

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall - Lost Pines Conf. Room

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



January 27, 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 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. PRESENTATIONS

3A. Bastrop Mardi Gras 2025 - Kathy Danielson

[3B.](#) SeeMyLegacy

[3C.](#) Creative Direction for Branding

4. REPORTS

- 4A. - Accreditation
 - Texas Main Street Visits
 - Volunteers Needed
- 4B. Committee Reports (Design, Eco. Vitality, Promotion)

5. MINUTE APPROVAL

6. ITEMS FOR INDIVIDUAL CONSIDERATION

- 6A. Election of Officers (Chair, Vice-Chair & Secretary)
- 6B. The annual Bike MS: Texas MS 150 is a cause-related, rules of the road cycling event that raises critical funding for MS research. The event is scheduled for April 26-27, 2025. The event would pass through Bastrop on Saturday, April 26th (last rider through at 12pm).

Lane closure for Hwy 150 (from Old Austin to Hwy 21).

- 6C. Bastrop Pride 2025 Street Fair happening on Friday, June 6th. Planning to close North and South blocks of Main at Chestnut (see map). This will be a space for vendors, games, and dancing. Partnering with the First Friday organization for this event. Set-up begins at 3pm, event start is 5pm and ends at 10pm.

7. WORKSHOP

- 7A. MSAB Mardi Gras Mask

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: January 22nd, 2025 at 12:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Michaela Joyce
Michaela Joyce, Main Street Manager

Bastrop, TX - SML Subscription

Quote created: December 10, 2024 Reference: 20241210-115713187

Bastrop, TX
1311 Chestnut Street
Bastrop, TX 78602
United States

Terry Moore
tmoore@cityofbastrop.org
+15123328825

SeeMyLegacy Platform

The leading digital platform that makes community giving simple and rewarding. You can streamline and organize your memorial programs, campaign for new sponsorships or initiatives, and celebrate those who have given back.

Quote Details

12-Month SML Subscription

SeeMyLegacy Annual Subscription that includes all features and functionality of the platform.

1 x ~~\$2,499.00~~
after \$300.00 discount **\$2,199.00**

One-time subtotal	\$2,199.00
after \$300.00 discount	
Total	\$2,199.00

Signature

Item 3B.

Before you sign this quote, an email must be sent to you to verify your identity. Find your profile below to request a verification email.

Terry Moore

tmoore@cityofbastrop.org

[sig|req|signer1]

This quote expires on December 31, 2024

Terms and Conditions

Your Quote acts as your contract for your See My Legacy Subscription and is subject to all [terms and conditions](#).

Payment Instructions

Once Quote is signed, customer can pay directly through the Quote using the Credit Card/ACH or an Invoice can be provided to allow alternative payment options.

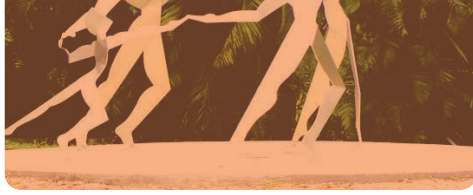
Check Make checks payable to: See My Legacy LLC	ACH Remit payment via ACH to: See My Legacy LLC	Wire Transfer Remit payment via wire to: See My Legacy LLC
Mail To See My Legacy LLC 18500 Lake RD STE 220 Rocky River OH 44116 Please reference Quote Reference# in Memo	ACH Only Bank Routing #: 044000037 Bank Account #: 583590669 Chase Bank 270 Park Avenue, 43rd Floor New York, NY 10017 Please reference Quote Reference# on payment	Wire Only Bank Routing #: 021000021 Bank Account #: 583590669 Chase Bank 270 Park Avenue, 43rd Floor New York, NY 10017 Please reference Quote Reference# on payment

See My Legacy LLC
18500 Lake Rd, Suite 220
Rocky River OH 44116

(216) 435-7878

Item 3B.

finance@seemylegacy.com



Storytelling Platform

SeeMyLegacy Empowers communities to digitally preserve and amplify the stories of their history, places, and key points of interest.




Applications for Communities

Item 3B.

Create engaging digital experiences for community members and visitors, connecting them to your history, landmarks, and attractions



Historic Walking Tours



Public Art & Attractions



Memorials & Monuments



History & Landmarks



Community Traditions



Environmental Education

Discover how our platform can help you highlight and share what makes your community special.

How It Works

Organize, map, and showcase your points of interest in an engaging digital collection that can be easily shared with your community members.

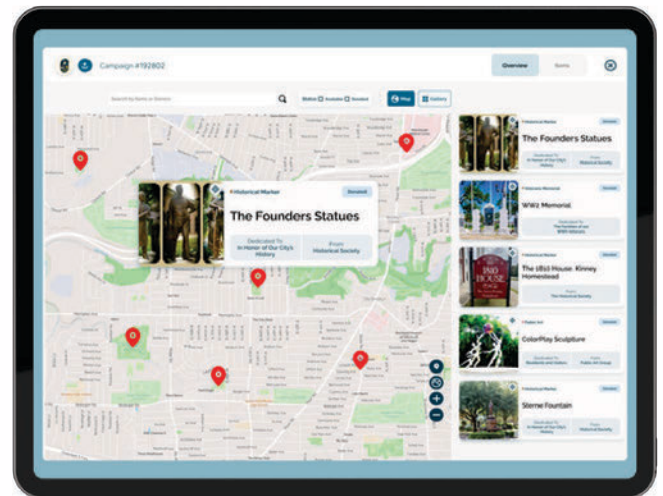


Campaign Overview

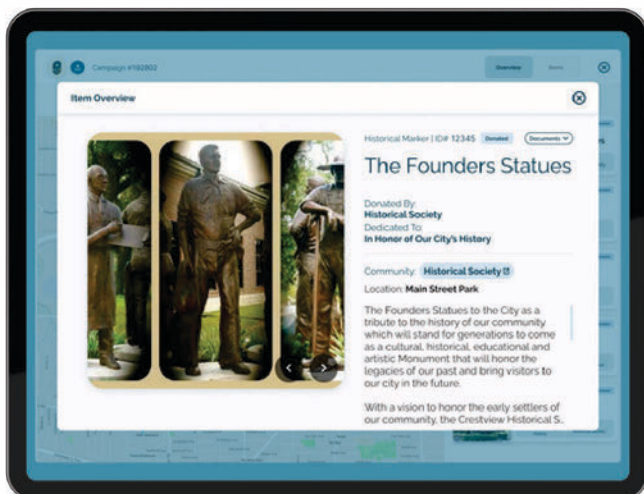
Interactive Mapping

Map out your points of interest to create an interactive digital tour.

Your community members can access this map while visiting these public sites or exploring from home



Campaign Map



Item Profile

Digital Collection

Organize and group your points of interest into a shareable webpage. Highlight the story, significance, and connection of these Items within your community

Item Spotlight

Bring your points of interest to life with photos, captions, and links

Every Item has its own profile where community members can learn more

You can bring this digital experience to your physical spaces with

SeeMyLegacy QR Plaques

SeeMyLegacy's QR Plaques

Enhance your community's spaces and landmarks with QR Plaques, connecting visitors to interactive digital content with a simple scan.



Physical Gateway

QR Plaques are anodized aluminum plaques with a QR Code that links to a Digital Story

These plaques can be installed on or next to physical Items to foster community engagement and education

Digital Story

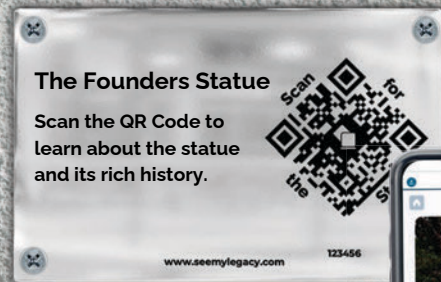
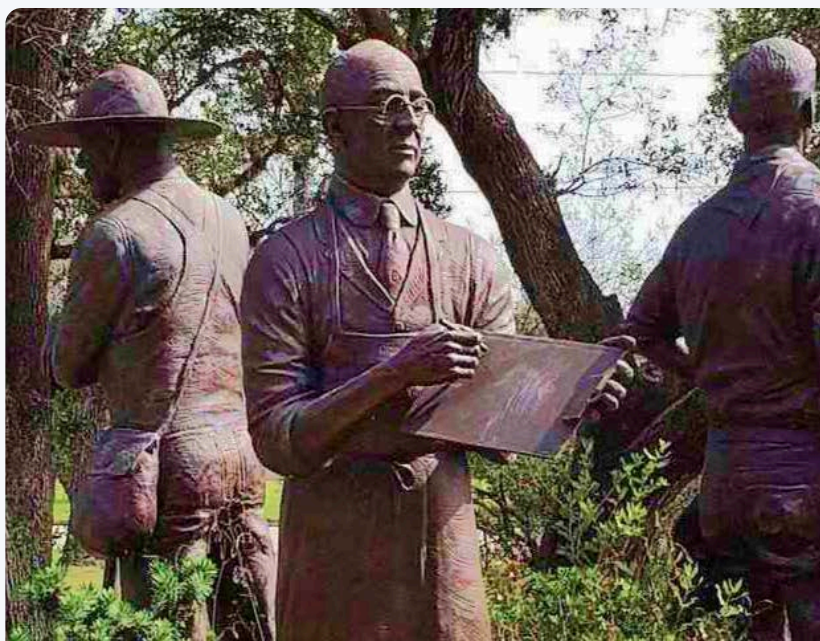
The QR code leads to an interactive story book designed to be fun and engaging

Unlock the stories of your points of interest, transforming each object into a immersive learning experience with multimedia content



Transform Your Public Spaces with Community Stories

Combine the physical presence of QR Plaques with the power of Digital Stories to create a unique and interactive way for people to learn about what defines your community.



SeeMyLegacy is the best platform to share your Community's Stories.

Have Any Questions?

Our team is ready to assist you!



Scan this QR for our main Contact Us page



Phone

216-435-7878



Email

sales@seemylegacy.com



Ready for the next step?

Scan the QR Code to book a demo with our team and explore how you can offer amazing learning and interactive experiences to your community members

Making **Community Giving** Simple and Rewarding

SeeMyLegacy 

The Best Platform for your City
to streamline and manage

Memorial Programs

Sponsorships + Fundraisers

Volunteer Activities

Platform Overview

SeeMyLegacy is your Digital Hub for Giving



Made for **You** and **Your Community Members**

Why SeeMyLegacy?

43%

Donors + Volunteers Drop Out

Donors and Volunteers give up on giving back. They get discouraged by complicated processes and confused by lack of visibility to what and where their contributions go.

86%

Communities Want More Engagement

Cities, parks, museums, and universities want to offer more ways to engage their community members, but don't have the resources or time to set these initiatives up.

71%

Donors Want Lasting Recognition

Community members who give back want to feel recognized for their contributions and share the Story behind their gift, leaving their legacy in the community they love.

Platform: Manage + Streamline

To help Cities effortlessly create, manage, and offer the programs their community members want

Memorial Programs

Help your community members make dedications and honor loved ones in the places that matter to them.

Examples: Memorial Bench | Memorial Tree | Adopt-a-Planter | Veterans Memorial/Banners



Sponsorships + Fundraisers

Get businesses, organizations, and individuals involved in contributing financially to Community fundraisers and events.

Examples: Festival Sponsorships | Team Sponsors | Park Improvements | New Recreation Amenities

Volunteer Activities

Empower community members to give back their time and get involved in community events.

