



MAIN STREET ADVISORY BOARD MEETING

December 18, 2019

MINUTES

The meeting was called to order by Scott Dean, at 5:01 pm and a quorum was declared.

Present – Shannon Grace, Erwin Stauffer, Stephen Truex, Bobby Seiferman and Scott Dean.

Absent – Sharla Gola (excused) and Stacey Smith (excused)

Staff Present – Jan Harris, Main Street Manager and Tom Yantis, Development Services Director

Guests Present – No guests were present.

PUBLIC COMMENT

No public comments.

CONSENT AGENDA

1. **Approve the Minutes from the Main Street Advisory Board Meeting for November 20, 2019 and the Special Called Meeting Minutes for December 2, 2019**

Board members had been provided copies of the minutes in the December meeting packet.

MOTION – MOTION WAS MADE TO APPROVE THE MINUTES FROM NOVEMBER 20, 2019 AND DECEMBER 2, 2019 AS PRESENTED.

STAUFFER/TRUEX/UNANIMOUS

2. **Receive Financials for November for the Main Street Advisory Board.**

3. Board members had been provided copies of the November financials in the December meeting packet.

BOARD ACTION: FINANCIALS RECEIVED AND ACCEPTED.

In order to better track revenue and expenditures for special events, City Staff will develop a tracking mechanism for each event in the Main Street Fund. The Main Street Board could then determine the use of profits generated by these special event for the betterment of the downtown district. **ACTION ITEM:** This mechanism is to be in place by the January 15, 2020 Board Meeting.

REGULAR AGENDA

4. Main Street Manager Report and Updates – Jan Harris

Please see attached sheet for full report. Some of the highlights were:

Small Business Saturday

Wine Swirl

Christmas Fair

Christmas Tree Lighting

Meetings with downtown stakeholders, business owners and property owners.

Meetings with potential business owners.

Wine Swirl Planning Meetings

Public Arts Advisory Board Meeting

Jan Harris reported that she intended to add information on business and real estate activity to the monthly report.

Jan reported that she continues to work on the guidelines for the Main Street Farmers' Market.

5. After action report of the Wine Swirl and Christmas Fair - Jan Harris

Jan presented the board with information regarding both events. WINE SWIRL: By all reports, the Wine Swirl was a success for the hosting businesses and participating wineries. A SWOT analysis is ongoing to create a list of recommendations for implementation at next year's Swirl. CHRISTMAS FAIR: Vendor participation was good for both outdoor and indoor vendors. Sales seemed to be good overall. Food Trucks as no-shows was an issue at both events.

ACTION ITEM: Staff to consider charging food trucks who sign up for events a monetary deposit which would be retained if the vendor did not participate as agreed.

NO ACTION WAS REQUIRED BY THE BOARD.

6. Discussion and possible action regarding downtown murals - Scott Dean

Jan presented updated information regarding the Application for Mural Review and Approval which had been submitted by Julie Downs on 11/20/19 just prior to the meeting.

MOTION: A MOTION WAS MADE TO DENY THE APPLICATION FOR A MURAL LOCATED AT 211 NORTH MAIN STREET.

The decision to deny was based upon the following: (1) The designs utilized in the mural are not appropriate with the architecture and style of downtown and (2) The design content was not approved in advance of installing the mural on the building.

TRUEX/GRACE/UNANIMOUS

- 7. Discuss, review and vote on possible revisions to the following grant applications and guidelines: sign, façade, paint, fire suppression system, and rental assistance – Shannon Grace**

Shannon informed the board that there was no information at this time.

ACTION ITEM: This item is tabled until the January meeting.

- 8. Discuss and review of draft of TMS By-Laws – Jan Harris**

Board members had been provided copies of the draft by-laws and code of conduct in the December meeting packet.

MOTION: MOTION TO ACCEPT THE TMS BY-LAWS AND CODE OF CONDUCT DOCUMENTS AS PRESENTED.

TRUEX/STAUFFER/APPROVED

- 9. Review of 2019 Main Street Assessment Report – Jan Harris**

Jan reported that the report had been submitted to the State Main Street office via email on December 12th in advance of the deadline. The board had received a copy of the assessment report by email. Accredited programs will be announced at the State of Main National Conference in Dallas in May.

NO ACTION WAS REQUIRED BY THE BOARD.

- 10. Discussion and possible action concerning efforts to include and support businesses in the Main Street Program District south of the railroad tracks – Scott Dean**

Staff provided the board with a general map of the Main Street district and reported that planning staff was working on a detailed map showing businesses, residential units, vacant properties, etc. for use by staff and the board. A future meeting should be set up between the board and southside business owners/property owners to share information on the Main Street Program and opportunities available to assist them.

ACTION ITEMS: (1) Planning staff develops a map outlining property use in the Main Street District and especially the southside area. Due by January meeting. (2) Staff develops a list of southside area business and property owners. Due by January meeting. (3) Set up a meeting between the southside stakeholders and the Main Street board.

- 11. Discuss Items for Upcoming Agendas – Scott Dean**

- a. Discussion and possible action regarding tracking mechanism for special event revenues/expenditures
- b. Discussion and possible action regarding Stomp & Holler mural at corner of Talbot and 2nd St.
- c. Discussion and possible action regarding edits to grant applications and guidelines
- d. Discussion and possible action regarding deposits for food vendors at special events

- e. Discussion and possible action concerning efforts to include and support businesses in the Main Street Program District south of the railroad tracks
- f. Discussion and possible action to discuss date/time/location of a board work session for the purpose of establishing a 2020 Work Plan
- g. Discussion and possible action regarding a change for the May 2020 meeting date due to the Main Street Now National Conference.in Dallas, May 17-21, 2020

Adjournment -

There being no further business the meeting adjourned at 6.05 pm.

**MOTION – MOTION WAS MADE TO ADJOURN THE MEETING
SEIFERMAN/GRACE/UNANIMOUS**

Respectfully Submitted,

A handwritten signature in cursive script that reads "Jan Harris".

Jan Harris, CMSM
Main Street Manager