

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



June 14, 2023

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. ANNOUNCEMENTS

3A. Events in the District

4. REPORTS

4A. Main Street Manger Report

4B. Halloween Report

5. PRESENTATIONS

5A. Diversity, Equity, and Inclusion Board Project

6. WORKSHOP

6A. Transformational Strategies

6B. Main Street Advisory Board Committees

7. ITEMS FOR INDIVIDUAL CONSIDERATION

7A. Consider action to approve the Main Street Advisory Board meeting minutes from the April 12, 2023 and May 10, 2023 meetings.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meeting times.

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: June 8, 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: June 14, 2023

TITLE:

Events in the Main Street District

AGENDA ITEM SUBMITTED BY:

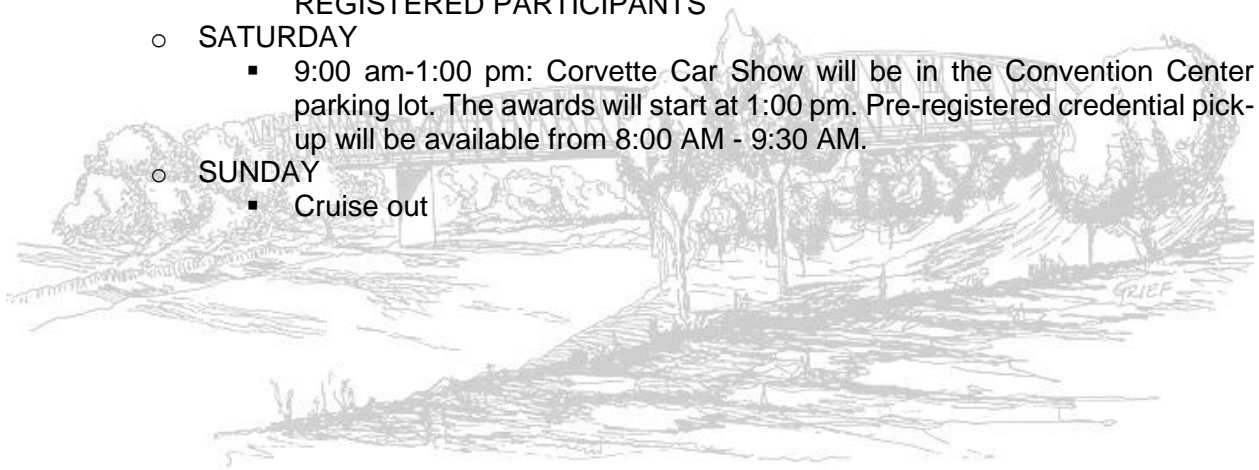
Candice Butts, Main Street Manager

UPDATES:

Below are events in the Main Street District in May and June:

- June 15: Teacher Training at Bastrop Convention Center (private event) expected 85 attendees
- June 16: School Reunion at Bastrop Convention Center (private event) expected 200 attendees
- June 17: Blue Flame Cruisers Car and Motorcycle Show at Bastrop Convention Center 8AM-2PM
- June 17: Juneteenth Celebration: Parade through Main Street will begin at 10AM and directly following a freedom festival will be held in Fisherman's Park until 11PM
- June 20: Teacher Training at Bastrop Convention Center (private event) expected 250 attendees
- June 21: POWER (happy) HOUR - Digital Marketing for Business Growth 4:00PM at 927 Main Street. \$20 Chamber Members or \$25 for Non-Members.
- June 23-25: War Games Con at Bastrop Convention
- June 28-29: Electric Power Conference at Bastrop Convention Center (private event) expected 250 attendees
- June 30-July 16: Trip to Bountiful at Bastrop Opera House
- July 1: Big Bang – additional parking located at the Convention Center
 - 8AM: Bastrop Stampede 5K & Kids Mile Fun Run
 - 8:30AM: Registration for the Pet and Pal Parade Begins (Bastrop County Courthouse Lawn)
 - 9:15 a.m.: Judging for the Pet and Pal Parade (Bastrop County Courthouse Lawn)
 - 10AM: Bastrop Pet and Pal Parade begins (Starts at County Courthouse, ends at Bastrop Opera House)
 - 10AM - 5PM: Market Days on Main Street and Downtown Bastrop B A N G O
 - 11AM - 7PM: Cornhole Tournament (links for team and individual registration listed below)
 - 11AM Singles: <https://app.scoreholio.com/link/qjdQ>
 - 3PM Teams: <https://app.scoreholio.com/link/xnE>
 - 6PM: Fun at Fisherman's Park (music & concessions)

