

# Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



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April 12, 2023

## Agenda - Main Street Advisory Board at 5:30 PM

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***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.***

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**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 District

**4. REPORTS**

4A. Main Street Manager Report

- 4B. Table on Main Report
- 4C. Design Committee Report

**5. PRESENTATIONS**

**6. WORKSHOP**

- 6A. Main Street Townhall Social
- 6B. FY 24 Workplans

**7. ITEMS FOR INDIVIDUAL CONSIDERATION**

7A. Consider action to approve the meeting minutes from the March 8, 2023 Main Street Advisory Board Meeting.

7B. Discussion and possible action for recommendation to the Mayor to fill Main Street Board vacancy.

**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](http://www.cityofbastrop.org) and said Notice was posted on the following date and time: April 5, 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:** April 12, 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 April and May:

- 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



# STAFF REPORT

**MEETING DATE:** April 12, 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: The Bearded Baking Company located at 1006 Main Street received a Certificate of Occupancy.

National Preservation Month: For National Preservation Month, Colin Guerra and I have been working with the Bastrop County Museum and Visitor Center to showcase a special exhibit for the month of May. The exhibit will feature information panels about the National Trust for Historical Preservation, historic photos of Downtown Bastrop, information on the creation of the Main Street Program, Main Street Program awards, along with before and after photos of the façade grant program. We are also working with the Museum & Visitor Center on revamping the Historic Downtown scavenger hunt. The goal is that this scavenger hunt will run all month long. Participants will return completed hunts to be entered in a weekly prize drawing. The scavenger hunt will be housed at the Museum & Visitor center. Lastly, we are working with the Communications Department to develop a Bastrop Preservation video that will be shared during the month and featured in the special exhibit at the Museum & Visitor Center.

Civic Brand 3-Month Social Media Report: Civic Brand's completed the social media study back in January and provided us with a social media strategy moving forward. The recommendations include:

- posting on the feed at least 3 times a week and on stories every 1-2 days
- content should be based evenly around user generated content, campaign content, owned "brand" content, and event/specials posts
- dedication of a quarterly budget to giveaways and promotions
- implement (at least quarterly) downtown business meetings to share social media tips and discuss upcoming events/potential posts.
- Invest in quality photography and videography. Edit content so that everything is cohesive and communicates the "vibe: of Downtown.
- Work with business owners and the general public to tag Downtown more often in their posts or post with the hashtag
- Continue the weekly round-ups
- Coordinate social content with Visit Bastrop and Explore Bastrop County

- Consider TikTok
- Ensure correct event listings

I've attached the social media report to this report.

Social Media Contractor: We have selected Lancaster Media Solutions – Valerie Lancaster as Downtown Bastrop's social media contractor through the RFP process. She has been briefed on Civic Brand's social media study feedback and has created a content calendar for posting. She began management of the Downtown Bastrop social media channels on March 20<sup>th</sup>.

Downtown Bastrop Microsite: In March, I met with Civic Brand and Visit Bastrop on the further development of the Downtown Bastrop Microsite. Civic Brand gave some recommendations for edits to make the Downtown Bastrop feel like a separate page from the Visit Bastrop site but also still fit cohesively with Visit Bastrop's overall design. The group also provided some verbiage for the subsite buildouts for the Eat, Play, Sip, and Shop portions of the site. The next steps for the project are to move forward with their recommended changes and get updated product photography and copy for the subsites. I've attached Civic Brand's recommendations to this report.



