesday, August 19, 2025 at 6:00pm at Bastrop City Hall located at 131 Chestnut Street, Bastrop TX. Members present were: Jennifer Long, Heather Lyons, Rhonda Gannon, Jamie Howard, Kathryn Lang, Joseph Feminella, and Lindsay Kana. Also present: City Staff Michaela Joyce and Kaitlin de la Rosa.

- I. **CALL TO ORDER:** 6:03pm by Jennifer Long
- II. **CITIZEN COMMENTS:** Rhonda Gannon - There's a problem with downtown businesses regarding owners/employees parking in front of businesses where potential customers could park.
- III. **MINUTE APPROVAL:**
 - A. Motion to approve July 15, 2025 minutes made by Heather, seconded by Rhonda, and unanimously approved.
- IV. **REPORTS**
 - A. **Manager Report:** New "Discover Bastrop" department is in the hiring process. Bastrop Live Music: big marketing items are complete and we are live in other areas. Local ads/marketing is next. There are over 90 shows. Pull on local support to spread the word. In September we will start the convo for the Music Festival.
 - B. **Board Trainings/Meetings:** Small Business on 8/26 about accreditation. Texas Downtown Conference in Waco is 11/3 - 11/5. Board & Committee Banquet is 11/13 at 6pm. There will be an RSVP email coming from the City Secretary.
- V. **COMMITTEE UPDATES**
 - A. **Promotion Committee Update: Boo Bash** - 10/31, 6-9pm. There will be three check in locations. The library was removed. Two Downtown Bastrop tents will be set up, and we need volunteers. The only vendors making money are the

ones offering food. Estimated 50 businesses will be set up and gain exposure.

Wassail Fest will take place on 11/27. 350 people are interested on the FB Page. We can charge \$5 for a cup, OR get two cup sponsors. Main Street will close, Chestnut open. **Lighted Christmas Parade:** taking place on 12/13. "Merry on Main" is the morning of, as well as the Homes Tour the day of. The Homes Tour brings approx. 700 people into town. Should we move "Merry on Main" to 12/6 or 12/14? *It seems like more people would attend if it was moved and didn't conflict with The Homes Tour. Decision was made to move Merry on Main to 12/6 even though it's the same day as the Smithville Parade.

B. **Design: Historic District for Downtown** needs more leniency on signage.

African American Historical District - the location for this is in discussion. Meeting every three weeks to discuss next steps. Sylvia is joining the meetings to discuss wayfinding. **Overpass at Ferry Park** - should we liven this area up with a mural or something to grab attention? **Old Iron Bridge** - the kickoff ceremony happened and the locks are being preserved at the City. There will be a "lock pick up" day. The remaining locks will be placed in some sort of display.

C. **Economic Vitality:** The EDC is allocating money for a reinvestment grant.

Asking for updated water systems in town, and transformer upgrades. **Parking Study** - under works and the parking garage is on City Council's mind. The study will map out location and different scenarios.

