

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



September 14, 2022

Agenda - Main Street at 5:30 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. Alternately, if you are unable to attend the Board/Commission meeting, you may complete a citizen comment form with your comments at www.cityofbastrop.org/citizencommentform at least two hours before the meeting starts on the requested date. Comments submitted by this time will be given to the Board/Commission during the meeting and included in the public record, but not read aloud. 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 Main Street District

4. REPORTS

[4A.](#) Main Street Manager Report

5. PRESENTATIONS

5A. Receive presentation on the Design Committee's suggested Crosswalk Mural Art Call artists

5B. Downtown Engagement Committee Workplan

5C. Design Committee Workplan

6. WORKSHOP

6A. 2023 Main Street Advisory Board Sponsorship Packages

7. ITEMS FOR INDIVIDUAL CONSIDERATION

[7A.](#) Consider action to approve the meeting minutes from the July 21, 2022 meeting and August 10, 2022 meetings.

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: September 9, 2022 at 5:15 p.m. and remained posted for at least two hours after said meeting was convened.

/s/ Rebecca Gleason
Rebecca Gleason, Assistant City Manager



STAFF REPORT

MEETING DATE: September 13, 2022

TITLE:

Events in the Main Street District

AGENDA ITEM SUBMITTED BY:

Candice Butts, Community Impact Manager

UPDATES:

Below are events in the Main Street District in September and October:

- September 9-25: Oz! The Musical at the Bastrop Opera House
- September 20: Main Street Board Retreat in Taylor
- September 20: SCORE Workshop: Business Types and Models that are Recession Resistant free webinar. To register visit: https://readytalk.webcasts.com/starthere.jsp?ei=1561993&tp_key=e8a8f55bf&st_i=monthlynews
- September 21: BHS Homecoming Parade on Main Street 6:00pm-7:00pm
- September 21: Our Bastrop: Fire Department and Emergency Management at City Hall from Noon until 1:00pm
- September 21: The Gathering at the Bastrop Opera House from 6:00pm – 8:00pm
- September 22-25: Bastrop Music Festival
- September 29: SCORE Workshop: 2022 Year-End Tax Planning for Your Business free webinar. To Register visit: https://readytalk.webcasts.com/starthere.jsp?ei=1563460&tp_key=81b61fb8ea&st_i=monthlynews
- October 1: Art After Dark at the Lost Pines Art Center from 6:00pm – 8:00pm
- October 1: Boo Bash in Fisherman’s Park from 5:00pm – 10:00pm
- October 6: Farm Street Opry at the Bastrop Convention Center show starts at 7:00pm
- October 7: Main Street Advisory Board Crosswalk Mural Installation on Main Street beginning at 3:00pm
- October 7: Main Event’s First Friday Artwalk from 6:00pm – 8:00pm
- October 8: Hey Pumpkin – Watercolor Workshop at the Lost Pines Art Center 10:00am – 4:30pm. Registration is \$120.
- October 8: Event on Main Market Days on Main Street 11:00am – 4:00pm
- October 8 and 9: World of Dreams event at the Performing Arts Center
- October 14: Recreation’s Party in Pink in Bob Bryant Park from 4:30pm – 8:00pm
- October 19: Our Bastrop: Police Department at City Hall from Noon until 1:00pm



STAFF REPORT

MEETING DATE: September 14, 2022

TITLE:
Main Street Manager Report

AGENDA ITEM SUBMITTED BY:
Rebecca Gleason, Staff Liaison

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: There were no Certificate of Occupancy permit issued for Main Street during the month of August.

Main Street Advisory Board Retreat: The Main Street Board Retreat will be Tuesday, September 20, 2022 in Taylor Texas. A rough schedule of the day is listed below:

8:00—Meet at City Hall

9:00 – Grab Tacos and Coffee from local business stand*

9:15 – Arrive at Taylor Public Library (set library meeting room up and eat breakfast)

9:45 – 12:45 Presentations

- Main Street Board 101 – presented by Texas Main Street (45 minutes)
- 15-minute break
- Bastrop Main Street Retreat (30 minutes)
- Retail Coach (30 minutes)
- 15-minute Break
- Bastrop Main Street Program's why (45 minutes)

1:00-2:30 Lunch

2:30-3:30 Downtown Taylor Tour

3:30-5:00 Free Time to Explore/Shop

Texas Downtown Association Conference: The Annual TDA Conference is November 1-4, 2022, in San Marcos. The conference will explore successful redevelopment projects and programs and also provides networking opportunities with other downtown professionals and champions from across the state. To register go to this link: <https://texasdowntown.org/programs/texas-downtown-conference>

City Manager Hired: Please see the attached press release about City Council's hiring of Ms. Sylvia Carrillo as City Manager.

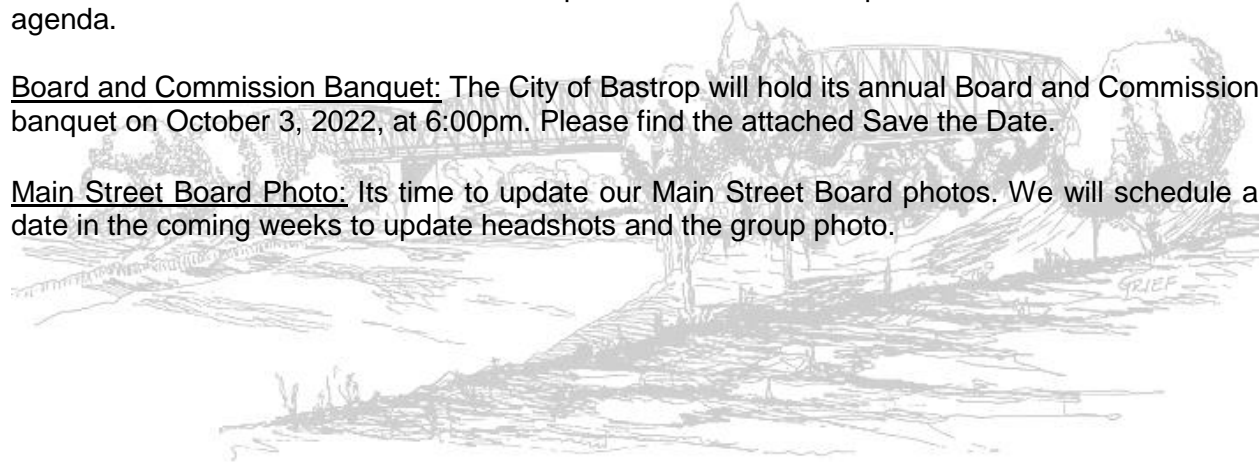
BEDC Report Presentation: The Main Street Program will be giving an update to the Bastrop Economic Development Corporation at the September 19, 2022 meeting. This report highlights how the \$50,000 BEDC funds were budgeted for the current fiscal year along with programming and events.

Visit Bastrop Joint Presentation: On September 6, 2022, Visit Bastrop and the City Council held the annual Joint Workshop to review this year's fulfillment of their contract. It should be noted that Visit Bastrop asked Council to be a visible resource to visitors when they arrive to Downtown as marketing experts and as to not duplicate efforts. Council advised the City to begin discussions with Visit Bastrop to determine what they are hoping that looks like. We do not know what that could mean for the Main Street brand or its ownership, but we will let the Board know as we begin discussions. The request was brought at the request of the Visit Bastrop Board.

Board and Commission Training: The City of Bastrop will hold its annual board training for all boards and commission members on September 26th at 5:30 pm. Please find the attached agenda.

Board and Commission Banquet: The City of Bastrop will hold its annual Board and Commission banquet on October 3, 2022, at 6:00pm. Please find the attached Save the Date.