# Social Media Report

## Downtown Bastrop, TX

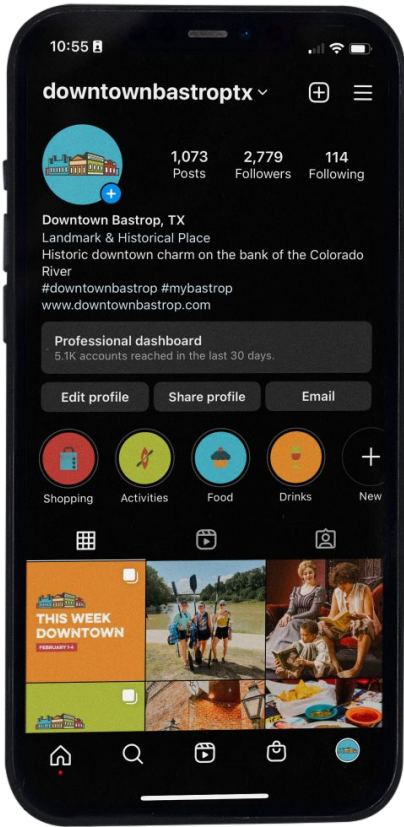
For time period NOV 2022 - JAN 2023

Last updated February 3, 2023

**CivicBrand**

RESULTS

INSTAGRAM



- Posted on feed 31 times (roughly every Monday, Wednesday and Friday)
- Shared 132 stories
- 622% increase in reach
- Increased following by 4.48%
- Implemented weekly round-up posts, story highlights and cleaned up branding



**622%**

increase in

**REACH**

compared to previous 3 months

**3,242%**

increase in

**ENGAGEMENT**

compared to previous 3 months

**4.8%**

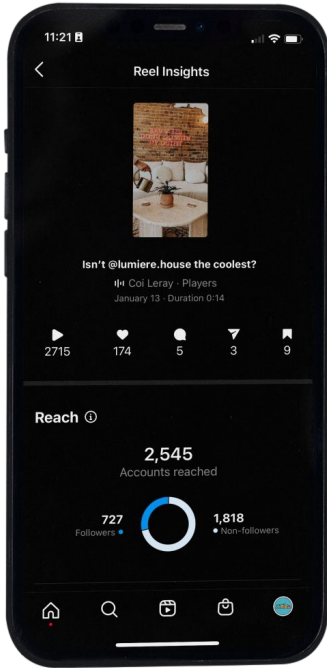
increase in

**FOLLOWERS**

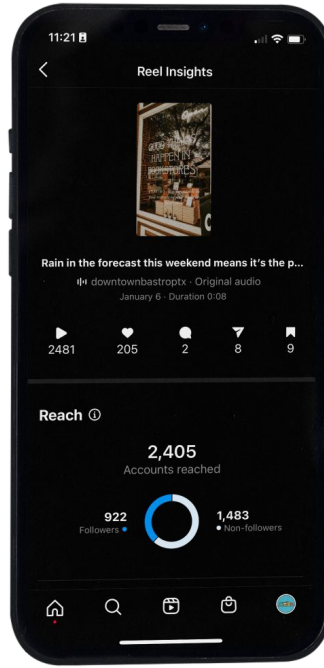
compared to previous 3 months

# TOP PERFORMING POSTS BY REACH

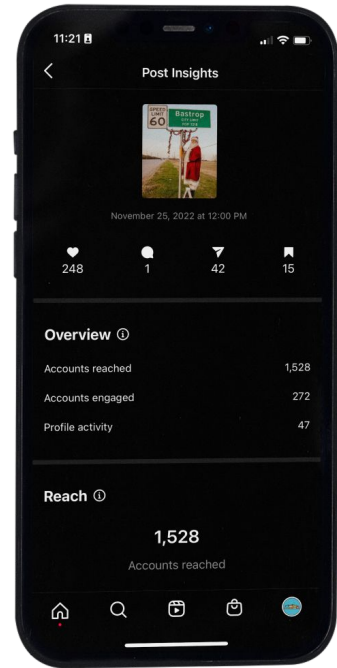
Item 4A.



