

AGENDA

CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

December 16, 2020

To assist in maintaining the health of Main Street Advisory Board Members, staff and the public, this meeting will be conducted via *Zoom*.

Time: Dec 16, 2020 05:30 PM Central Time (US and Canada)

Join Zoom Meeting: <https://zoom.us/j/93635684575>

Meeting ID: 936 3568 4575

One tap mobile: +13462487799,,93635684575# US (Houston)

I. ALL TO ORDER AND DECLARE A QUORUM

II. CITIZENS COMMUNICATION

III. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Board may act on with one single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it individually as part of the Regular agenda.)

1. Review and approve minutes from the meeting on October 21, 2020.
2. Receive the financial reports from October and November 2020.

IV. REGULAR AGENDA: Review, Discuss and Consider Action:

3. Main Street Manager's reports:
 - a. Manager's Activity Report
 - b. Downtown Property Report
 - c. Downtown Business Report
 - d. Board Member Attendance Report
 - e. Stacey Smith's Resignation
 - f. Main Street Advisory Board Roster
4. Consideration of a Rental Assistance Grant request from Allison Holder, Owner of Cherry Tree Home and Gift, 104 E 2nd St.
5. Report on updates to the City's sign ordinance
6. Discuss future action for design guidelines for downtown signage as a tool to assist downtown business and property owners.
7. Report on Streetscape Improvements on 2nd Street between Talbot and Porter Streets.
8. Discuss items for upcoming agendas

V. ADJOURN

Next Meeting Date: January 20, 2020

The Board may vote and/or act upon each of the items listed in this Agenda. The Board reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before **December 16, 2020**. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Jan Harris
Jan Harris, Main Street Manager

Date: 12-10-2020

Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 1

Consent Agenda Items:

Minutes from October 21, 2020 Meeting

MINUTES

**CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD
October 21, 2020**

MEMBERS PRESENT: Steve Truex, Shannon Grace, Sharla Gola, John McRae, Erwin Stauffer (entered the meeting at 6:15 pm)

MEMBERS ABSENT: Scott Dean and Stacey Smith

STAFF PRESENT: Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager

OTHERS PRESENT: Tia Rae Stone, Chamber of Commerce President and Chuck Bush

- I. **CALL TO ORDER AND DECLARE A QUORUM:** It was agreed in Chairman Dean's absence, that Sharla Gola would preside as Chairperson. She called the meeting to order at 5:36 pm with a quorum present.
- II. **CITIZENS COMMUNICATION:** No communication from the citizenry.
- III. **CONSENT AGENDA**
 1. Review and approve minutes from the meeting on August 20, 2020. **MOTION:** To receive the August 20, 2020 meeting minutes as presented made by Shannon Grace/ seconded by Steve Truex/approved unanimously.
 2. Receive the financial reports from August and September 2020. **ACTION:** The financial reports were received by the board as information.
- IV. **REGULAR AGENDA: Review, Discuss and Consider Action:**
 1. **Main Street Manager's reports** - Jan presented the following reports to the board:
 - a. **Manager's Activity Report:** Jan reviewed the various meetings she attended in the course of her duties including TDA and Main Street meetings; meetings with the Chamber of Commerce and Public Arts Advisory Board; meetings with downtown stakeholders and departmental meetings.
 - b. **Board Member Attendance Report:** The attendance report was reviewed with the board and attendance was strongly encouraged at all meetings.
 - c. **Downtown Property Report:** Jan reviewed the two reports indicating properties for sale and those for lease in the downtown district. She reported that there are 7 properties for sale at this time comprising almost 52,000 SF of space. There are 11 properties being marketed for lease ranging from a small personal office space to a 16,000 SF building. The total estimated square footage currently offered for lease in the downtown equals just short of 70,000 SF.
 - d. **Downtown Business Report:** Jan reported a net gain of new businesses in the downtown. In September, 2 businesses were lost (Cherry Tree Creative and Ricoco's Latin Grill) while 5 new ventures opened (Monarcas Mexican Restaurant, Hola Aloha, 4th Street Mercantile, Cookies, Cupcakes & More, and Downtown Social). In October, no businesses closed, and Red Rider Studios relocated from the Titworth Building to the Lofts at 2nd & Main.
 2. **Discuss and consider action on updates to the current sign ordinance regarding lighted signs and banners:** **MOTION:** John McRae made a motion to inform Council that the MSAB wants more time to arrive at a decision on the issues presented related to lighted signage and would use the opportunity to encourage dialogue with the business community concerning signage / Sharla Gola seconded the motion/

unanimously approved. **MOTION:** Shannon Grace made a motion to recommend to the Council that feather banners be allowed for short periods of time with a permit / Steve Truex seconded the motion / carried unanimously.

3. **Review signage design guidelines:** Jan presented two versions of sign design guidelines to the board. John McRae suggested that staff obtain 2-3 examples of strong sign ordinances with design guidelines and present them to the board. The cities of Georgetown and Fredericksburg were noted as was the work of Winter & Associates who developed Georgetown's guidelines. **ACTION ITEM:** Staff will provide 2-3 examples of strong sign ordinances with design guidelines and provide the board with links to them.
4. **Review guidelines and checklist for the Façade Improvement Grant:** Jan presented the updated FIG guidelines as requested at the August meeting. She pointed out that it now stated that contractor proposals had to be itemized and that all applicable permits would have to be submitted to staff prior to the award of the reimbursement grant check.
5. **Receive materials from contractor for 201 W. 4th Street FIG application:** An itemized list had been provided by Craig Eulenfeld for the project. However, it has since been determined that the latest list is incorrect. Property owner Mary Linda Hays is submitting a fresh grant application with Eulenfeld providing a correct itemized list for his proposal of work and copies of all applicable permits. After review, it is anticipated that the FIG check will be released.
6. **Set a date and time for a work session to develop 2021 work plan: ACTION ITEM:** After discussion, it was determined that Jan will provide the board with background information relative to work plan development and the incorporation of transformative strategies into the 2021 work plan for downtown Taylor. A meeting can be called to review the role of the Main Street Board in work plan development. **ACTION ITEM:** Jan will also bring 4-5 key issues and seek the board's input at to the program's future actions which will be set down in the work plan.
7. **Discuss items for upcoming agendas**
 - Update on 201 W 4th Street FIG
 - Rental Assistance Program budget
 - Applications for Rental Assistance program
 - Release of funds for Ed Hile's Fire Suppression Grant for 104 E 2nd St
 - Result of public comment requested for internally lit signage
 - Further discussion on sign design guidelines
 - Work plan development

V. **ADJOURN: MOTION:** A motion to adjourn was made by Erwin Stauffer / seconded by John McRae / Unanimous. Meeting adjourned at 7:05 pm

Respectfully submitted:

Jan Harris, CMSM
Main Street Manager



TAYLOR MAIN STREET
400 Porter Street Taylor, Texas 76574
512-352-3463

November 19, 2020

The November 18, 2020 Meeting of the Taylor MainStreet Advisory Board lacked a quorum. Members in attendance were Erwin Stauffer and John McRae. Staff in attendance were Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager.

Members absent were Scott Dean, Sharla Gola, Steve Truex, Shannon Grace, and Stacey Smith.

Respectively submitted,

Jan Harris

Jan Harris, CMSM



Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 2

Consent Agenda Items:

Financials for October and November 2020

123-MAIN STREET REVENUE FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>330-INTERGOVERNMENTAL REVENUES</u>							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	17,000.00	0.00	0.00	0.00	0.00	17,000.00
330-236	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		17,000.00	0.00	0.00	0.00	0.00	17,000.00
 <u>430-USE OF MONEY AND PROPERTY</u>							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
 <u>440-DONATIONS FROM PRIVATE SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	2,000.00	70.00	70.00	3.50	0.00	1,930.00
440-353	MAIN STREET CAR SHOW	28,000.00	0.00	0.00	0.00	0.00	28,000.00
440-354	WINE SWIRL	4,500.00	0.00	0.00	0.00	0.00	4,500.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	2,000.00	0.00	0.00	0.00	0.00	2,000.00
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	14,000.00	0.00	0.00	0.00	0.00	14,000.00
440-359	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		50,500.00	70.00	70.00	0.14	0.00	50,430.00
 <u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	20,000.00	0.00	0.00	0.00	0.00	20,000.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	0.00	0.00	0.00	5,000.00
450-365	TRANSFER FROM GENERAL FUND	<u>14,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>14,600.00</u>
** REVENUE CATEGORY TOTAL **		<u>39,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,600.00</u>
 *** TOTAL REVENUES ***							
		107,100.00	70.00	70.00	0.07	0.00	107,030.00
		<u>107,100.00</u>	<u>70.00</u>	<u>70.00</u>	<u>0.07</u>	<u>0.00</u>	<u>107,030.00</u>