Main Street Board Photo: Its time to update our Main Street Board photos. We will schedule a date in the coming weeks to update headshots and the group photo.





FOR IMMEDIATE RELEASE

Contact: Colin Guerra
512-332-8800 (Office)
512-718-1568 (Cell)
cguerra@cityofbastrop.org

Bastrop City Council Announces Selection of New City Manager Sylvia Carrillo

(Bastrop County, TX) – September 2, 2022 - - The Bastrop City Council held a special meeting and voted unanimously to extend an offer of employment to Sylvia Carrillo to serve in the position of City Manager. Paul Hofmann retired on August 5 and the City Council appointed Trey Job as Acting City Manager.

In naming Carrillo, the City Council authorized Mayor Connie Schroeder to execute an employment agreement. Carrillo's first day is planned for October 3, 2022.

"One of the most important decisions City Council makes is selecting a city manager," said Mayor Schroeder. "I am pleased to welcome Sylvia Carrillo to Bastrop. Council has the highest expectations of her and our support for her was demonstrated by the unanimous vote." Mayor Schroeder added, "City Council wants to express its gratitude to Acting City Manager Trey Job for his willingness to step up during this time of transition. His leadership has provided stability at a time when the City could not afford to stop moving forward."

Carrillo is a Certified Public Manager and has most recently been working as the City Administrator for the City of Sunset Valley. She began her career in municipal government in 2003, spent 10 years with the City of Corpus Christi, ultimately serving as the Assistant Director for Development Services during a period of record-breaking development for the City. Beginning in 2013, Carrillo was appointed City Manager of Aransas Pass, where she served for four years. In 2017, she returned to Corpus Christi as an Assistant City Manager overseeing the areas of Strategic Management, Information Technology, and the Budget.

Carrillo's education includes a Master of Public Administration degree and a Bachelor in Business Administration from Texas A&M Corpus Christi. She received her Certified Public Manager (CPM) designation in 2006 and Credentialed Manager (ICMA-CM) designation by the International City/County Manager's Association (ICMA) in 2019.

Carrillo has presented and led educational sessions at several national conferences including the American Planning Association and ICMA. Most recently, she presented at the 2022 Texas City Manager's Annual Conference in a session called "Here We Grow Again" that was hosted in Bastrop at the Hyatt Regency Lost Pines. It was during this conference that Carrillo says she first got to spend an extended visit in Bastrop, and that she fell in love with the community.

"I am honored to become part of the fabric of the Bastrop community and continue to plan for a prosperous city for our future generations; a place we can all be proud to call home," said Carrillo.

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BOARD & COMMISSION REQUIRED ANNUAL BOARD TRAINING

Bastrop City Council; Bastrop Cultural Arts Commission; Cemetery Advisory Board; Construction Standards Board; Bastrop Economic Development Board; Diversity Equity & Inclusion Board; Ethics Commission; Historic Landmark Commission; Bastrop Housing Authority; Hunters Crossing Local Government Corporation; Library Board; Main Street Advisory Board; Bastrop Parks Board/Tree Board; Planning & Zoning Commission; Zoning Board of Adjustment.



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1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800

September 26, 2022, 5:30 PM

**Times are estimates only*

- 5:30 p.m. **Call to Order of Each Board – Determine if quorum is present** – Mayor Schroeder
- 5:35 p.m. **Welcome & Purpose of Orientation** – Mayor Schroeder
- 5:40 p.m. **Introduction** – Acting City Manager
- 5:45 p.m. **Ethics Ordinance and Your Responsibilities as a Board Member** – Alan Bojorquez
- 6:15 p.m. **Overview of Open Records Act** – Alan Bojorquez
- 6:45 p.m. **Break**
- 7:00 p.m. **Overview of Open Meetings Act** – Alan Bojorquez
- 7:30 p.m. **General Protocol for Being a Successful Board Member** – Alan Bojorquez
- 8:00 p.m. **Adjournment of all Boards** – Mayor Schroeder