**LUMIERE HOUSE REEL**  
January 13, 2023  
2,545 accounts reached



**THE PAINTED PORCH BOOKSHOP REEL**  
January 6, 2023  
2,405 accounts reached



**CHRISTMAS EVENTS**  
November 25, 2022  
1,528 accounts reached

### Median post reach per media type ⓘ

For posts created in the last 90 days

Videos



Images



Audio



Text



Links



### Median post reach per content format ⓘ

For posts created in the last 90 days

Reels



Other posts



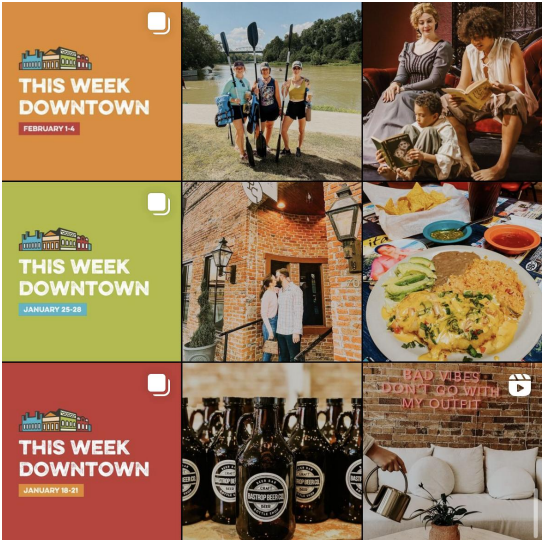
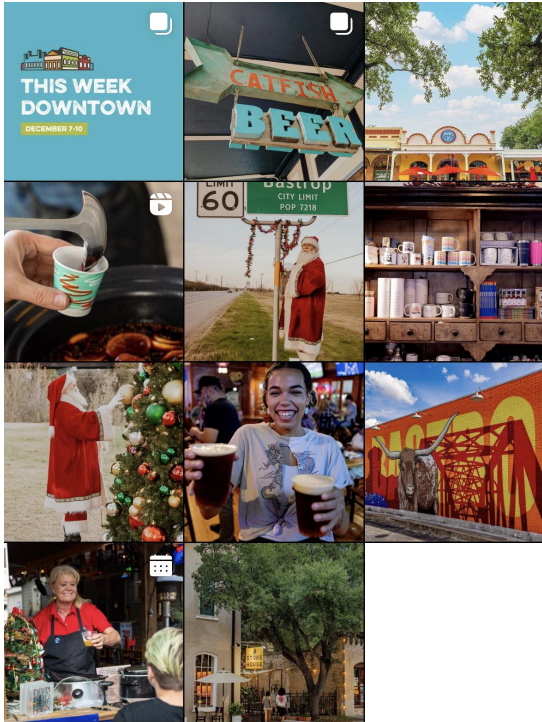
Carousel posts



Live posts



# POSTS



# STORIES

Item 4A.



RESULTS

FACEBOOK



- Posted on feed 21 times
- 1,300% increase in post reach
- 359 new page likes (a 223.4% increase)
- Worked to include more community and downtown business events on the Events tab

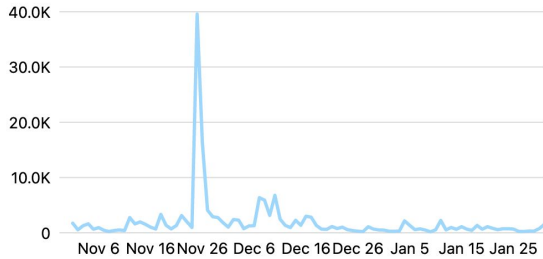
**143%**  
increase in  
**PAGE REACH**  
compared to previous 3 months

**148.6%**  
increase in  
**PAGE VISITS**  
compared to previous 3 months

**223.4%**  
increase in  
**PAGE LIKES**  
compared to previous 3 months

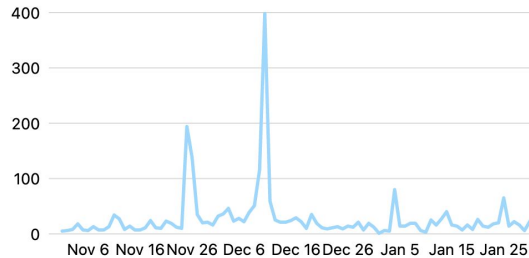
Facebook Page reach ⓘ

100,282 ↑ 143%



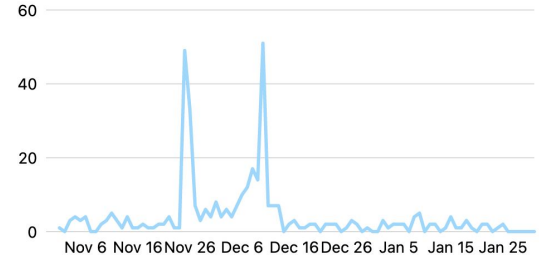
Facebook Page visits ⓘ

2,531 ↑ 148.6%



Facebook Page new likes ⓘ

359 ↑ 223.4%





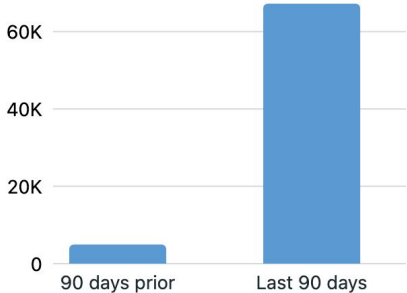
**1,300%**  
increase in  
**POST REACH**  
compared to previous 3 months