- DUSK: Fireworks!
- July 1: Art After Dark at the Lost Pines Art Center 6PM-8PM
- July 6: Farm Street Opry at the Convention Center 7PM
- July 7: First Friday Art Walk
- July 11: Library Reading Program at the Convention Center expected 300 attendees
- July 13: The Peterson Brothers in concert at the Lost Pines Art Center 7PM-8:15PM. \$10 tickets, kids under 12 – free
- July 14- 16: Corvette Invasion at the Convention Center
 - FRIDAY
 - 1:00 pm-6:00 pm: Bastrop Convention Center will be open to the public. Come visit the vendors and see some unique, one-of-a-kind Corvettes. Registered participant credential packets will be available for pick up until 6:00 PM.
 - 6:00 pm - 9:00 pm: Private "Meet and Greet" event for those registered for the car show with refreshments, guest speaker, and live music provided at the Bastrop Convention Center located at 1408 Chestnut St, Bastrop, TX 78602. Wristbands required. REGISTRATION WILL CLOSE AT 300 REGISTERED PARTICIPANTS
 - SATURDAY
 - 9:00 am-1:00 pm: Corvette Car Show will be in the Convention Center parking lot. The awards will start at 1:00 pm. Pre-registered credential pick-up will be available from 8:00 AM - 9:30 AM.
 - SUNDAY
 - Cruise out





STAFF REPORT

MEETING DATE: June 14, 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: There were no Certificate of Occupancies issues during the month of May for the Main Street District.

Cultural Arts Commission Iconic Art: The Commission's iconic art project is a multi-year project with many phases. Public art installations at the gateways and along Chestnut Street are the first phase of the project. The second phase will incorporate public art along Main Street, and the third will install a *Birds of Bastrop* themed playscape in Fisherman's Park. The goal of the project is to attract tourists and travelers, especially those stopping at Buc-ees, to the Cultural District by placing iconic art at the gateways, along Chestnut Street, through Main Street, and to the park.

This iconic art project, *Birds of Bastrop*, will reflect and celebrate our identity as a Bird City. Depictions, whether realistic, expressionistic, symbolic or abstract, are required to include native bird species, or those species that migrate through the Bastrop area. Other elements are welcome in the imagery, but 80% of the image must contain these bird requirements. The deadline for submissions is June 30, 2023 and the application can be found here:

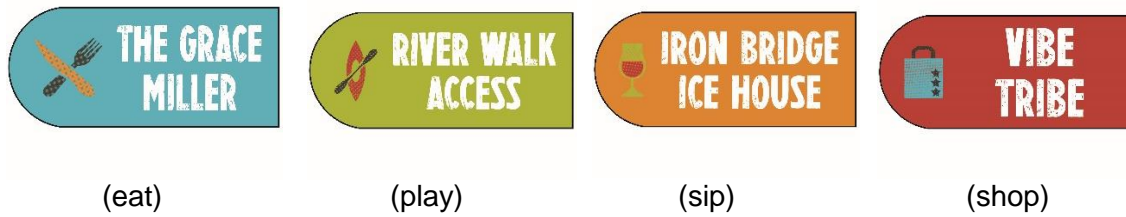
<https://www.cityofbastrop.org/upload/page/0515/Bastrop%20Iconic%20Art%20Call%202023.pdf>

Crosswalk Mural Update: We will be redoing the crosswalk murals at the 1000 block of Main Street in the coming weeks. We will be installing the murals with a Thermoplastic traffic paint material. Thermoplastic street markings are made of a unique blend of materials designed to withstand the rigors of daily traffic and various weather conditions and are expected to last at least 5 years. The installation date is yet to be determined based on the schedule of the installation company.