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/s/Ann Franklin
Ann Franklin, City Secretary



MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
July 21, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, July 21, 2022, at 5:35 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Shawn Pletsch, Kari Sneed and Sonya Cote. Also present: Main Street Program Director Rebecca Gleason and Community Impact Manager 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: Lost Pines Art Center's Egg Tempura Paint Class 10-12 on July 21 & 28

3B: Back to School Bash at Veteran's Memorial Stadium 6p-9p on August 2

3C: Bastrop Homecoming and Rodeo at Mayfest Park August 3-6, with parade downtown Saturday

3D: Farm Street Opry at Bastrop Convention Center at 7p on August 4

3E. The Odd Couple (Female Version) at Bastrop Opera House August 5-29

3F. Main Event's First Friday Art Walk on Main Street from 6p-8p on August 5

3G. Events on Main Market Days 10a-5p on August 6

3H. Art After Dark at Lost Pines Art Center from 6p-8p on August 6

4. REPORTS:

4A: Main Street Manager Report: The Retail Coach has begun gathering mobile data from the Main Street District Program area to help identify customer demographics, length of stay, daily visits and visitor percentage. The Q3 report was attached to agenda packet. Last quarter saw 366k in district. Of that 129k were sales tax paying customers. Most are staying longer than 150 minutes. These reports will be given quarterly.

4B. Design Committee Report: Committee chair out, item tabled until next meeting.

5. Presentations:

5A. Presentation on Main Street Program Fiscal Year 2023 Budget: Staff are preparing to present first round of budget next week. Total budget changing very little; noted printing and professional services went up. Professional services will pay for a Social Media Manager. Retail Coach and Civic Brand are included in new budget. Business Support and Local Activation Committees each have dedicated funds instead of by individual project. This allows more freedom with

leftover funds and gives committees control to allocate which projects need more. Pocket Parks are a new item under beautification. Also requesting to move Candice Butts, Community Impact Manager to full-time Main Street Manager. Formally requesting funding for Downtown Master Plan, which has been discussed. Master Plan will open many opportunities for city and downtown.

5B. Presentation on Committee Workplans: Downtown Engagement Committee are strategically looking for more members to join. Also looking to bring in community partners and churches to offer pop-up activities similar to Summer in the City for Lost Pines Christmas. Will also repeat Wassail Fest this year. Planning to continue Main Street Academy but need to focus on Lost Pines Christmas first/for now. Sponsorships are working on yearly sponsor packages and are still seeking regular sponsors for individual events until package options are rolled out. Table on Main has set April 23rd, 2023, for date for next year. Goal to increase ticket sales to 200. Meeting monthly, with a general plan set by November. Will possibly be changing tables/layout.

6. WORKSHOPS:

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Discussion and possible consideration for transfer of Table on Main funds to Main Street Program designated fund: A motion was made to move \$10, 149 made from Table on Main-to-Main Street general fund. It was approved without objection.

7B. Discussion and possible consideration to fund the Youth Advisory Council’s Art Call in the amount of \$10,000 from the Main Street Program’s Designated Fund: A motion was made to fund YAC mural project in the amount of \$10k. Approved without objection.

7C. Discussion and possible action for recommendation to the Mayor to fill Main Street Board vacancy: Motion made to recommend to Mayor to appoint Anne Marie Schindler to the MS Board vacancy.

8. ADJOURNMENT: The meeting was adjourned at 6:56 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Rebecca Gleason, Assistant City Manager

MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
August 10, 2022

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, August 10, 2022 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Candice McClendon, Rhonda Gannon, Kari Sneed, Dani Moss, Stephanie Lewis, Sonja Cote. and Shawn Pletsch. Also present was Main Street Program Director Rebecca Gleason.

1. CALL TO ORDER: At 5:32 and with quorum in attendance, Jennifer Long called the meeting to order.

2. CITIZEN COMMENTS: No citizen comments.

3. ANNOUNCEMENTS:

3A: The Odd Couple (Female Version) at the Bastrop Opera House August 5-20th

3B: Our Bastrop: Quality Development at City Hall from noon-1p on August 17th

3C: Drop in Docent Museum Tour at the Bastrop County Historical Museum and Visitor Center from 12:30-3p on August 20th

3D: Farm Street Opry at the Convention Center at 7p on September 1

3E. Main Event First Friday Art Walk from 6p-8p on September

3F. Events on Main – Market Days from 11a-3p on September 3rd

3G. Art After Dark at Lost Pines Art Center from 6p-8p on September 3rd

3H. Oz! The Musical at Bastrop Opera House September 9-25th

3I. Main Street Board Retreat on September 20

3J. BHS Homecoming Parade on Main Street from 6p-7p on September 21

3K. Our Bastrop: Fire Department and Emergency Management at City Hall from noon – 1:00p

3L. The Gathering at the Bastrop Opera House from 6p-8p on September 21

3M. Bastrop Music Festival September 22-25th

4. REPORTS:

4A: Main Street Manager Report: 2 new businesses opened for the month of July. Body and Shine Wellness, LLC relocated to 1005 Main Street. Found Fine Art is remodeling 910 Water Street, Suite B. Fur babies Wholesome Pet Food opened in the Mercantile on Main Street. Pines and Needles will be opening next to Neighbor's and will house a gallery in addition to tattoo shop services.

Plans are being finalized for the Board Retreat, happening on September 20, 2022. Candice Butts will be attending and presenting at the Main Street Manager Retreat. Preservation, new process on accreditation, regional networking, walking tours and fundraising will all be covered.

A nomination to the THC Preservation Awards was turned in for the Annice Read Award to honor Nancy Wood and her contributions in Bastrop to reflect her leadership and work done in the Main Street Program.

Store House was nominated to the TDA President Award for the Best Downtown Business to recognize the positive impact Store House has brought to the Downtown district. The Painted Porch was nominated for Best Commercial Interior.

A Letter of Intent was signed with Sunway Hospitality to establish plans for partnership for a boutique hotel, attached to the Convention Center. The hotel will manage all hotel aspects and run Convention Center while city maintains ownership of Convention Center. Will allow for more events, with longer stays in Bastrop.

Quarterly Report was presented to City Council in last Council Meeting. Last quarter had 129k customers in downtown. Average stay was 116 minutes. For the first time, there is also a vacancy rate to track, which was 10% last quarter. Healthy downtowns see a 5-8% rate.

5. PRESENTATIONS:

5A. Presentation from Design Committee on the Crosswalk art call: Design Committee has been meeting in businesses around town to both support business and get more people involved. Master Gardeners came to last meeting to update planter project. They will be helping with weeding and maintaining planters after plant selection and planting. Hoping to plant initial round in October.

Crosswalk Mural Project will include 2 crosswalks every 2 years. For the 2022 round, the crosswalk locations will be Main and Spring, and Main and Chestnut. Sherwin Williams agreed to donate paint. Offering 2k for comp/supply budget. Art call opens in August with deadline in September. Design Committee will decide on artist and recommend a selection to the Board. Plan to install at First Friday in October.

5B. Presentation on Committee Workplans: Design Committee working on Bastrop in Bloom and crosswalk project. Downtown Engagement working on Lost Pines Christmas. Sponsorships are working on full year sponsorship packages.

6. WORKSHOP:

6A. Program Celebration: Planning for celebration and unveiling of plaque honoring DBA at CC Wine Co. Jennifer will contact Ron (owner) to discuss which night of the week would be best to be in their space.

7. ITEMS FOR INDIVIDUAL CONSIDERATION: Consider approving Meeting Minutes from June and July (part 1). Approved without objection.

8. ADJOURNMENT: The meeting was adjourned at 6:36 without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Rebecca Gleason, Assistant City Manager