Examples: Park Cleanup | Event Volunteers | City Beautification Projects | Recreation Programs



Platform: How it Works

Our platform operates using 3 simple objects

Campaigns

The digital flyer for a specific giving program/initiative

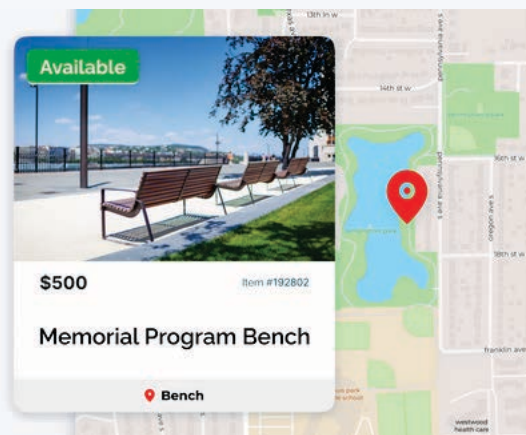
- Easy management
- Exciting for Donors
- Run as many as you'd like



Items

Listings of specific opportunities to give back

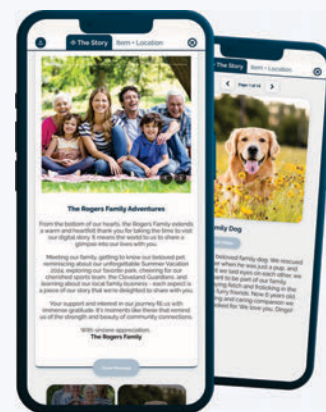
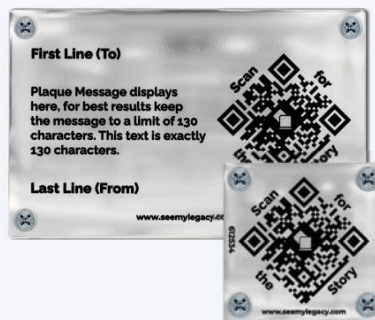
- Online checkout
- Geo-tagged on map
- Built in Donor Recognition



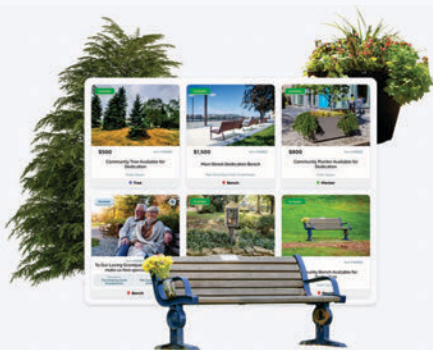
Digital Stories

Create the lasting legacy for every donation

- Digital Scrapbook
- Story behind the dedication
- Physical and Digital Access



Platform: Features



Bring Your Programs Online

Grow community engagement by making your Memorial Programs, Sponsorship Opportunities, and Volunteer Activities more accessible and exciting. Eliminate the PDF's, excel sheets, and email chains that burden you.



Map Out Giving Opportunities

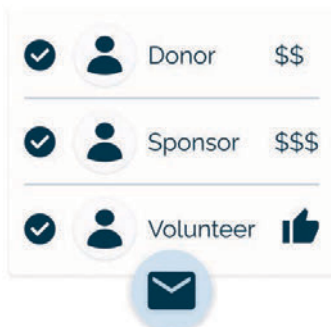
Visualize donation opportunities and highlight existing dedications. Easily show donors and volunteers where and what they can contribute to within your community.

 **Donate Online**

 **Volunteer Online**

Online Payments + Volunteer Forms

Make giving back easy on your community by allowing donors to checkout online and volunteers to sign up for your activity.



Donor + Volunteer Management

All activity, including transactions and volunteer forms, will be recorded in the platform's Activity Log and shared with you via email.

The entire donation process, handled for you.

In one place, your community members can view opportunities, donate + volunteer directly online, and share a Digital Story about their contribution.