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICES

WAGES & SALARIES

615-111	REGULAR FULL TIME	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIES

PROGRAM/SPECIAL EVENTS

615-232	FARMERS' MARKET	0.00	180.45	180.45	0.00	0.00	(180.45)
615-233	CITY SPONSORED EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	23,000.00	0.00	0.00	0.00	0.00	23,000.00
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	22,900.00	0.00	0.00	0.00	0.00	22,900.00
615-237	WINE SWIRL	3,700.00	0.00	0.00	0.00	0.00	3,700.00
615-238	CHRISTMAS BAZAAR	0.00	0.00	0.00	0.00	0.00	0.00
615-239	SPOOKTACULAR	1,450.00	0.00	0.00	0.00	0.00	1,450.00
	* SUB-CATEGORY TOTAL *	58,050.00	180.45	180.45	0.31	0.00	57,869.55

SPECIALTY SUPPLIES

615-259	MISC. SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		58,050.00	180.45	180.45	0.31	0.00	57,869.55

500-CONTRACT SERVICES AND FEES

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	0.00	0.00	0.00	5,000.00
** CATEGORY TOTAL **		5,000.00	0.00	0.00	0.00	0.00	5,000.00
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	0.00	0.00	0.00	0.00	14,600.00
615-813	FACADE GRANT	20,000.00	0.00	0.00	0.00	0.00	20,000.00
615-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	34,600.00	0.00	0.00	0.00	0.00	34,600.00
** CATEGORY TOTAL **		<u>34,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>34,600.00</u>
*** DEPARTMENT TOTAL ***		<u>97,650.00</u>	<u>180.45</u>	<u>180.45</u>	<u>0.18</u>	<u>0.00</u>	<u>97,469.55</u>
*** TOTAL EXPENSES ***		<u>97,650.00</u>	<u>180.45</u>	<u>180.45</u>	<u>0.18</u>	<u>0.00</u>	<u>97,469.55</u>

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: OCTOBER 31ST, 2020

123-MAIN STREET REVENUE FUND
 615-CONTRIBUTE TO CIVIC PROGRA
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL PROFIT / (LOSS) ***	9,450.00	(110.45)	(110.45)	1.17-	0.00	9,560.45
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
***	TOTAL REVENUES	***	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
524-	MAIN STREET PROGRAM	112,655.00	5,521.53	5,521.53	4.90	0.00	107,133.47
***	TOTAL EXPENDITURES	***	112,655.00	5,521.53	5,521.53	4.90	107,133.47
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS)	***	(112,655.00)	(5,521.53)	(5,521.53)	4.90	0.00
		=====	=====	=====	=====	=====	=====
							(107,133.47)
							=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
 REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICESWAGES & SALARIES

524-111	REGULAR FULL TIME	62,000.00	4,268.47	4,268.47	6.88	0.00	57,731.53
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	48.00	0.00	0.00	0.00	0.00	48.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		62,048.00	4,268.47	4,268.47	6.88	0.00	57,779.53

PAID BENEFITS

524-120	UNUM LIFE	143.00	14.07	14.07	9.84	0.00	128.93
524-121	FICA SOCIAL SECURITY	4,761.00	548.47	548.47	11.52	0.00	4,212.53
524-122	WORKERS COMPENSATION	131.00	34.18	34.18	26.09	0.00	96.82
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT- TMRS	8,268.00	552.28	552.28	6.68	0.00	7,715.72
524-126	HEALTH INSURANCE	6,767.00	0.00	0.00	0.00	0.00	6,767.00
524-127	DENTAL INSURANCE	311.00	24.82	24.82	7.98	0.00	286.18
524-128	LONG TERM DISABILITY	186.00	0.00	0.00	0.00	0.00	186.00
524-129	VISION INSURANCE	<u>48.00</u>	<u>3.96</u>	<u>3.96</u>	<u>8.25</u>	<u>0.00</u>	<u>44.04</u>
* SUB-CATEGORY TOTAL *		20,777.00	1,177.78	1,177.78	5.67	0.00	19,599.22

ALLOWANCES/REIMBURSEMENTS

524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>550.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>550.00</u>
* SUB-CATEGORY TOTAL *		550.00	0.00	0.00	0.00	0.00	550.00

TRAINING/PROFESSIONAL DEVELOPM

524-141	WORKSHOP TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
524-142	PROFESSIONAL CONFERENCES	1,300.00	0.00	0.00	0.00	0.00	1,300.00
524-143	MEMBERSHIPS AND DUES	1,550.00	0.00	0.00	0.00	0.00	1,550.00
524-144	SUBSCRIPTIONS AND BOOKS	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-146	TRAINING- TRANSPORTATION	500.00	0.00	0.00	0.00	0.00	500.00
524-147	TRAINING- LODGING	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-148	TRAINING- MEALS	<u>650.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>650.00</u>
* SUB-CATEGORY TOTAL *		6,800.00	0.00	0.00	0.00	0.00	6,800.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		90,175.00	5,446.25	5,446.25	6.04	0.00	84,728.75

200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	20.00	20.00	2.00	0.00	980.00
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	450.00	0.00	0.00	0.00	0.00	450.00
524-215	POSTAGE	<u>100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>100.00</u>
* SUB-CATEGORY TOTAL *		1,550.00	20.00	20.00	1.29	0.00	1,530.00

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	17,000.00	0.00	0.00	0.00	0.00	17,000.00
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,100.00</u>
* SUB-CATEGORY TOTAL *		19,100.00	0.00	0.00	0.00	0.00	19,100.00

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		20,650.00	20.00	20.00	0.10	0.00	20,630.00
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300-FACILITIES OPERATIONS/MAIN

UTILITIES

524-323	TRUNK TELEPHONE SYSTEM	30.00	0.00	0.00	0.00	0.00	30.00
524-324	CELL PHONES	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>600.00</u>
* SUB-CATEGORY TOTAL *		630.00	0.00	0.00	0.00	0.00	630.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		630.00	0.00	0.00	0.00	0.00	630.00

400-EQUIPMENT OPERATIONS/MAINT

OFFICE EQUIPMENT

524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	<u>1,000.00</u>	<u>55.28</u>	<u>55.28</u>	<u>5.53</u>	<u>0.00</u>	<u>944.72</u>
* SUB-CATEGORY TOTAL *		1,000.00	55.28	55.28	5.53	0.00	944.72
** CATEGORY TOTAL **		1,000.00	55.28	55.28	5.53	0.00	944.72

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	200.00	0.00	0.00	0.00	0.00	200.00
524-539	OTHER CONTRACT SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		200.00	0.00	0.00	0.00	0.00	200.00
** CATEGORY TOTAL **		200.00	0.00	0.00	0.00	0.00	200.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
524-714	COMPUTER EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*** DEPARTMENT TOTAL ***		112,655.00	5,521.53	5,521.53	4.90	0.00	107,133.47
		=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***		112,655.00	5,521.53	5,521.53	4.90	0.00	107,133.47
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		(112,655.00)	(5,521.53)	(5,521.53)	4.90	0.00	(107,133.47)
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

123-MAIN STREET REVENUE FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
330-INTERGOVERNMENTAL REV		17,000.00	0.00	0.00	0.00	0.00	17,000.00
430-USE OF MONEY AND PROP		0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT		50,500.00	0.00	70.00	0.14	0.00	50,430.00
450-INTERFUND OPERATING T		<u>39,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,600.00</u>
*** TOTAL REVENUES ***		107,100.00	0.00	70.00	0.07	0.00	107,030.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		<u>97,650.00</u>	<u>5,300.00</u>	<u>5,480.45</u>	<u>5.61</u>	<u>0.00</u>	<u>92,169.55</u>
*** TOTAL EXPENDITURES ***		97,650.00	5,300.00	5,480.45	5.61	0.00	92,169.55
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		9,450.00	(5,300.00)	(5,410.45)	57.25-	0.00	14,860.45
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICES

WAGES & SALARIES

615-111	REGULAR FULL TIME	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIES

PROGRAM/SPECIAL EVENTS

615-232	FARMERS' MARKET	0.00	300.00	480.45	0.00	0.00	(480.45)
615-233	CITY SPONSORED EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	23,000.00	0.00	0.00	0.00	0.00	23,000.00
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	22,900.00	0.00	0.00	0.00	0.00	22,900.00
615-237	WINE SWIRL	3,700.00	0.00	0.00	0.00	0.00	3,700.00
615-238	CHRISTMAS BAZAAR	0.00	0.00	0.00	0.00	0.00	0.00
615-239	SPOOKTACULAR	1,450.00	0.00	0.00	0.00	0.00	1,450.00
	* SUB-CATEGORY TOTAL *	58,050.00	300.00	480.45	0.83	0.00	57,569.55

SPECIALTY SUPPLIES

615-259	MISC. SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		58,050.00	300.00	480.45	0.83	0.00	57,569.55

500-CONTRACT SERVICES AND FEES

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
<u>FEEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	5,000.00	0.00	0.00	0.00	0.00	5,000.00
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	0.00	0.00	0.00	5,000.00
** CATEGORY TOTAL **		5,000.00	0.00	0.00	0.00	0.00	5,000.00
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	0.00	0.00	0.00	0.00	14,600.00
615-813	FACADE GRANT	20,000.00	5,000.00	5,000.00	25.00	0.00	15,000.00
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	34,600.00	5,000.00	5,000.00	14.45	0.00	29,600.00
** CATEGORY TOTAL **		34,600.00	5,000.00	5,000.00	14.45	0.00	29,600.00
*** DEPARTMENT TOTAL ***		97,650.00	5,300.00	5,480.45	5.61	0.00	92,169.55
*** TOTAL EXPENSES ***		97,650.00	5,300.00	5,480.45	5.61	0.00	92,169.55

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: NOVEMBER 30TH, 2020

123-MAIN STREET REVENUE FUND
 615-CONTRIBUTE TO CIVIC PROGRA
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL PROFIT / (LOSS) ***	9,450.00 =====	(5,300.00) =====	(5,410.45) =====	57.25- =====	0.00 =====	14,860.45 =====

*** END OF REPORT ***

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020100-GENERAL FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
***	TOTAL REVENUES	***					
		0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
	524-MAIN STREET PROGRAM	112,655.00	7,599.06	13,175.87	11.70	0.00	99,479.13
		=====	=====	=====	=====	=====	=====
***	TOTAL EXPENDITURES	***					
		112,655.00	7,599.06	13,175.87	11.70	0.00	99,479.13
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS)	***					
		(112,655.00)	(7,599.06)	(13,175.87)	11.70	0.00	(99,479.13)
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: NOVEMBER 30TH, 2020

100-GENERAL FUND
 REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
		-----	-----	-----	-----	-----	-----
***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICESWAGES & SALARIES

524-111	REGULAR FULL TIME	62,000.00	4,769.24	9,037.71	14.58	0.00	52,962.29
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	48.00	0.00	0.00	0.00	0.00	48.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		62,048.00	4,769.24	9,037.71	14.57	0.00	53,010.29

PAID BENEFITS

524-120	UNUM LIFE	143.00	14.07	28.14	19.68	0.00	114.86
524-121	FICA SOCIAL SECURITY	4,761.00	366.04	914.51	19.21	0.00	3,846.49
524-122	WORKERS COMPENSATION	131.00	0.00	34.18	26.09	0.00	96.82
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT- TMRS	8,268.00	618.18	1,170.46	14.16	0.00	7,097.54
524-126	HEALTH INSURANCE	6,767.00	1,230.22	1,230.22	18.18	0.00	5,536.78
524-127	DENTAL INSURANCE	311.00	24.82	49.64	15.96	0.00	261.36
524-128	LONG TERM DISABILITY	186.00	31.00	31.00	16.67	0.00	155.00
524-129	VISION INSURANCE	<u>48.00</u>	<u>3.96</u>	<u>7.92</u>	<u>16.50</u>	<u>0.00</u>	<u>40.08</u>
* SUB-CATEGORY TOTAL *		20,777.00	2,288.29	3,466.07	16.68	0.00	17,310.93

ALLOWANCES/REIMBURSEMENTS

524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>550.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>550.00</u>
* SUB-CATEGORY TOTAL *		550.00	0.00	0.00	0.00	0.00	550.00

TRAINING/PROFESSIONAL DEVELOPM

524-141	WORKSHOP TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
524-142	PROFESSIONAL CONFERENCES	1,300.00	0.00	0.00	0.00	0.00	1,300.00
524-143	MEMBERSHIPS AND DUES	1,550.00	300.00	300.00	19.35	0.00	1,250.00
524-144	SUBSCRIPTIONS AND BOOKS	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-146	TRAINING- TRANSPORTATION	500.00	0.00	0.00	0.00	0.00	500.00
524-147	TRAINING- LODGING	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-148	TRAINING- MEALS	<u>650.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>650.00</u>
* SUB-CATEGORY TOTAL *		6,800.00	300.00	300.00	4.41	0.00	6,500.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		90,175.00	7,357.53	12,803.78	14.20	0.00	77,371.22

200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	52.60	72.60	7.26	0.00	927.40
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	450.00	138.93	138.93	30.87	0.00	311.07
524-215	POSTAGE	<u>100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>100.00</u>
* SUB-CATEGORY TOTAL *		1,550.00	191.53	211.53	13.65	0.00	1,338.47

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	17,000.00	0.00	0.00	0.00	0.00	17,000.00
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,100.00</u>
* SUB-CATEGORY TOTAL *		19,100.00	0.00	0.00	0.00	0.00	19,100.00

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		20,650.00	191.53	211.53	1.02	0.00	20,438.47
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300-FACILITIES OPERATIONS/MAIN

UTILITIES

524-323	TRUNK TELEPHONE SYSTEM	30.00	0.00	0.00	0.00	0.00	30.00
524-324	CELL PHONES	<u>600.00</u>	<u>50.00</u>	<u>50.00</u>	<u>8.33</u>	<u>0.00</u>	<u>550.00</u>
* SUB-CATEGORY TOTAL *		630.00	50.00	50.00	7.94	0.00	580.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		630.00	50.00	50.00	7.94	0.00	580.00

400-EQUIPMENT OPERATIONS/MAINT

OFFICE EQUIPMENT

524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	<u>1,000.00</u>	<u>0.00</u>	<u>110.56</u>	<u>11.06</u>	<u>0.00</u>	<u>889.44</u>
* SUB-CATEGORY TOTAL *		1,000.00	0.00	110.56	11.06	0.00	889.44
** CATEGORY TOTAL **		1,000.00	0.00	110.56	11.06	0.00	889.44

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	200.00	0.00	0.00	0.00	0.00	200.00
524-539	OTHER CONTRACT SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		200.00	0.00	0.00	0.00	0.00	200.00
** CATEGORY TOTAL **		200.00	0.00	0.00	0.00	0.00	200.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
524-714	COMPUTER EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*** DEPARTMENT TOTAL ***		<u>112,655.00</u>	<u>7,599.06</u>	<u>13,175.87</u>	<u>11.70</u>	<u>0.00</u>	<u>99,479.13</u>
		=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***		<u>112,655.00</u>	<u>7,599.06</u>	<u>13,175.87</u>	<u>11.70</u>	<u>0.00</u>	<u>99,479.13</u>
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		<u>(112,655.00)</u>	<u>(7,599.06)</u>	<u>(13,175.87)</u>	<u>11.70</u>	<u>0.00</u>	<u>(99,479.13)</u>
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 3

Regular Agenda Items:

Main Street Manager's Reports –

- October and November Manager's Activity Reports
- Board Member Attendance Report
- November and December Property Reports
- November and December Downtown Business Reports
- Resignation Letter from Stacey Smith
-

Main Street Monthly Report – October 2020

Community Outreach:

- TDA Education & Outreach Committee Meeting – 10/13
- Texas Main Street Managers COVID Call – 10/7
- Public Arts Advisory Board Meeting – 10/28
- Main Street Advisory Board Meeting – 10/21
- Chamber Tourism Committee Meetings – 10/2
- Met with Chamber and others re: Sisters on the Fly visit this spring – 10/21
- Met with Tia Stone et al re: Chamber Expo – 10/8
- Attended NTHP Past/Forward Conference – Oct 27-30

Local Business / Owner Visits:

- Met with Tony Gomes several times re: condition of alleys and dumpsters
- Fielded calls re: Farmers Market Vendors
- Worked with fellow development services team members regarding signage in DT
- Working with downtown merchants regarding signage as needed
- Met with Deb Cooper and Craig Eulendorf and later with Mary Linda Hays re Façade Improvement Grant for 201 W. 4th St.

Event Planning:

- Began to field calls regarding future special events in Taylor

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Development Team Check-In Meetings – Daily at 4 pm
- Updating Taylor property database on DowntownTX.org - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

Main Street Monthly Report – November 2020

Community Outreach:

- Texas Main Street Managers COVID Call – 11/4
- Main Street Advisory Board Meeting – 11/18 (no quorum)
- TDA Regional Partners Meeting – 11/13
- Chamber Tourism Committee Meetings (as Chairperson) – 11/12
- Greater Taylor MLK Committee Meeting – 11/17
- Staff Meeting re: MLK Commemoration Event – 11/18
- Attended Texas Downtown Assn. Annual Conference – 11/9-11/13

Local Business / Owner Visits:

- Met with Ian Davis re: parklet – 11/20
- Fielded calls re: Farmers Market Vendors
- Worked with fellow development services team members regarding signage in DT
- Working with downtown merchants regarding signage as needed

Event Planning:

- Began to field calls regarding future special events in Taylor

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Development Team Check-In Meetings – Daily at 4 pm
- Updating Taylor property database on DowntownTX.org - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database
- Working with companies filming in Taylor: Fear the Walking Dead filmed here 11/6-11/14

Upcoming Projects:

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

DOWNTOWN PROPERTY REPORT

November 2020

Properties for Sale

	A	B	C	D	E	F	G	H
1	PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER	CONTRACT PENDING
2								
3	201 W 4th Street	H. Hays Property	4420/SF	\$110/SF	\$485,000.00	Kelly Loessin	tel:+1 (830) 542-9353	
4	700 N Main Street	Office Building			\$828,500.00	Julie Downs	512-365-8563	
5	114 W. 6th St	fmr FPC	11,277/SF	TBD	TBD	Lance Morris	512-485-0789	
6	119-121 E 3rd Street	Ricocco's	9916/SF	\$87.23/SF	\$865,000	Kelly Loessin	tel:+1 (830) 542-9353	
7	219-221 N Main St	Texas Historic Café Bldg	16,138/SF	\$117.73/SF	\$1,900,000	Tony Gomes	512-784-8712	
8	108-116 E 2nd St	Taylor Sta., Turning Heads Salon, & 3 lots	4310/SF		\$850,000.00	Bo Brasfield	512-365-6500	
9	321-323 N Main St	Presler-Hewitt Building	5868/SF		\$863,000.00	Monica Luxon, Luxon Realty Services	512-203-7663	

DOWNTOWN PROPERTY LISTING

November 2020

Properties for Lease

PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER
120 W 2nd; 2nd fl; Premium Suite	McCrory Timmerman Bldg	6700/SF	\$14.40/SF	\$8040/mo	Julie Downs	512-365-8563
120 W 2nd St; 1st fl	400- Titsworth Building	9,190/SF	TBD	TBD	Julie Downs	512-365-8563
201 N.Main St #D	McCrory Timmerman Bldg			\$500/mo	Julie Downs	512-365-8563
211 N Main St	Hawt Spot	1,500/SF	TBD	TBD	Julie Downs	512-365-8563
111 W 3rd St	Richter Furniture Bldg	16,000/SF	TBD	TBD	Ryder Jeanes	512-441-8888
206 N Main Street	fmr World Finance	1750/SF	\$1.35/SF	\$1,300	Patrick Quinn	512-352-6345
109 W 3rd St	fmr C VanderDys Edward Jones office	980/SF	\$1.63/SF	\$1,600	Tony Gomes	512-784-8712
221 N Main St	Texas Hist. Café Restaurant Space	3200/SF	TBD	TBD	Tony Gomes	512-784-8712
323 N Main St	fmr Cherry Tree loft above Cherry	1200/SF	\$1.33/PSF	\$1600/mo	Anyia DeNio	512-814-1811
103 N Main St	Tree	2900/SF	\$0.83/PSF	\$2400/mo	Anyia DeNio	512-814-1811
109 N Main St; 1st floor	Woodsman Inc.	1500/SF	\$1/SF	\$1550/mo	Josh Richards	(512) 846-2535
111 N Main St	Woodsman Inc.	2000/SF	\$0.95/PSF	\$2000/mo	Josh Richards	512-846-2535
421 N Main St	fmr Hawt Spot	1854/SF	\$1.12/SF	\$1650/mo	Anyia DeNio	512-814-1811

DOWNTOWN PROPERTY REPORT

December 2020

Properties for Sale

	A	B	C	D	E	F	G	H
1	PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER	CONTRACT PENDING
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9	321-323 N Main St	Presler-Hewitt Building	5868/SF		\$863,000.00	Monica Luxon, Luxon Realty Services	512-203-7663	

DOWNTOWN PROPERTY LISTING

December 2020

Properties for Lease

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120 W 2nd; 2nd fl; Premium Suite	McCrory Timmerman Bldg	6700/SF 400-	\$14.40/SF	\$8040/mo	Julie Downs	512-365-8563
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421 N Main St	fmr Hawt Spot	1854/SF	\$1.12/SF	\$1650/mo	Anya DeNio	512-814-1811
104 E 2nd St	2nd floor front loft	1550/SF	\$1.19/SF	\$1850/mo	Julie Downs	512-365-8563
102 E 2nd St	Loft 201	1430/SF	\$132/SF	\$1900/mo	Julie Downs	512-365-8563

MAIN STREET TAYLOR DOWNTOWN BUSINESS REPORT

October 2020

	A	B	C	D	E	F
1	BUSINESS NAME	ADDRESS	OWNER/MANAGER	OUTGOING	INCOMING	TYPE OF BUSINESS
2	Cupcakes, Cookies & More	211 N Main St	Andre Seawood		X	food
3	Cherry Tree	104 E. 2nd St	Allison Holder		X	retail

Downtown Business Report
December 2020

	A	B	C	D	E	F
1	BUSINESS NAME	ADDRESS	OWNER/MANAGER	OUTGOING	INCOMING	TYPE OF BUSINESS
2	House of Vintique	302 N Main St	Luisa Hincapie		X	retail
3	LAMP Retail Showcase	717 N Main St	Paul Zarkas		X	retail
4						

TAYLOR MAIN STREET ADVISORY BOARD

2020

MEMBER NAME	1/15/2020	2/19/2020	2/25/2020	3/2/2020	3/18/2020	4/15/2020	5/20/2020	6/17/2020	7/15/2020	8/19/2020	9/16/2020	10/21/2020	11/18/2020	12/16/2020		TOTAL MTGS CALLED	TOTAL MTGS ABSENT EXCUSED	Met Attendance Requirement per handbook
Scott Dean, Chairman	P	**	P	**	**	P	P	P	P	P	A	A	A			10	3	
Stacey Smith	P	**	P	**	**	P	P	P	P	P	A	A	A	Resigned		10	3	
Sharla Gola	P	**	A	**	**	A	P	P	A	P	A	P	A			10	5	
Shannon Grace	P	**	A	**	**	A	P	P	A	P	P	P	A			10	4	
Steve Truex	P	**	P	**	**	P	P	P	P	P	P	P	A			10	1	
Bobby Seiferman	P	Resigned																
Erwin Stauffer	A	**	P	**	**	P	P	P	P	P	A	P	P			10	2	
Michael Van Jones	-	-	-	-	**	A	A	A	A	A	Removed							
John McRae	-	-	-	-	-	-	-	-	-	-	P	P	P			3	0	

Please note: ** = no meeting held 2/19/2020 meeting had no quorum; 3/2/2020 work session cancelled due to COVID; 3/18/2020 meeting cancelled due to COVID

Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member.

From: [Jan Harris](#)
To: [Stacey Smith](#)
Cc: [Scott Dean](#); [Tom Yantis](#)
Subject: Re: Resignation
Date: Saturday, December 5, 2020 12:38:05 PM

Dear Stacey,

Your resignation has been accepted with regrets. Thank you for your service to the Main Street board and the downtown. I wish you success in all you undertake.

Be well,
Jan Harris

Sent from my iPhone

On Dec 5, 2020, at 8:31 AM, Stacey Smith <Staceyjill22@gmail.com> wrote:

CAUTION: This email originated from outside of the City of Taylor. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Jan,

I hope you are doing well. I have attached my resignation letter from the board. I appreciate the opportunity to serve, but I no longer feel that I can give the board the attention that it deserves.

Hopefully, I will see you again soon.