I applied for an asphalt art grant on June 12, 2023, which will include the two crosswalks on the 900 block of Main Street for next year. This grant will potentially fund the entire project up to \$25K with no local match. We asked for \$16,000 based off the quote for the thermoplastic crosswalks for phase 1. We will find out if we receive the funding by the end of the summer.

Wayfinding: Jennifer and I walked the District with Drew Chance with the EDC to map out potential locations for the wayfinding signage. There were 18 locations identified. We will need to confirm these locations with Public Works before finalizing placements. EDC will be paying for the project.

The design committee developed the blow designs for the signage based on business type or experience:



Texas Downtown Association's President's Awards: TDA awards are due August 4, 2023. We will be nominating the following businesses / partners / events:

- Best Downtown Partner: Bastrop Master Gardeners Association
- Best New Construction: First National Bank
- Best Downtown Business: Kana Wine
- Best Renovation: Ramble on Salon
- Best Promotion: Table on Main

Main Street Academy: This year's FREE Main Street Academy is a three-part summer series with a session each month during June, July, and August. Please see the information below:

- Monday, June 26, 2023 6:00pm - 8:00pm: Social Media for Small Businesses by David Ramirez. Visit this link to register: <https://www.eventbrite.com/e/social-media-for-small-business-tickets-638933185357>
- Monday, July 24, 2023 9:00am – 11:00am: 8 Secrets from a Secret Shopper by Alysia Cook. Visit this link to register: <https://www.eventbrite.com/e/8-secrets-from-a-secret-shopper-tickets-646574189807>
- Monday, August 14, 2023 (location and time TBD): topic will be a business planning workshop provided by Drew Chance with Bastrop Economic Development Corporation.

Townhall Social: Monday, September 11, 2023 6:00pm-8:00pm. The meeting theme will be the upcoming event season and business participation/support. We will bring in a speaker to talk about maximizing downtown events.

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
April 12, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, April 12, 2023 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Stephanie Lewis, Sonya Cote, Rhonda Gannon, Kari Sneed, and Shawn Pletsch. Also present: Council Liaison Jimmy Crouch, City Manager Sylvia Carrillo, and Main Street Program Director Candice Butts.

1. CALL TO ORDER: At 5:34pm and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS:

Sylvia Carrillo spoke to a Main Street Ad Hoc Committee that was formed which consist of Downtown business owners who share concerns regarding wayfinding signage, development services processes, and other signage needs. The group met on March 31st at the Lost Pines Art Center with 10 businesses in attendance. A report will be added to the Main Street agenda for a representative to provide an update to the board on future meetings and work on collaborative points.

3. ANNOUNCEMENTS:

- 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

4. REPORTS:

4A: Main Street Manager Report: Bearded Baking Company received a CO. May is preservation month and Candice is working with the Bastrop County Museum and Visitor Center on a Preservation Month exhibit, video, and downtown scavenger hunt. Candice

provided Civic Brand's social media report and announced new social media management firm Lancaster Solutions, a local firm, was selected through a RFP process. A report was also received from Civic Brand on recommendations for the Downtown Microsite. The Design Committee will be working to develop those recommendations further.

4B. Table on Main Committee Report: Less than 1.5 weeks away (Sunday, April 23, 2023) and keeping a close eye on the weather because of rain chance. Planning is going well and excited about the collaboration from all the Downtown businesses with several new businesses involved this year.

4C. Design Committee Report: Remaining bike racks were installed Downtown. Committee is working on a strategy for crosswalk mural touchup.

5. PRESENTATIONS: NONE

6. WORKSHOP:

6A. Main Street District Townhall: Board discussed layout of the Convention Center and agenda for the evening. It was decided to have survey boards for attendees to make the evening interactive. There will be light food and drinks. The board also discussed using left over alcohol donations from Table on Main that evening.