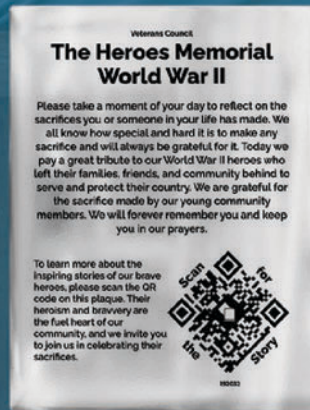
Digital Recognition

Share Community Stories in the Physical World with: QR Plaques

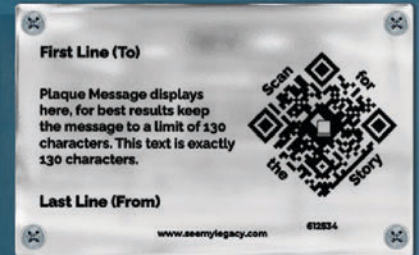
Anodized aluminum plaques that connect the physical world to a Digital Story. They can be placed on memorial items, landmarks, or any physical asset that has a story worth sharing.



Story Tag



Story Board



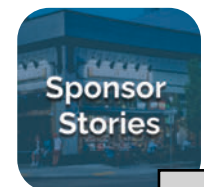
Story Dedication

Digital Stories

Every Story has a simple format that operates like an interactive scrapbook with photos, captions, and links.



Share Stories About:



SeeMyLegacy
Platform Subscription

\$2,499
Billed Annually

**12 Months of full access to all features
and functionality of the platform.**

With Unlimited Campaigns, Items, Users, and Support.