Happy Holidays!
Stacey
<Resignation from Taylor Main Street Board.docx>

Main Street Advisory Board				
Willing to be reappointed?	TERM (Yrs)	MEMBER	APPOINTED	EXPIRES
	3	Shannon Grace 1119 Victoria St (C) 512-587-4460 Shannongrace04@gmail.com	8-2016	2-2022
	3	Erwin Stauffer 804 Kirk St (H) 512-365-6453 (C) 512-818-6297 estauffer@austin.rr.com	2-2016	1-2021
	3	Stacey Smith 3406 FM 112 (C) 512-569-8835 Staceyjill22@gmail.com	8-2019* (filled an unexpired seat)	1-2021
	3	Sharla Gola 1806 Cypress Cove (C) 512-771-2412 sharla@golarealtors.com	2-2016, 2018	1-2021
	3	Stephen Truex 200 W. 2 nd St. (C) 512-567-0845 Sptcobra7@yahoo.com	1-2014; 2020	2-2023
	3	John McRae 110 Main St. (C) 865-230-0988 Jmcrae1@utk.edu	8-2020 (fill unexpired seat)	1-2021
	3	Scott Dean 1725 Lexington (C) 512-713-4543 msdeantex@gmail.com	7-2017 (Filled unexpired seat); 2020	2-2023

Members: 7. It is preferred that at least one Architect, Attorney, CPA, Property owner in city limits, and Business owner in downtown project area be represented. Residency requirements do not apply.

Ex-Officio Members: City Manager, Main Street Manager, Central Tx RC&D Director, Taylor Chamber Director, Taylor EDC Director

Duties: The powers and duties of the Main Street Advisory

1. To define the geographic boundaries of the Main Street Project District.
2. To enter into agreements with the financial institutions of Taylor for the creation and administration of a low interest low program to benefit the Main Street Project.
3. To review, advice and make recommendations to the City Commission concerning needed planning and zoning considerations to support the Main Street Project.

4. To review, advise and make recommendations to the City Building Inspection Department concerning any alterations to the exterior of any buildings in the Main Street Project District.
5. To work with the Main Street Manager, the City Manager and the City Commission to develop and maintain a healthy, vital downtown Taylor, emphasizing four major areas:
 - a. Organization: To organize the downtown into a strong, cohesive unit that works together and speaks for the betterment of the area.
 - b. Design: To encourage appropriate, high-quality design in the maintenance, renovation and re-use of downtown buildings.
 - c. Unified Promotion: To sponsor events, and to advertise and promote a positive, unified image of downtown Taylor.
 - d. Economic Restructuring: To aim for full use and occupancy of downtown. To adapt buildings to new uses and utilize tax incentives for building rehabilitation.

Appointed by: City Council

Meetings: As necessary

Liaison: Jan Harris

NOTE: Ordinance was amended March 2019 reducing the number of members on the Board from 11 to 7. Removed 4 seats.

Main Street Advisory Board

DECEMBER 16, 2020

Agenda Item Cover Sheet 4

Regular Agenda Items:

Consideration of Rental Assistance Grant – Allison Holder; Cherry Tree
Home and Gift – 104 E. 2nd St:

- Grant Application
- Business Plan
- Marketing Plan
- Budget
- Commercial Lease



Taylor Main Street Rental Assistance Program

The City of Taylor "City" through its volunteer Main Street Advisory Board, "Board", is providing rental assistance for up to 12 months for eligible businesses that choose to locate in the historic Main Street District (see Exhibit A). Additionally, the "Board," may provide assistance for existing businesses to expand their gross rentable space. In every case, the Board as well as the City reserves the right to deny Applicants at its sole discretion. Funding is subject to availability of resources and to the applicant business's potential to strengthen, compliment and diversify the existing business makeup, as determined solely at the discretion of the Board and City. **Non-profit businesses/organizations are not eligible for consideration. Businesses must be contributing to the economic footprint of the downtown area to be eligible.**

Any eligible business may apply for assistance and grants, but those falling into the following categories may be given greater consideration.

- Restaurants, coffee shops, specialty food
- Entertainment
- Upscale apparel/accessories, footwear
- Electronics – computers, phones, digital equipment
- Specialty retail: toys, sporting goods, transportation
- Home furnishings and appliances
- Visual and performing arts
- Professional Offices

Applicants are required to submit a completed application form, a copy of an executed lease between the Applicant and the property owner, a business plan and a proposed budget, financials and marketing plan. Complete application packages must be submitted to the Main Street Manager by the end of the month in order to be considered at the Board Meeting held on the 3rd Wednesday of every month.

For the expansion of an existing business, the application for rental assistance should include at a minimum a completed application form and profit and loss statement. Assistance application for a business not related or similar to the existing business is required to submit a full, new-business application package.

With the success of the business venture foremost in everyone's mind, the Board strongly urges the applicant to become familiar with the business makeup of downtown Taylor and to have discussions with existing business owners in order to avoid potential pitfalls.

The applicant will be required to complete the following (as applicable) subsequent to the decision to award the grant and prior to the initial disbursement to the Landlord:

- 1) Arrange a meeting with a member of the Economic Restructuring Subcommittee who will serve as a mentor through this process.
- 2) Arrange a meeting with the Small Business Development Center (SBDC).

Arranging a meeting with a Main Street mentor in 3 months to review performance is required before further grant payments are released

Eligible applicants may be awarded rental assistance up to 50% of the monthly lease amount for the first six months, not to exceed \$750 per month, and for each month seven through 12, payments will be reduced by approximately 11.5%. The maximum eligible rental assistance amount per business is \$7,500. Using the maximum allowable amount as an example:

<u>Month</u>	<u>100% Rent</u>	<u>Reimburse</u>	<u>Percent</u>
1	1,500	750	50.00%
2		750	50.00%
3		750	50.00%
4		750	50.00%
5		750	50.00%
6		750	50.00%
7		664	44.25%
8		587	39.16%
9		520	34.66%
10		460	30.67%
11		407	27.14%
12		360	24.02%
	18,000	7,499	41.66%
	% reduction	88.50%	

All rental assistance award payments will be paid monthly directly to the property owner and only after the business has received its Use Permit.

Address questions to the Main Street Manager, Jan Harris, located at City Hall,
phone: 512.352.3463.

Taylor Main Street
Rental Assistance Program
Application for Assistance

PURPOSE

This form provides basic information used by Taylor Main Street in determining the eligibility of a new business for acquiring rental assistance from the City of Taylor.

APPLICANT

Name of Applicant

Allison Holder

Name of Business

Cherry Tree

Location of Business

Taylor, Tx

Description of Business Retail store with photography studio.

Phone (512) 269-6912

Mobile () _____

Fax Number () _____

Email of Applicant alli.holder@gmail.com

Web _____

Permanent Mailing Address of Applicant

10449 N FM 908

Thorndale

76577

Street or P.O. Box #

City

Zip

Federal Tax ID Number 85-3264443

Business Background Cherry Tree is a small retail business that has operated in downtown Taylor, Tx for almost 8 years. We are currently in the process of purchasing and reopening/rebranding Cherry Tree. The business will continue to operate through a storefront but will also have a strong presense on social media and social selling.

Applicants are required to submit a completed application form, a copy of an executed lease between the Applicant and the property owner, a business plan and a proposed budget, financials and marketing plan. Complete application packages must be submitted to the Main Street Manager, by the end of the month in order to be considered at the Board Meeting held on the 3rd Wednesday of every month.

Application for Assistance – page 2

Name of Applicant

Allison Holder

Grant assistance and amount applied for

Rental Assistance \$ 750.00 /month

Number of months 12

LEASE INFORMATION

Location of leased space _____

Lease Start Date 10/12/2020

Lease Expiration Date 10/12/2022

Monthly Rent \$2000.00

Utilities included in rent (Y/N) N - Water included

Square feet leased _____

PROPERTY OWNER INFORMATION

Name of Property Owner Ed Hiles

Property owner address 106 E 2nd St

Mailing address (if different) _____

City Taylor

State TX

Zip Code 76574

Telephone 713-376-2947

Cell 713-376-2947

Fax _____

Email ed.hile@swbell.net

Does any owner or officer of the business leasing the space have a business or familial relationship to the property being leased? Yes ☒ No

If yes, explain:

I have read and understand the guidelines for this Program. I understand that an application for funding is not a guarantee of funding and disbursement of funds will be made in compliance with the terms of the program. I understand that approval by Taylor Main Street Rental Assistance Program is subject to the discretion of the Board and the City Council. Further, I affirm that the information I have provided is true and accurate.