Main Street 2023-24 Workplans: The Board created its why statement and selected four goals for the Food and Entertainment transformation strategy. The why statement is "*Downtown Bastrop is a food destination. People travel from all over to experience our unique culinary styles and culture. The purpose of this strategy is building local awareness of the unique dining options Bastrop has to offer (eliminating the "there's nothing to eat here" mindset), cultivating more niche dining options, market our signature cuisines to visitors, and support our local entrepreneurs by helping attract and maintain reliable staff.*" The goals include: (1) Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer, (2) Attract niche restaurants that provide more diverse food options, (3) Creation of a food and wine festival ("A taste of" or picnic event), and (4) Help attract and maintain a reliable labor force.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from March 8, 2023: Shawn Motioned to approve the meeting minutes and Steph seconded the motion. Approved without objection.

7B. Recommendation to the Mayor to fill board vacancy: Shawn made a motion to recommend Ron Castaneda to the Main Street Advisory Board. Rhonda seconded the motion. Approved without objection.

Kari Sneed addressed that she had been considering resigning from the board due to the additional needs of opening her second business Downtown. The board expressed if she did so to recommend Kevin "Lippy" Mawby to fill the vacancy since he also applied to the board.

8. ADJOURNMENT: The meeting was adjourned at 7:45pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
May 10, 2023

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, May 10, 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, Ron Castaneda, Kevin Mawby, Rhonda Gannon, and Sonya Cote. Also present: Main Street Program Director Candice Butts, Special Events Manager Kathy Danielson, and City Manager Sylvia Carrillo.

1. CALL TO ORDER: At 5:33 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: EE System Healing Center of Bastrop received of CO for its location at 1001 Chestnut St, Suite A.

Several do on your own activities are planned for May, National Preservation Month including a special exhibit at the Museum and Visitor Center and a Historic Downtown Bastrop Scavenger Hunt.

The schedule for the Big Bang event was given and discussed. There will also be a retail focused game throughout the day that participants will be entered for door prizes. Volunteers are needed.

The city is looking into a subscriber-based text messaging system to help improve downtown communications within the district.

The Q2 report has been submitted to THC. Some of the reporting information has changed and the program will now be responsible for tallying the total number of full and part time employees within the district; along with the number of housing units and residents in the district. A strategy is needed for collecting and tracing this information.

4B. Table on Main Report: Event went smoothly despite having been moved to the Convention Center due to bad weather. The committee has met to debrief and are already thinking of ways to improve for next year. The date for 2024 will be April 28.

4C. Main Street Ad Hoc Committee Report: The biggest takeaway was that business owners and staff are not aware of events until they happen. Applicable to film permits/street closures as well. People would like a better communication plan. Also needed is a way to include businesses in events, even when they can't participate. Sylvia, City manager, hope is that the Ad Hoc Committee dissolves and a legislative sub-committee forms within the Main Street board to manage things that come up – like ordinance changes. This committee would take on communications and how to include businesses in decision making.

4D. Old Iron Bridge Update: 14.5 million is probably cost of restoration and repair. 3 million is already acquired. People would like a 100 year celebration this year. A grant has been applied for to do repairs. If grant does not pass, the celebration could be at Neighbor's with a view of the bridge.

5. PRESENTATIONS: None

6. WORKSHOP:

6A. Main Street Social Debrief: The board reviewed the survey responses that were done at Town Hall and discussed what worked about the event. The Museum and Visitor Center volunteered to host the next one.

6B. Downtown Wayfinding: downtown wayfinding needs improvement. Suggestion to color code signs according to type of business. Board agreed and Design Committee will continue to work on ideas for signage.

6C. Transformation Strategies – FY24/FY25 Workplan: Board needs to brainstorm goals for next FY to support family serving transformational strategy. Each goal needs tasks. Goals will be defined at next meeting.

6D. Halloween: Kathy Danielson announced Halloween is moving back to Main Street for 2023. Has been a very popular event in the past so should bring large crowds to the downtown district. Will be held on Halloween night from 5-9p.

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from April 12, 2023: Tabled for next meeting.

7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times: A suggestion was made to change the standard meeting time to accommodate more business owners. Suggested moving meetings to the first Tuesday of the month, at 6:00p. Will discuss and vote at next meeting when more board members are present. The next meeting will begin at 6 instead of 5:30p.

8. ADJOURNMENT: The meeting was adjourned at 7:20 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager