## **Bastrop Main Street Advisory Board Agenda**

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



# July 12, 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 Manager Report

- 4B. Design Committee Report
- 5. PRESENTATIONS
- 6. WORKSHOP
- <u>6A.</u> Transformational Strategies
- 7. ITEMS FOR INDIVIDUAL CONSIDERATION
- <u>7A.</u> Consider action to approve the Main Street Advisory Board meeting minutes from the April 12,2023, May 10, 2023 and June 14, 2023 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, <a href="www.cityofbastrop.org">www.cityofbastrop.org</a> and said Notice was posted on the following date and time: July 6, 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:** July 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 May and June:

- July 13: The Peterson Brothers in concert at the Lost Pines Art Center 7PM-8:15PM. \$10 tickets, kids under 12 free
- July 13: Music in the Park at Fisherman's Park 7PM
- 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 pickup will be available from 8:00 AM - 9:30 AM.
- July 15: Community Bike Ride in Fisherman's Park at 8AM
- July 17-19: Private Teacher Training at the Convention Center expected 250 attendees
- July 20: The Bearded Baking Company Ribbon Cutting at 1006 Main Street at 10AM
- July 20: Private Board Meeting at Convention Center expected 125 attendees
- July 21: Move It Bastrop at various businesses downtown
- July 22 23 Fuego on the Colorado Dis Golf tournament at Bob Bryant Park
- July 22: Private Event at Convention Center expected 200 attendees
- July 24-26: Private Event at Convention Center expected 250 attendees
- July 27: Private Event at Convention Center expected 480 attendees
- July 28: Teen Flashback Friday in Fisherman's Park at 6PM
- August 1-5: Bastrop Homecoming and Rodeo

- TUESDAY, AUGUST 1
  - County Team Roping-7:30pm
- WEDNESDAY, AUGUST 2
  - Exhibition Barrel Racing-8pm
- THURSDAY, AUGUST 3
  - Rodeo Slack 7:30pm (Gates open 6pm)
  - Cornhole Tournament at Showbarn- Sign-up at 6pm, Tournament at 7pm.
- FRIDAY, AUGUST 4
  - Rodeo 7:30pm / Mutton Bustin' \$20 first come basis. Sign up at Diamond Cross Rodeo merchandise booth inside arena. (Gates open 6pm)
  - Live Music at Showbarn (Gates open 8pm)
    - 8-9:30pm DJ Joey
    - 9:30-11pm Peterson Brothers Band
    - 11pm-12am DJ Joey
- SATURDAY, AUGUST 5
  - Parade Downtown 10am
  - BHS Hall of Fame Awards at 12 noon at the Jerry Faye Wilhelm Performing Arts Center
  - Mike Mathison Memorial Horseshoe & Washer Tournaments at American Legion. Sign-up 9am. Tournament 10am.
  - 4-H Cake Auction 1pm American Legion
  - Texas Hold'em Tournament at American Legion. Sign-up at 3pm. Tournament at 4pm.
  - Rodeo 7:30pm / Mutton Bustin' \$20 first come basis. Sign up at Diamond Cross Rodeo merchandise booth inside arena. (Gates open 6pm)
  - Live Music at Showbarn (Gates open 8pm)
    - 8-9:30pm DJ Joey
    - 9:30pm-12:30am Wyatt Ellis Band
- August 3: Farm Street Opry at Bastrop Convention Center
- August 4: First Friday Art Walk
- August 5-6: Bastrop Gun Show at Bastrop Convention Center
- August 5: Bastrop Market Days
- August 5: Art After Dark at Lost Pines Art Center



STAFF REPORT

MEETING DATE: July 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:

<u>Main Street Businesses:</u> There were two Certificate of Occupancy permits issued during June for Caff Coffee + Kitchen located at 711 Pine Street and Mayday Medicines, Inc. at 914 Main Street. 922 Main Street has been purchased and The Rhinestone Rattler Boutique has begun renovations to the building to prep for opening.

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:

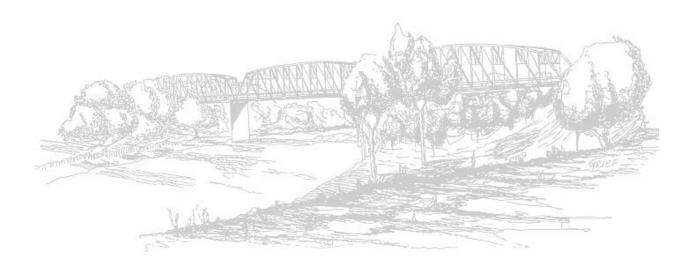
 Monday, July 24, 2023 9:00am – 11:00am: 8 Secrets from a Secret Shopper by Alysia Cook. Visit this link to register: <a href="https://www.eventbrite.com/e/8-secrets-from-a-secret-shopper-tickets-646574189807">https://www.eventbrite.com/e/8-secrets-from-a-secret-shopper-tickets-646574189807</a>



Monday, August 14, 2023 6:00PM at the Lost Pines Art Center (1204 Chestnut Street).
 Topic is a business planning workshop provided by Drew Chance with Bastrop Economic Development Corporation. Visit this link to register: <a href="https://www.eventbrite.com/e/business-plan-workshop-tickets-660685908337">https://www.eventbrite.com/e/business-plan-workshop-tickets-660685908337</a>



<u>Townhall Social:</u> Monday, September 12, 2023 6:00pm-8:00pm. The meeting theme will be the upcoming event season and business participation/support. We will bring in a speaker, Molly Alexander, to talk about maximizing downtown events.



## 2024 Workplan

### **Transformation Strategy 1: Food and Entertainment Destination**

**Why?** Downtown Bastrop is a food and Entertainment 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 and entertainment 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.

Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.	Attract niche restaurants and entertainment venues that provide more diverse food options.	Creation of a food and beverage festival ("A taste of" or picnic).	Help attract and maintain a reliable labor force.

### **Repeat Annual Responsibilities**

Table on Main

Wassail Fest

Build out of the Downtown Bastrop Microsite to include a detailed list of restaurants, bakeries, etc. under the "Eat" tab. Continue to highlight our unique dining experiences downtown.

Transformation Strategy: Food and Entertainment Destination					
Goal 1: Increase local awareness on the diverse culinary assets Downtown Bastrop has to offer.	Define Success:				
Partners:	1				

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Promote sidewalk dining	·				\$0
2. New resident welcome bag					\$0
3. Wayfinding					\$0
4. Highlight restaurant of the month on social media (holidays events, etc.) including history of the dish and special details (vlogs)	,				\$0
5. Advertise/pitch local and surrounding area magazines					\$0
6. Expand partnerships to increase local awareness					\$0
7.					\$0
8.					\$0
		1	l	Total	\$0

# Transformation Strategy: Food and Entertainment Destination

Attract niche restaurants and entertainment that provide more diverse options.

Goal 2: Define Success:

Partners:

	Board Member				
Task	Responsible	Responsible	Due Date	Progress	Budget
1. Encourage existing restaurants to have "pop up"/ guest chefs					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
	•	•	•	Total	\$0

Transformation Strategy: Food and Entertainment Destination					
Goal 3: Creation of a food and beverage festival ("A taste of" or picnic).	Define Success:				
Partners:					

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
	L	1		Total	\$0

Goal 4: Help attract and maintain a reliable labor force.

Define Success:

Partners: Workforce Solutions, AI? (check on their certification programs), BISD, Local Businesses

	Board Member	Staff			
Task	Responsible	Responsible	Due Date	Progress	Budget
General "Work Downtown" application on website and promotion					\$0
2. Partner with groups/businesses on training opportunities for management, business plans, etc.					\$0
3. Connect with BISD's culinary arts and hospitality program					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
	•	•	•	Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused									
Goal 1:		Define Succe							
Partners:									
	Board Member								
Task 1.	Responsible	Responsible	Due Date	Progress	Budget				

		nber Staff			
Task	Responsibl	e Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
		•	•	Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused				
Goal 2:	Define Success:			
Partners:				

	<b>Board Member</b>	Staff			
Task	Responsible	Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	Family-Friendly, Family-Focu	sed			
Goal 3:		Define Succe	ess:		
Partners:					
	Board Member	Staff			
Task	Responsible	Responsible	Due Date	Progress	Budget
1.					\$0

Task	Responsible	Responsible	Due Date	Drogross	Budget
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1.					\$0
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8.					\$0
	·			Total	\$0

Transformation Strategy: Family-Friendly, Family-Focused		
Goal 4:	Define Success:	
Partners:		

	Board Member				
Task	Responsible	Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

### 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 31<sup>st</sup> 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.
- <u>4C. Design Committee Report:</u> Remaining bike racks were installed Downtown. Committee is working on a strategy for crosswalk mural touchup.

### **5.PRESENTATIONS: NONE**

### 6. WORKSHOP:

<u>6A. Main Street District Townhall:</u> 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.
- <u>7B. Recommendation to the Mayor to fill board vacancy:</u> 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.

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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:

- A. May: Preservation Month with special exhibit in the Bastrop County Museum and Visitor Center and Historic Downtown Bastrop Scavenger Hunt
- B. May 11-12: TML Small Town Conference at Bastrop Convention Center
- C. May 11: Understanding Property Taxes and How they are calculated free session at 5:30PM -7:00PM City Hall (1311 Chestnut Street)
- D. May 15: Ribbon Cutting for BrainWell Psychiatry at 909 Pecan Street
- E. May 17: Free Session on Economic Benefits of Renewable Energy 9:30AM-10:30AM at Bastrop Convention Center
- F. May 18-22: The Exit and Build Land Summit III at Bastrop Convention Center
- G. May 19-June 4: Music Man at Bastrop Opera House
- H. May 20: Yesterfest 10AM 4PM on Pine Street and Water Street
- I. May 27:: March for Jesus 9AM-11AM through Main Street with ceremony on Court House Lawn
- J. June 1: Farm Street Opry at Bastrop Convention Center at 7PM
- K. June 2-3: Bastrop Pride Pride in Fisherman's Park on Friday from 3PM-8PM and Saturday Street Faire on Main Street 7PM-11PM
- L. June 2: Frist Friday Art Walk
- M. June 3: Market Days
- N. June 3: Art After Dark at the Lost Pines Art Center

### 4. REPORTS:

<u>4A: Main Street Manager Report:</u> 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.

<u>4B. Table on Main Report</u>: 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.

<u>4C. Main Street Ad Hoc Committee Report:</u> 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. <u>Old Iron Bridge Update:</u> 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:

<u>6A. Main Street Social Debrief:</u> 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.

<u>6B. Downtown Wayfinding</u>: 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.

<u>6C. Transformation Strategies – FY24/FY25 Workplan:</u> 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.

<u>6D. Halloween:</u> 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:

- <u>7A. Consider approving Meeting Minutes from April 12, 2023</u>: Tabled for next meeting.
- <u>7B. Discussion and possible action to adjust the Main Street Advisory Board's monthly meet times:</u> 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