**285.4%**  
increase in  
**ENGAGEMENT**  
compared to previous 3 months

Post reach ⓘ

**67.2K** ↑ 1.3K%

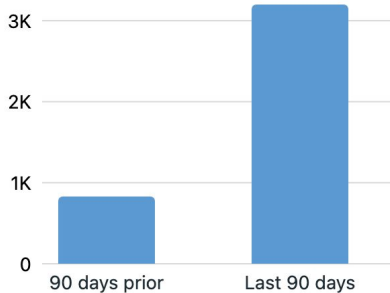
Total from last 90 days vs 90 days prior



Post reactions, comments and shares ⓘ

**3.2K** ↑ 285.4%

Total from last 90 days vs 90 days prior



# TOP PERFORMING POST

## Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

### Highest reach on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post reached **5,483%** more Accounts Center accounts (61,970 Accounts Center accounts) than your median post (1,110 Accounts Center accounts) on Facebook.

### Highest reactions on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post received **7,612%** more reactions (1,311 reactions) than your median post (17 reactions) on Facebook.

### Highest comments on a post ⓘ



Facebook post

Here's your Downtown Bastrop holiday weekend round up 🌟...

Nov 25, 2022, 1:00 PM

This post received **13,800%** more comments (139 comments) than your median post (1 comment) on Facebook.

# EVENTS ADDED

Item 4A.

## Events

[Upcoming](#) [Past](#)



THU, FEB 9 AT 6 PM MST AND 37 MORE  
**Trivial Pursuit**  
Bastrop Beer Co · Bastrop  
Event by Bastrop Beer Co



WED, FEB 8 AT 6 PM MST AND 37 MORE  
**BINGO**  
Bastrop Beer Co · Bastrop  
Event by Bastrop Beer Co



FRI, FEB 3 AT 6 PM MST  
**The Steph Cash Band**  
Copper Shot Distillery · Bastrop  
Event by Copper Shot Distillery



FRI, FEB 3 AT 6:30 PM MST AND 7 MORE  
**Steal Away Home**  
Bastrop Opera House · Bastrop  
Event by Bastrop Opera House



THU, FEB 9 AT 5 PM MST  
**Open Mic**  
809 Main St, Bastrop, TX 78602-3807,  
United States · Bastrop...



FRI, FEB 10 AT 6 PM MST  
**The Murdochs**  
Copper Shot Distillery · Bastrop  
Event by Copper Shot Distillery

## Events

[Upcoming](#) [Past](#)



SAT, JAN 28  
**Andrea Marie**  
Bastrop Beer Co · Bastrop  
Event by Bastrop Beer Co



SAT, JAN 28  
**Dom Cours & Company @ Copper Shc**  
Copper Shot Distillery · Bastrop  
Event by Copper Shot Distillery



SAT, JAN 28  
**Welcome Tim Hill & Paul Schlesinger I**  
Bastrop 1832 Farmers Market · Bastrop  
Event by Bastrop 1832 Farmers Market



SAT, JAN 21  
**North Of Luck**  
Event by Copper Shot Distillery



SAT, JAN 21  
**JW Riza performs this Saturday**  
Bastrop 1832 Farmers Market · Bastrop  
Event by Bastrop 1832 Farmers Market



SAT, JAN 14  
**Welcome Tim Hill & Paul Schlesinger I**  
Bastrop 1832 Farmers Market · Bastrop  
Event by Bastrop 1832 Farmers Market



SUN, JAN 15  
**Techies**  
Bastrop Opera House · Bastrop  
Event by Bastrop Opera House



FRI, JAN 6  
**Bastrop's Enchanted Market**  
Salon Arcanum · Bastrop  
Event by Salon Arcanum



SAT, DEC 10, 2022  
**Lost Pines Christmas Lighted Christmas**  
Downtown Bastrop · Bastrop  
Event by City of Bastrop TX - City...



SAT, DEC 10, 2022  
**Lost Pines Christmas Festival**  
Downtown Bastrop · Bastrop  
Event by City of Bastrop TX - City...



SAT, NOV 26, 2022  
**Wassail Fest & Small Business Saturd:**  
Downtown Bastrop · Bastrop  
Event by City of Bastrop TX - City...



SAT, NOV 12, 2022  
**16th Annual "Heroes & Hot Rods" Vet**  
Main St, Bastrop, TX 78602, United States -  
Bastrop...



TUE, JAN 31  
**Cornhole Tournament**  
Bastrop Beer Co · Bastrop  
Event by Bastrop Beer Co

NEXT STEPS

# RECOMMENDATIONS

## 1. **Post, post, post.**

We saw so much success because of consistent posting. On Instagram, we generally posted on the feed 3 times a week (with one of those posts being a round up of Downtown events), and on stories every 1-2 days. The more you post, the more reach and engagement you'll see, as long as the posts are high quality. **Posting more video content** will also improve your performance (the Instagram algorithm favors video).

Posting every day or every other day is, however, less important on Facebook, which really has become more of a way to share specific event information rather than general content.

Most social content will fall in one of these 4 buckets:

User generated content (UGC) — promotes sharing and a sense of community (aim for ~30-40% of posts)

Campaign content — raises awareness of contests, giveaways, etc. (aim for ~15-25% of posts)

Owned “brand” content — reinforces the brand feel and vibe (aim for ~20-30% of posts)

Event/specials posts — promotes upcoming events or business activities (aim for ~15-25% of posts)

## **2. Dedicate a quarterly budget to giveaways and promotions.**

Our team was never able to successfully coordinate a Downtown Bastrop giveaway with your team. Giveaways are great ways to support local businesses (by purchasing gift cards or other items to give away) and increase reach, followers and engagement. There should be a dedicated quarterly budget (~\$200-\$500) set aside for purchasing giveaway items and running ads on social.

## **3. Implement (at least quarterly) downtown business meetings to share social media tips and discuss upcoming events/potential posts.**

Use these meetings as a way to teach business owners how to create high-performing social content, how to make sure their events and other posts get shared on Downtown Bastrop pages, and more.

## **4. Invest in quality photography and videography. Edit content so that all everything looks cohesive and communicates the “vibe” of Downtown.**

Many downtown businesses have great photos/videos available on their website and/or social channels, but not every business. By investing in your own high quality photo/video, the Downtown Bastrop social channels won't have to rely as much on content shared by businesses and can also curate the content that will 1) perform the best, and 2) communicate the intended vibe of Downtown.

We also recommend a significant emphasis on creating high quality video content. Video performs much better than static images (as long as it is well produced and usually in portrait format).

## 5. **Work with business owners and the general public to tag Downtown more often in their posts or post with the hashtag.**

Over the course of the 3-month period, we definitely saw an increase in the number of Downtown businesses/visitors tagging us in content they post or using the #downtownbastrop hashtag. This is something you should continue to focus on increasing so that Downtown 1) has more UCG to pull from and 2) has increased reach and awareness.

## 6. **Continue the weekly round-ups.**

The weekly Wednesday posts that detailed Downtown events from Wednesday - Saturday were often saved, shared or commented on. These posts are a great way to keep the community engaged and excited about what's going on Downtown.

## 7. **Coordinate social content with Visit Bastrop and Explore Bastrop County.**

Look for opportunities to share each other's content or create co-branded posts. There is more potential to tap into their audience.

## 8. **Consider TikTok.**

Despite its in-limbo status from an official government perspective, TikTok is still a leader for tourism-oriented accounts and could make sense for Downtown. We recommend considering starting a Downtown-only TikTok.

## 9. **Ensure correct event listings.**

Double check that events on Facebook, shared via the round-ups, on the Downtown minisite on Visit Bastrop, etc. are correct. For example, we found out that places with events still listed online were either closed or no longer held those events despite their online listing.