VI. **ADJOURNMENT:** 7:03pm Rhonda.

Open House & Fire Plug Unveiling Ceremony

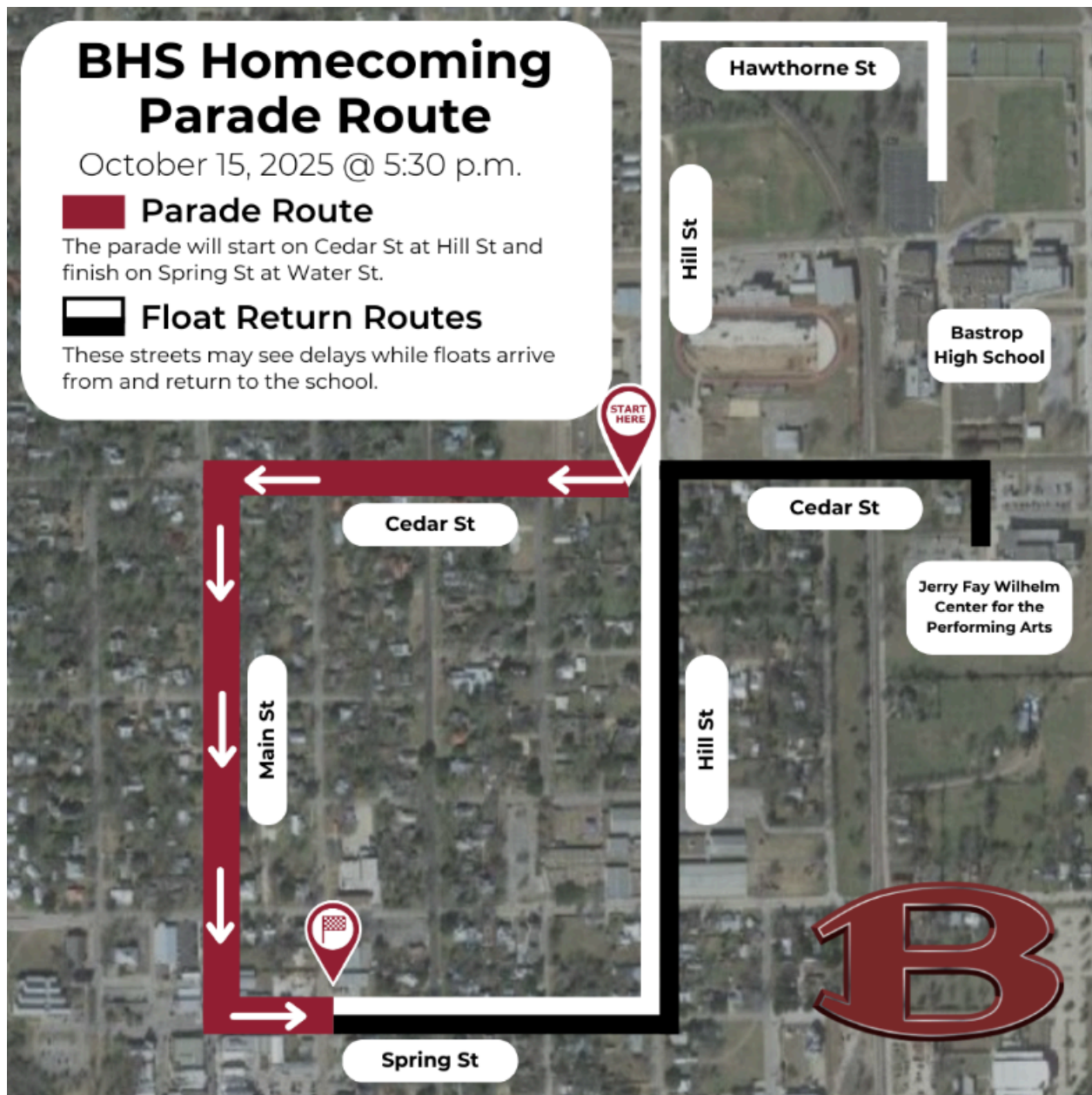
Description: We will be hosting an open house and having an unveiling ceremony for the oldest fire plug in the city.

Our guys will be cooking hamburgers & hot dogs. We'll have a snow cone vendor on site, fire station & truck tours, and a variety of kids activities provided by the rec center, and a few other vendors. We will also have a bounce house.



BHS Homecoming Parade 2025

Description: BHS Annual Homecoming Parade will take place on Wednesday, October 15th at 5:30 P.M. All sports teams, clubs, and community floats will be invited to participate.



El Camino Real de Los Tejas National Historic Trail Celebration

Description: We will be celebrating the city's designation as an official site on the El Camino Real de Los Tejas National Historic Trail with the following events in the open area in front of the Bastrop County Museum & Visitors' Center.

Afternoon outdoor activities will begin at 2:00 pm with:

1. Music with a small mariachi band
2. A small flamenco dancing group from a local high school
3. A historical skit

Evening outdoor events will begin at 5:30 pm with:

1. Unveiling of the official National Historic Trail signage & appropriate ceremonial speeches
2. A dramatic narrative describing the initial Spanish crossing of the Colorado River at what was to become Bastrop
3. Keynote speaker, Frank Huffman, will cover the de Los Tejas Trail influence on the history of Bastrop, the Museum, & the Visitor's Center

Food & drink will be available inside the Visitor Center Lobby, but none will be served on the street. The various activities will require audio support, which the Historical Society/ Visitors' Center will supply. Folding chair seating will be arranged along the front of the Museum, between the sidewalk tree line and the building.



BAC Veterans Day Car Show 2025

Description: Bastrop Area Cruisers “Heroes & Hot Rods” Veterans Weekend Cruise-In, Veterans Tribute Ceremony & Car Show on the weekend of Friday, Nov. 7th & Saturday, Nov. 8th, on Main Street and side streets located in Downtown Bastrop. The Car Show will have approximately 400 vehicles on the car show field, with an estimated 4,000 to 5,000 attending the event over the weekend, as spectators. Friday Cruise-in on Main St. starting at 5:00 pm to 10:00 pm, and the Saturday car show and parade starting at 7:30 am to 4:00 pm. The Car show parking is located on Main St.