Allison Holder

Signature

9/30/2020

Date

For internal purposes

Applicant # 2021-01 Approved on _____ Declined on _____

Address questions to the Main Street Manager, Jan Harris, located at City Hall, phone: 512.352.3463.

Cherry Tree Business Plan

Key Partnerships:

This will be a sole proprietorship. When it comes to other businesses or services we plan on utilizing, we plan on utilizing several different vendors that will also sell their product in the store. We plan on having about 75% of the store complete wholesale product and 25% provided by outside vendors.

Key Activities:

The business we are acquiring is already a well-established business in the downtown Taylor atmosphere, therefore we have that as an advantage from the start. To make it more profitable we plan on using social selling as one of our main selling points. Social media is one of the top ways to promote and sell your product currently and we plan to be more aggressive in that arena. We also plan to bring a little more to Cherry Tree than what was before. The business was already one of the top boutiques in Taylor, but we want to bring a little more contemporary look to the vintage vibe it withheld to really connect to what the current likes and dislikes are. We also will offer studio photography sessions, using Allison Paige Designs.

Key Resources:

We believe we're going to bring an exceptional amount of value to our customers. Our owner, Allison Holder, was a Graphic Design major and has worked at Dell Technologies for three years on the marketing team as an Operator/Planner. She owns a photography company that we plan on bringing to the storefront for those looking to do more indoor photography, IE. professional headshot, family photos, holiday photos, etc.

Value Proposition:

We believe the newly renovated Cherry Tree is going to bring the modern farmhouse home decor that Taylor is still lacking. From providing vintage to new wholesale product we provide us to satisfy each niche every customer comes in looking for. This will be a completely family owned and operated business, all of who have either worked in small businesses downtown or spent the past few years attending every shopping experience Taylor has to offer. We as a business know what Taylor is lacking product wise and plan to fill the gaps. Adding in the photo space brings in an even higher value as we plan on having events for each holiday - pictures with Santa, springtime shoots, fall shoots. The holiday photo sessions are something Taylor is lacking entirely and we plan to advertise for that big time!

Customer Relationships:

We plan to provide an all-around experience when it comes to our customer relationships. We want every person that walks through the front door to feel comfortable and at ease through their entire shopping experience with us. Cherry Tree will have a physical store location as well as a prominent space online selling. We want to be extremely active in the social media space moving forward and have people see our stuff online and either purchase right then and there or feel the need to come in and experience the store in person. Either way, we want our store to be very warm and personal so that people are constantly thinking of us for whatever event they have!

Customer Segments:

Starting out we want Cherry Tree to provide a little bit of everything, mainly focusing on the home decor side of things. We do plan on having a few selections of clothing, as Cherry Tree did before, but not enough to be labeled a "clothing boutique".

Cost Structure:

When it comes to our financial structure, we have a good idea of where we want our finances to go from the start. From the start we will focus more on reducing wholesale cost to be sure we stay on budget. But we also want to ensure we maximize value for our customers by providing them with the best product we can find.

The most significant costs we will face will be rent/utilities for the storefront and purchasing/stocking the storefront with wholesale product/vendor provided product. We are at a high advantage purchasing an already established business in Taylor. Cherry Tree already has a significant spot in the social media space; therefore marketing and advertising will come at an ease right from the start.

Revenue Streams:

Our main line of revenue is going to be direct sales. We plan to buy wholesale product and selling at a more profitable price.

Vendor selling. We will offer 3-5 vendors to rent a "space" at Cherry Tree per month and directly sell their product from the storefront. Each sell the vendor makes we will make a 10% profit.

Photography sessions. We plan to offer any indoor photography people may be in the need of. Each session will be at a different price point depending on the type of sessions or number of people in session.

Social Selling. Social selling has become one of the top ways to sell a product or service. We plan to be very prominent in the social media space.

Cherry Tree

Marketing Plan

Mission Statement

- ☐ At Cherry Tree we have a passion for connecting with our customers. We want our customers to feel comfortable and at ease when they come visit with us. From home decor to women's accessories to studio photography we will offer a wide variety of products and services that will then target a wide range of customers.

Target Customers

- ☐ We have a wide range of customers we plan to target. Because we will offer quite a few options of products and services we think we will have a constant flow of customers visiting us. From personal shopping to scheduling photoshoots the need to come visit will stay pretty high on customer's lists.

Competitive Analysis

- ☐ We know Taylor is growing and becoming quite the tourist attraction. Small businesses are popping up everyday and it is so exciting for our small town! There are several boutiques we have taken into consideration when we started laying out our plans for Cherry Tree. Taylor has a good variety of clothing boutiques – Frills, Rhinestone Cowgirl and Blue Sage Clothiers to name a few. There are also a few home décor options as well including Mezoozah and multiple antique stores.

Our plan to stand out from the others and offer something unique is to bring a more modern farmhouse theme to town. Previously, Cherry Tree offered such unique options for customers, wholesale and vintage items. We still plan on offering similar to bring back the uniqueness Cherry Tree originally offered.

To add to that, we also plan on offering an indoor photography studio. Owner of Cherry Tree, Allison Holder, also owns a small photography business – Allison Paige Designs. There are plans to have a studio setup in the back of the store for couples,

families – whoever – to come schedule sessions. Throughout the year we will also offer holiday themed shoots. For example, one of our first themed shoots we will have right of the bat is “Pictures with Santa”. We plan to advertise for these such events on social media and flyers around town.

Pricing Strategy

- Our pricing strategy will range depending on the product. For vintage and antique items we go out and find, the value of those items will be determined by staff. For wholesale products, we plan to sell at a 40-60% markup, again depending on the product value.

As for the studio, pricing there will vary as well. Shoot prices will be determined on 1) how many people will be in the shoot, 2) how long they would like the shoot to last, 3) how many images they would like to take from the shoot and 4) if the customers would like to use any props provided by the business.

Advertising Plan

- When it come to advertising we plan to use a few different outlets. With the purchase of Cherry Tree we also gain the social media accounts that were previously up and running. With an already established customer base there (around 6,000 followers) we know we will have a great target audience to post to.

We also plan on using print ads to use around town and surrounding areas to announce our grand opening, events, sales and such.

Cherry Tree Proposed Budget

Prepared by Allison Holder
10/1/2020

Beginning Storefront Cash Balance.....	\$1,500.00
--	------------

Expenditures

Rent.....	\$24,000.00
Utilities.....	\$4,800.00
Wholesale Product.....	\$7,000.00
Branding/Advertising.....	\$1,500.00
Storefront Equipment.....	\$3,000.00
Postage/Office Supplies.....	\$300.00
Customer Engagement.....	\$500.00
Store Merch.....	\$800.00

Total Expenditures..... \$41,900.00



COMMERCIAL LEASE

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ADDENDA & EXHIBITS (check all that apply)

- Exhibit House Rules ☒ SAH
- Exhibit Commercial Lease Addendum for Broker's Fee ☒ SAH
- (TXR-2102)
- Commercial Lease Addendum for Expense Reimbursement (TXR-2103) ☐
- Commercial Lease Addendum for Extension Option (TXR-2104) ☐
- Commercial Lease Addendum for Percentage Rent (TXR-2106) ☐
- Commercial Lease Addendum for Parking (TXR-2107) ☐
- Commercial Landlord's Rules and Regulations (TXR-2108) ☐
- Commercial Lease Guaranty (TXR-2109) ☒ SAH
- Commercial Lease Addendum for Right of First Refusal (TXR-2105) ☐
- Commercial Lease Addendum for Optional Space (TXR-2110) ☐
- Commercial Lease Addendum for Construction (TXR-2111) or (TXR-2112) ☐
- Commercial Lease Addendum for Contingencies (TXR-2119) ☐

Information About Brokerage Services
(TXR-2501)

(TXR-2101) 4-1-14

Initialed for Identification by Landlord: SAH, BN, and Tenant: SAH

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COMMERCIAL LEASE

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1. PARTIES: The parties to this lease are:

Landlord: Edward L. Hile
Betty R. Hile

Tenant: Allison Holder

; and

2. LEASED PREMISES:

A. Landlord leases to Tenant the following described real property, known as the "leased premises," along with all its improvements (Check only one box):

☐ (1) Multiple-Tenant Property: Suite or Unit Number _____ containing approximately _____ square feet of rentable area in _____ at _____ (project name) (address) in _____ (city), _____ (county), Texas, which is legally described on attached Exhibit _____ or as follows:

☒ (2) Single-Tenant Property: The real property containing approximately 2000 square feet of rentable area at: 104 E. 2nd St. (address) in Taylor (city), Williamson (county), Texas, which is legally described on attached Exhibit Lot 12 (e 10') and Lot 13, Block 3, City of Taylor, acres 0.115, or as follows:

B. If Paragraph 2A(1) applies:

- (1) "Property" means the building or complex in which the leased premises are located, inclusive of any common areas, drives, parking areas, and walks; and
- (2) the parties agree that the rentable area of the leased premises may not equal the actual or useable area within the leased premises and may include an allocation of common areas in the Property. The rentable area ☐ will ☒ will not be adjusted if re-measured.

