

Bastrop Main Street Advisory Board Agenda

Bastrop City Hall City Council Chambers

1311 Chestnut Street

Bastrop, TX 78602

(512) 332-8800



January 11, 2023

Agenda - Main Street Advisory Board 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. 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. Lost Pines Christmas Report
- 4C. Table on Main Committee Report
- 4D. Design Committee Report

5. PRESENTATIONS

6. WORKSHOP

- 6A. Main Street Businesses Block Initiative
- 6B. Main Street District Townhall Meeting
- 6C. 4th of July Weekend Event Discussion
- 6D. Volunteer Recruitment

7. ITEMS FOR INDIVIDUAL CONSIDERATION

- 7A. Consider action to approve the meeting minutes from the December 14, 2022 Main Street Advisory Board meeting.

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 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: January 11, 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 January and February:

- January 6- January 15: Techies playing at the Bastrop Opera House
- February 2: Farm Street Opry at the Bastrop Convention Center
- February 3- February 19: Steal Away Home playing at the Bastrop Opera House
- February 4: Art After Dark at the Lost Pines Art Center from 5:30pm until 8:00pm.
- February 23: Atash, in concert at the Lost Pines Art Center from 7:00pm-8:30pm. Tickets are \$10.



STAFF REPORT

MEETING DATE: January 11, 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: During the month of November and December, the three businesses received Certificate of Occupancies in the Main Street District. Trevino VI Enterprise opened at 805 Haysel Street. Cherry Blossom Spa at 1011 Chestnut Street has a new owner. Texas Tile Works at 1109 Chestnut Street received a Certificate of Occupancy. Three businesses closed or relocated. Radiant Mama previously located at 702 Main Street, Suite 103 has relocated outside of the district to a space at 303 Martin Luther King Jr. Drive. The Pit Stop located at 1006 Main Street and Daniela Vlad Design Studio and Boutique located at 918 Main Street have both closed.

Texas Historical Commission Preservation Awards: Nancy Wood has been selected as the recipient of the Texas Historical Commission's Anice B. Read Award of Excellence in Community Heritage Development. She will be honored at the 2023 Real Places Conference in Austin. The banquet will take place at the Doubletree by Hilton Austin, located at 6505 N. Interstate 35, Austin, Texas, 78752 on Thursday, February 2, 2023 at 6:00pm.

Annual Accreditation and Quarterly Reporting: The Main Street Program's annual accreditation and fourth quarter report is due to Texas Historical Commission on January 10, 2023. A copy of the report will be made available to board members.

Civic Brand: Civic Brand began the 90-day social media study and take over at the end of October. We will be receiving a social media strategy from the group at the end of January on how to improve our social media marketing and coverage. Civic Brand also met with Visit Bastrop last month to help with the build out of the Downtown Bastrop website on the Visit Bastrop site as a microsite. The group is reviewing the current build out that has not been published yet and will make recommendations on improvements/adjustments.

Downtown Bastrop Social Media RFP: A request for proposals has been posted for the management of the Downtown Bastrop social media handles. The RFP will close on January 27, 2023. Once a proposal is selected, the contractor will be expected to follow the social media strategy provided by Civic Brand. To access the RFP go to this link: https://www.cityofbastrop.org/page/city.public_notices

**MINUTES OF BASTROP MAIN STREET ADVISORY BOARD
December 14, 2022**

The Bastrop Main Street Advisory Board met in a Regular Meeting on Wednesday, December 14, 2022 at 5:30 p.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Jennifer Long, Rhonda Gannon, Kari Sneed, Dani Moss, Stephanie Lewis, Shawn Pletsch, AnneMarie Schindler, and Sonya Cote. Also present: Main Street Manager Candice Butts.

- 1. CALL TO ORDER:** At 5:31pm and with quorum in attendance, Jennifer Long called the meeting to order.
- 2. CITIZEN COMMENTS:** No citizen comment.
- 3. ANNOUNCEMENTS:** None.
- 4. REPORTS:** None.
- 5. PRESENTATIONS:** None
- 6. WORKSHOP:**

6A. Main Street Evaluation Framework: The board discussed the community self-assessment tool for its annual accreditation that is due on January 10, 2023. Below were the self-assessment scores the board determined for each category:

Standard I: Broad-based community commitment to revitalization

I. Partnerships and Collaboration:

- a. Indicator 1: scored at a 4
- b. Indicator 2: scored at a 3

II. District and Community Outreach

- a. Indicator 1: scored at a 2

III. Communication and Public Relations

- a. Indicator 1: scored at a 2
- b. Indicator 2: scored at a 3
- c. Indicator 3: scored at a 3

Standard II: Inclusive Leadership and Organizational Capacity

I. Inclusive organizational cultural and diverse volunteer engagement

- a. Indicator 1: scored at a 3
- b. Indicator 2: scored at a 4
- c. Indicator 3: scored at a 5
- d. Indicator 4: scored at a 4

II. Active Board Leadership and Supporting Volunteer Base

- a. Indicator 1: scored at a 4
- b. Indicator 2: scored at a 5
- c. Indicator 3: scored at a 4

- III. Professional Staff management
 - a. Indicator 1: scored at a 5
 - b. Indicator 2: scored at a 4
- IV. Effective Operational Structure
 - a. Indicator 1: scored at a 5
- Standard III: Diversified Funding and Sustainable Program Operations
 - I. Balanced Funding Structure
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 3
 - c. Indicator 3: scored at a 4
 - II. Strategic Revenue Development and Fundraising
 - a. Indicator 1: scored at a 4
 - III. Budget and Work Plan Alignment
 - a. Indicator 1: scored at a 4
 - b. Indicator 2: scored at a 4
 - IV. Financial Management and Best Practices
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 2
- Standard IV: Strategy-Driven Programming
 - I. Planning Guided by Inclusive Community and Market-Informed Inputs
 - a. Indicator 1: scored at a 2
 - II. Defining Direction Through Transformation Strategy identification and Development
 - a. Indicator 1: scored at a 2
 - III. Strategy-aligned Comprehensive Work Planning and Implementation Across All Four Points
 - a. Indicator 1: scored at a 4
- Standard V: Preservation-Based Economic Development
 - I. Preservation Ethics and Education on Historic and Cultural Assets
 - a. Indicator 1: scored at a 3
 - b. Indicator 2: scored at a 2
 - II. Standards and Best Practices for Place-Based, People-Focused Design
 - a. Indicator 1: scored at a 2
 - III. Promotion of Historic, Heritage, and Cultural Assets
 - a. Indicator 1: scored at a 2
- Standard VI: Demonstrated Impact and Results
 - I. Demonstrating the Value of Main Street
 - a. Indicator 1: scored at a 2
 - II. Measuring and Packaging Quantitative and Qualitative Outcomes
 - a. Indicator 1: scored at a 2
 - b. Indicator 2: scored at a 3
 - III. Promoting Progress and Demonstrating Impact and Results
 - a. Indicator 1: scored at a 3

7. ITEMS FOR INDIVIDUAL CONSIDERATION:

7A. Consider approving Meeting Minutes from November 9, 2022 meeting: Dani Moss made the motion and Steph Lewis Seconded.

8. ADJOURNMENT: The meeting was adjourned at 6:30pm without objection.

APPROVED:

ATTEST:

Jennifer Long, Chair

Candice Butts, Main Street Manager