QR Plaques Pricing



Story Tags
Starting at \$49



Story Boards
Starting at \$199



Story Dedications
Starting at \$84

Featured Customers



CARRYLOVE
DESIGNS



Creative Direction Presentation

PREPARED FOR: DOWNTOWN BASTROP

DATE: 12/24

EMAIL: HELLO@CARRYLOVEDESIGNS.COM

WWW: CARRYLOVEDESIGNS.COM

PROJECT GOALS

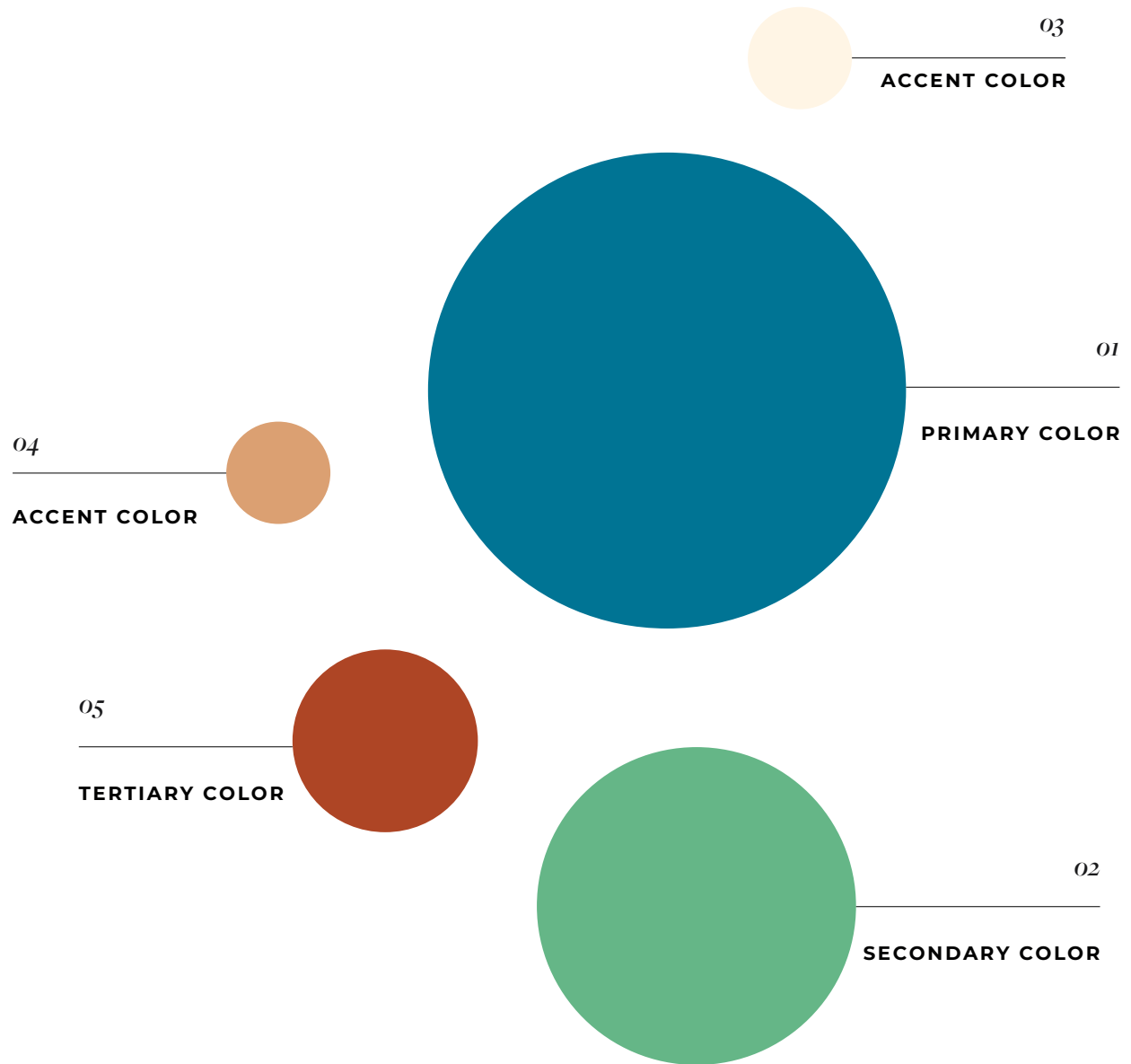
The goal of the brand redesign is to communicate directly and clearly what it represents while maintaining a subtle resemblance to the “Visit Bastrop” brand. One of its primary objectives is to convey its historical appeal while also embracing modernity, making it attractive to both tourists and residents alike.

The importance of a dynamic brand is highly valued, as it will appear at various events spanning a wide range of niches. For this reason, it must adapt easily to diverse situations.

Historic
Adaptable
Touristic
Welcoming

Creative Direction

COLOR PALETTE



TEAL VANGUARD

HEX #047595
RGB 4, 117, 149
CMYK 85, 38, 27, 11

VINTAGE OLIVE GREEN

HEX #65B687
RGB 111, 182, 135
CMYK 63, 4, 58, 0

BURNT CINNAMON

HEX #B03F19
RGB 176, 63, 25
CMYK 22, 83, 99, 14

GOLDEN SAND

HEX #DBA172
RGB 219, 161, 114
CMYK 13, 41, 57, 3

SOFT IVORY

HEX #FFF7E6
RGB 255, 247, 230
CMYK 0, 4, 13, 0



VISUAL INSPIRATION

**1 //**

Situational images with a vintage touch could be interesting, blending with the historical atmosphere of various city landscapes. The more aged coloring can evoke the necessary feeling at key moments.

2 //

Photographs with more vibrant colors will be used most of the time, as they bring modernity and a stronger tourist appeal to the forefront, while also being more versatile for the events where the brand will be featured.

3 //

The cursive typography with historical influence is interesting, as it associates the brand with "Visit Bastrop," while maintaining its own identity and greater versatility, with numerous application possibilities.

4 //

The "clean" design is also an important point, with clear images and easily readable texts. This will allow the brand to be fully explanatory and adaptable to any events it will be introduced to.

5 //

Complementary elements are necessary, as this allows the brand to be recognized even when its logo is applied at a smaller scale. It's important that the brand is identifiable even without the logo, while also being much more attractive to the audience.

6 //

Simplicity and direct text are essential to ensure all information is understood clearly.