# CivicBrand

## PRIORITIES:

### 1. DOMAIN

URL - use downtownbastrop.com or downtownbastroptx.com and have it redirect to the current microsite: <https://www.visitbastrop.com/downtown-bastrop/>

- a. *This is currently taken. Does the city own it?*
- b. *This is a priority in giving downtown their “own” digital presence.*

### 2. SUGGESTED UI MODIFICATIONS

- a. <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:1e7b3324-f2cd-3f14-b6a8-ccd9f5188e>

### 3. GIVE DOWNTOWN A UNIQUE VOICE

- a. What's downtown's story?

#### *i. HISTORIC:*

1. Before giant buildings, expansive highways, and all the hustle and bustle of city life, Texans used to roam on cobbled roads by horse and wagon. They'd flood their local watering holes with their fellow townspeople to end a hard day of work. They'd find purpose in their craft and “good” was never good enough. Their downtowns were filled with everything you needed. Downtown Bastrop takes pride in still calling this former way of life a modern day luxury.

#### *ii. ARTISTIC*

1. Downtown is a haven for artists, craftsmen and entertainers. Locals show off their craft throughout downtown through art, music, food and even mixed drinks. Downtown is known as an artisan destination and has curated a culture that not only welcomes, but helps the arts community thrive.

#### *iii. SMALL PLACE, BIG VISION*

1. Downtown Bastrop isn't trying to be the next Austin or anything else for that matter besides Downtown Bastrop. We want to curate

a more localized experience that is unique and can only be experienced in Downtown Bastrop.

**4. MARKET DOWNTOWN TO LOCALS AND VISITORS ALIKE**

a. A place for Locals!

- i. Tourists enjoy what locals enjoy. A strong element of the downtown's digital presence is making sure locals have a place to see information that is catered to them rather than just visitors. The common thread of locals' love for Downtown Bastrop is community. Downtown encompasses several 3rd space environments that make up locals quality of life. Although it's important to market the various events and activities that draw crowds from all over Texas, it's also important to navigate the information needed for locals who find downtown their home everyday.



**SUB-PAGE CONTENT:**

**EAT:**

In Texas, food is serious business. We'll put our downtown food and drink options up against any who dare. Whether it's our mouth-watering barbecue, farm to table greens, or decadent sweets, you'll be sure to not leave here hungry. Downtown's food scene offers a variety of options and many diverse cuisines, there's something for everyone. From catfish to sandwiches, tacos, burgers, and pancakes the size of Texas, our comfort food is worth the trip alone. Once you've had your share of eats, don't forget to wash down your meal with drinks from one of our local breweries and wineries. You also can't leave without trying a coffee or italian soda from one of our cafes or drink stops. From the start to finish of your day, we have lots to offer. When planning a visit to downtown, come hungry. See below for a complete listing of Downtown Bastrop restaurants, bars and cafes.

**STAY:**

To truly live like a Bastrop local, we suggest finding a place to stay near downtown and spending a few days with us. We encourage you to check out downtown's bed and breakfast or find a vacation rental close by. Bastrop also offers hotels and campsites not too far from downtown. See below for a complete listing of Downtown Bastrop's overnight stay opportunities.

**SHOP:**

Local entrepreneurs and artists have created a unique shopping experience in Downtown Bastrop. Downtown retail offers beautifully handcrafted goods ranging from the eclectic and artful to collectors' items. Our shops offer home décor, imported goods, unique owner creations, clothing and more to create an authentic shopping experience unique to Bastrop. Local artisans and artists create and share their unique and impressive works in shops all around town, making Bastrop a shopper's sanctuary. With more than 30 shops to choose from, visitors love the abundant and diverse offerings—there's something for everyone! See below for a complete listing of Downtown Bastrop shopping opportunities.

**PLAY:**

Whether you want a day of adventure or a day to relax, Downtown Bastrop has something to offer for all. On the banks of the Colorado River, downtown offers many

recreation opportunities to get to be in nature and enjoy the water and beautiful green spaces. As a live-music obsessed city, there will be no shortage of entertainment during your time downtown. Our local business and artists community also participates and plans many community events throughout the year that bring our streets to life. Come spend a day with us and experience Bastrop hospitality. See below for a complete listing of things to do in Downtown Bastrop.

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**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD**  
**March 8, 2023**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, March 8, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Stephanie Lewis, Sonya Cote and Anne Marie Schindler. Also present: Main Street Program Director Candice Butts.

**1. CALL TO ORDER:** At 5:35 and with quorum in attendance, Jennifer Long called the meeting to order.

**2. CITIZEN COMMENTS:** No citizen comment.

**3. ANNOUNCEMENTS:**

3A. Now until March 31: The Museum & Visitor Center will have a special exhibition on historic fashion

3B. March: National Youth Art Month

3C. March 10-26: Addams Family the Musical at the Bastrop Opera House

3D. March 11: The 18 th Annual Empty Bowl at the Bastrop Convention Center 11am until 1:30

3E. March 22: Kana Wine (707 Chesnut Street) Ribbon Cutting at 4:00pm

3F. March 31: State of the City Address and Roast of Mayor Connie Schroeder at the Bastrop Convention & Exhibit Center at 6:00pm

3G. April 6: Farm Street Opry at the Bastrop Convention & Exhibit Center

3H. April 7: Main Event's First Friday Art Walk

3I. April 8: Events on Main's Market Days

3J. April 8: Art After Dark at the Lost Pines Art Center from 6:00pm-8:00pm

3K. April 23: Table on Main from 6:00pm -10:00pm

3L. April 29: MS150

3M. April 29: Spring Fest at Fisherman's Park from 11:00am-5:00pm

**4. REPORTS:**

4A: Main Street Manager Report: 3 businesses received Certificate of Occupancies in the Main Street District for the month of February – Johnson's Bakery, Aesthetic Collective and Scott Mele.

Candice will be attending the National Main Street Now Conference in March. Themes for the event are community wealth building and shared prosperity, resilient and future focused Main Streets, and building community connections.

The Mayor State of the City address will be at the end of March.

Move It Bastrop received a Cultural Arts Commission mini grant.

There will be a self-guided Bastrop Art Tour on April 22.

4B. Design Committee Report: Crosswalk Art murals were installed. A time-lapse recording of the installation was captured for use in social media/promotion of the project.

4C. Table on Main Committee Report: All restaurants have been invited to participate in the event. Tickets are ready to launch. The sponsorship deadline is the upcoming Friday, with tickets then going on sale the following Monday. 200 tickets will be sold at \$200 each.

## **5. PRESENTATIONS:**

5A. Parks and Rec Presentation: The Board received a presentation from Parks and Rec Director, Terry More, about the Master Plan. She explained how they are collecting information via survey and gathering data on what citizens want from the park system. The data will determine how much funding will be requested and the overall direction of the Master Plan. The survey ends April 7.

## **6. WORKSHOP:**

6A. Main Street 2023-24 Workplans: The Board selected 2 transformational strategies from the National Main Street Programs areas of interest to build the next round of workplans. The board agreed one focus should be around “dining and entertaining,” as we already hold several events in the area. “Family friendly/family serving” aligns with the direction the Board has been taking to plan events, so that will become the other area of strategic planning.

6B. Fourth of July Weekend: Ideas for event are still being discussed but will include a cornhole tournament and pet parade (parade handled by other entity). Still determining if a street dance would be possible.

6C. Main Street District Block Initiative: The townhall meeting taking in place as part of the Block Initiative has been pushed to Tuesday, May 2.

6D. Main Street District Townhall: The handouts were given out to be distributed. Need to be given by next meeting. Would like the EDC and Visit Bastrop to also give presentation on what they each do.

## **7. ITEMS FOR INDIVIDUAL CONSIDERATION:**

7A. Consider approving Meeting Minutes from February 8, 2023: Approved without objection.

7B. Consider adopting transformation strategies: Approved without objection

**8. ADJOURNMENT:** The meeting was adjourned at 6:53 without objection.

APPROVED:

ATTEST:

\_\_\_\_\_  
Jennifer Long, Chair

\_\_\_\_\_  
Candice Butts, Main Street Manager