3. TERM:

A. Term: The term of this lease is 36 months and 19 days, commencing on: October 12, 2020 (Commencement Date) and ending on September 30, 2022 (Expiration Date).

B. Delay of Occupancy: If Tenant is unable to occupy the leased premises on the Commencement Date because of construction on the leased premises to be completed by Landlord that is not substantially

complete or a prior tenant's holding over of the leased premises, Landlord will not be liable to Tenant for such delay and this lease will remain enforceable. In the event of such a delay, the Commencement Date will automatically be extended to the date Tenant is able to occupy the Property and the Expiration Date will also be extended by a like number of days, so that the length of this lease remains unchanged. If Tenant is unable to occupy the leased premises after the 90th day after the Commencement Date because of construction on the leased premises to be completed by Landlord that is not substantially complete or a prior tenant's holding over of the leased premises, Tenant may terminate this lease by giving written notice to Landlord before the leased premises become available to be occupied by Tenant and Landlord will refund to Tenant any amounts paid to Landlord by Tenant. This Paragraph 3B does not apply to any delay in occupancy caused by cleaning or repairs.

- C. Certificate of Occupancy: Unless the parties agree otherwise, Tenant is responsible for obtaining a certificate of occupancy for the leased premises if required by a governmental body.

4. RENT AND EXPENSES:

- A. Base Monthly Rent: On or before the first day of each month during this lease, Tenant will pay Landlord base monthly rent as described on attached Exhibit _____ or as follows:

Dates		Rate per rentable square foot (optional)		Base Monthly
From	To	\$ Monthly Rate	\$ Annual Rate	Rent \$
10/19/2020	10/31/2020	774.12 / rsf / month	24,000.00 / rsf / year	2,000.00
11/01/2020	09/30/2021	2,000.00 / rsf / month	24,000.00 / rsf / year	2,000.00
10/01/2021	09/30/2023	2,250.00 / rsf / month	27,000.00 / rsf / year	2,250.00
		/ rsf / month	/ rsf / year	
		/ rsf / month	/ rsf / year	

- B. Additional Rent: In addition to the base monthly rent, Tenant will pay Landlord all other amounts, as provided by the attached (*Check all that apply.*):

- ☐ (1) Commercial Lease Addendum for Expense Reimbursement (TXR-2103)
☐ (2) Commercial Lease Addendum for Percentage Rent (TXR-2106)
☐ (3) Commercial Lease Addendum for Parking (TXR-2107)
☐ (4) _____

All amounts payable under the applicable addenda are deemed to be "rent" for the purposes of this lease.

- C. First Full Month's Rent: The first full monthly rent is due on or before November 1, 2020

- D. Prorated Rent: If the Commencement Date is on a day other than the first day of a month, Tenant will pay Landlord as prorated rent, an amount equal to the base monthly rent multiplied by the following fraction: the number of days from the Commencement Date to the first day of the following month divided by the number of days in the month in which this lease commences. The prorated rent is due on or before the Commencement Date.

- E. Place of Payment: Tenant will remit all amounts due to Landlord under this lease to the following person at the place stated or to such other person or place as Landlord may later designate in writing:

Name: Edward and Betty Hile

Address: 106 E. 2nd St., Taylor, TX 76574

- F. Method of Payment: Tenant must pay all rent timely without demand, deduction, or offset, except as permitted by law or this lease. If Tenant fails to timely pay any amounts due under this lease or if any

check of Tenant is returned to Landlord by the institution on which it was drawn, Landlord after providing written notice to Tenant may require Tenant to pay subsequent amounts that become due under this lease in certified funds. This paragraph does not limit Landlord from seeking other remedies under this lease for Tenant's failure to make timely payments with good funds.

G. **Late Charges:** If Landlord does not actually receive a rent payment at the designated place of payment within 5 days after the date it is due, Tenant will pay Landlord a late charge equal to 10% of the amount due. In this paragraph, the mailbox is not the agent for receipt for Landlord. The late charge is a cost associated with the collection of rent and Landlord's acceptance of a late charge does not waive Landlord's right to exercise remedies under Paragraph 20.

H. **Returned Checks:** Tenant will pay \$ 35.00 for each check Tenant tenders to Landlord which is returned by the institution on which it is drawn for any reason, plus any late charges until Landlord receives payment.

5. SECURITY DEPOSIT:

A. Upon execution of this lease, Tenant will pay \$ 2,000.00 to Landlord as a security deposit.

B. Landlord may apply the security deposit to any amounts owed by Tenant under this lease. If Landlord applies any part of the security deposit during any time this lease is in effect to amounts owed by Tenant, Tenant must, within 10 days after receipt of notice from Landlord, restore the security deposit to the amount stated.

C. Within 60 days after Tenant surrenders the leased premises and provides Landlord written notice of Tenant's forwarding address, Landlord will refund the security deposit less any amounts applied toward amounts owed by Tenant or other charges authorized by this lease.

6. **TAXES:** Unless otherwise agreed by the parties, Landlord will pay all real property ad valorem taxes assessed against the leased premises.

7. UTILITIES:

A. The party designated below will pay for the following utility charges to the leased premises and any connection charges for the utilities. (Check all that apply.)

	N/A	Landlord	Tenant
(1) Water	☐	☒	☐
(2) Sewer	☐	☒	☐
(3) Electric	☐	☐	☒
(4) Gas	☒	☐	☐
(5) Telephone	☐	☐	☒
(6) Internet	☐	☐	☒
(7) Cable	☐	☐	☒
(8) Trash	☐	☒	☐
(9) <u>N/A</u>	☒	☐	☐
(10) All other utilities	☒	☐	☐

B. The party responsible for the charges under Paragraph 7A will pay the charges directly to the utility service provider. The responsible party may select the utility service provider except that if Tenant selects the provider, any access or alterations to the Property or leased premises necessary for the utilities may be made only with Landlord's prior consent, which Landlord will not unreasonably withhold. If Landlord incurs any liability for utility or connection charges for which Tenant is responsible to pay

and Landlord pays such amount, Tenant will immediately upon written notice from Landlord reimburse Landlord such amount.

C. **Notice:** Tenant should determine if all necessary utilities are available to the leased premises and are adequate for Tenant's intended use.

D. After-Hours HVAC Charges: "HVAC services" means heating, ventilating, and air conditioning of the leased premises. (Check one box only.)

☒ (1) Landlord is obligated to provide the HVAC services to the leased premises only during the Property's operating hours specified under Paragraph 9C.

☐ (2) Landlord will provide the HVAC services to the leased premises during the operating hours specified under Paragraph 9C for no additional charge and will, at Tenant's request, provide HVAC services to the leased premises during other hours for an additional charge of \$ _____ per hour. Tenant will pay Landlord the charges under this paragraph immediately upon receipt of Landlord's invoice. Hourly charges are charged on a half-hour basis. Any partial hour will be rounded up to the next half hour. Tenant will comply with Landlord's procedures to make a request to provide the additional HVAC services under this paragraph.

☐ (3) Tenant will pay for the HVAC services under this lease.

8. INSURANCE:

A. During all times this lease is in effect, Tenant must, at Tenant's expense, maintain in full force and effect from an insurer authorized to operate in Texas:

(1) public liability insurance naming Landlord as an additional insured with policy limits on an occurrence basis in a minimum amount of: (check only (a) or (b) below)

☒ (a) \$1,000,000; or

☐ (b) \$2,000,000.

If neither box is checked the minimum amount will be \$1,000,000.

(2) personal property damage insurance for the business operations being conducted in the leased premises and contents in the leased premises in an amount sufficient to replace such contents after a casualty loss; and

☐ (3) business interruption insurance sufficient to pay 12 months of rent payments;

B. Before the Commencement Date, Tenant must provide Landlord with a copy of insurance certificates evidencing the required coverage. If the insurance coverage is renewed or changes in any manner or degree at any time this lease is in effect, Tenant must, not later than 10 days after the renewal or change, provide Landlord a copy of an insurance certificate evidencing the renewal or change.

C. If Tenant fails to maintain the required insurance in full force and effect at all times this lease is in effect, Landlord may:

(1) purchase insurance that will provide Landlord the same coverage as the required insurance and Tenant must immediately reimburse Landlord for such expense; or

(2) exercise Landlord's remedies under Paragraph 20.

D. Unless the parties agree otherwise, Landlord will maintain in full force and effect insurance for: (1) fire and extended coverage in an amount to cover the reasonable replacement cost of the improvements of the Property; and (2) any public liability insurance in an amount that Landlord determines reasonable and appropriate.

E. If there is an increase in Landlord's insurance premiums for the leased premises or Property or its contents that is caused by Tenant, Tenant's use of the leased premises, or any improvements made by or for Tenant, Tenant will, for each year this lease is in effect, pay Landlord the increase immediately

after Landlord notifies Tenant of the increase. Any charge to Tenant under this Paragraph 8E will be equal to the actual amount of the increase in Landlord's insurance premium.

9. USE AND HOURS:

- A. Tenant may use the leased premises for the following purpose and no other: Retail store and photography studio
- B. Unless otherwise specified in this lease, Tenant will operate and conduct its business in the leased premises during business hours that are typical of the industry in which Tenant represents it operates.
- C. The Property maintains operating hours of (specify hours, days of week, and if inclusive or exclusive of weekends and holidays): Monday-Sunday; 8 am to 7 pm or as needed for their clientele

10. LEGAL COMPLIANCE:

- A. Tenant may not use or permit any part of the leased premises or the Property to be used for:
- (1) any activity which is a nuisance or is offensive, noisy, or dangerous;
 - (2) any activity that interferes with any other tenant's normal business operations or Landlord's management of the Property;
 - (3) any activity that violates any applicable law, regulation, zoning ordinance, restrictive covenant, governmental order, owners' association rules, tenants' association rules, Landlord's rules or regulations, or this lease;
 - (4) any hazardous activity that would require any insurance premium on the Property or leased premises to increase or that would void any such insurance;
 - (5) any activity that violates any applicable federal, state, or local law, including but not limited to those laws related to air quality, water quality, hazardous materials, wastewater, waste disposal, air emissions, or other environmental matters;
 - (6) the permanent or temporary storage of any hazardous material; or
 - (7) _____
- B. "Hazardous material" means any pollutant, toxic substance, hazardous waste, hazardous material, hazardous substance, solvent, or oil as defined by any federal, state, or local environmental law, regulation, ordinance, or rule existing as of the date of this lease or later enacted.
- C. Landlord does not represent or warrant that the leased premises or Property conform to applicable restrictions, zoning ordinances, setback lines, parking requirements, impervious ground cover ratio requirements, and other matters that may relate to Tenant's intended use. Tenant must satisfy itself that the leased premises may be used as Tenant intends by independently investigating all matters related to the use of the leased premises or Property. Tenant agrees that it is not relying on any warranty or representation made by Landlord, Landlord's agent, or any broker concerning the use of the leased premises or Property.

11. SIGNS:

- A. Tenant may not post or paint any signs or place any decoration outside the leased premises or on the Property without Landlord's written consent. Landlord may remove any unauthorized sign or decorations, and Tenant will promptly reimburse Landlord for its cost to remove any unauthorized sign or decorations.

- B. Any authorized sign must comply with all laws, restrictions, zoning ordinances, and any governmental order relating to signs on the leased premises or Property. Landlord may temporarily remove any authorized sign to complete repairs or alterations to the leased premises or the Property.
- C. By providing written notice to Tenant before this lease ends, Landlord may require Tenant, upon move-out and at Tenant's expense, to remove, without damage to the Property or leased premises, any or all signs or decorations that were placed on the Property or leased premises by or at the request of Tenant. Any signs or decorations that Landlord does not require Tenant to remove and that are fixtures, become the property of the Landlord and must be surrendered to Landlord at the time this lease ends.

12. ACCESS BY LANDLORD:

- A. During Tenant's normal business hours Landlord may enter the leased premises for any reasonable purpose, including but not limited to purposes for repairs, maintenance, alterations, and showing the leased premises to prospective tenants or purchasers. Landlord may access the leased premises after Tenant's normal business hours if: (1) entry is made with Tenant's permission; or (2) entry is necessary to complete emergency repairs. Landlord will not unreasonably interfere with Tenant's business operations when accessing the leased premises.
- B. During the last 30 days of this lease, Landlord may place a "For Lease" or similarly worded sign on the leased premises.

13. MOVE-IN CONDITION: Tenant has inspected the leased premises and accepts it in its present (as-is) condition unless expressly noted otherwise in this lease or in an addendum. Landlord and any agent have made no express or implied warranties as to the condition or permitted use of the leased premises or Property.

14. MOVE-OUT CONDITION AND FORFEITURE OF TENANT'S PERSONAL PROPERTY:

- A. At the time this lease ends, Tenant will surrender the leased premises in the same condition as when received, except for normal wear and tear. Tenant will leave the leased premises in a clean condition free of all trash, debris, personal property, hazardous materials, and environmental contaminants.
- B. If Tenant leaves any personal property in the leased premises after Tenant surrenders possession of the leased premises, Landlord may: (1) require Tenant, at Tenant's expense, to remove the personal property by providing written notice to Tenant; or (2) retain such personal property as forfeited property to Landlord.
- C. "Surrender" means vacating the leased premises and returning all keys and access devices to Landlord. "Normal wear and tear" means deterioration that occurs without negligence, carelessness, accident, or abuse.
- D. By providing written notice to Tenant before this lease ends, Landlord may require Tenant, upon move-out and at Tenant's expense, to remove, without damage to the Property or leased premises, any or all fixtures that were placed on the Property or leased premises by or at the request of Tenant. Any fixtures that Landlord does not require Tenant to remove become the property of the Landlord and must be surrendered to Landlord at the time this lease ends.

15. MAINTENANCE AND REPAIRS:

- A. Cleaning: Tenant must keep the leased premises clean and sanitary and promptly dispose of all garbage in appropriate receptacles. ☐ Landlord ☒ Tenant will provide, at its expense, janitorial services to the leased premises that are customary and ordinary for the property type. Tenant will maintain any grease trap on the Property which Tenant uses, including but not limited to periodic

emptying and cleaning, as well as making any modification to the grease trap that may be necessary to comply with any applicable law.

- B. Repairs of Conditions Caused by a Party: Each party must promptly repair a condition in need of repair that is caused, either intentionally or negligently, by that party or that party's guests, patrons, invitees, contractors or permitted subtenants.
- C. Repair and Maintenance Responsibility: Except as otherwise provided by this Paragraph 15, the party designated below, at its expense, is responsible to maintain and repair the following specified items in the leased premises (if any). The specified items must be maintained in clean and good operable condition. If a governmental regulation or order requires a modification to any of the specified items, the party designated to maintain the item must complete and pay the expense of the modification. The specified items include and relate only to real property in the leased premises. Tenant is responsible for the repair and maintenance of its personal property. *(Check all that apply.)*

	N/A	Landlord	Tenant
(1) Foundation, exterior walls, roof, and other structural components	☐	☒	☐
(2) Glass and windows	☐	☐	☒
(3) Fire protection equipment	☐	☒	☐
(4) Fire sprinkler systems	☐	☒	☐
(5) Exterior & overhead doors, including closure devices, molding, locks, and hardware	☐	☒	☐
(6) Grounds maintenance, including landscaping and irrigation systems	☐	☒	☐
(7) Interior doors, including closure devices, frames, molding, locks, and hardware	☐	☐	☒
(8) Parking areas and walks	☐	☒	☐
(9) Plumbing systems, drainage systems and sump pumps	☐	☒	☐
(10) Electrical systems, mechanical systems	☐	☒	☐
(11) Ballast and lamp replacement	☐	☐	☒
(12) Heating, Ventilation and Air Conditioning (HVAC) systems	☐	☒	☐
(13) HVAC system replacement	☐	☒	☐
(14) Signs and lighting:	☐	☐	☒
(a) Pylon	☐	☐	☒
(b) Facia	☐	☐	☒
(c) Monument	☐	☐	☒
(d) Door/Suite	☐	☐	☒
(e) Other: <u>Signs as approved by the landlord</u>	☐	☐	☒
(15) Extermination and pest control, excluding wood-destroying insects.	☐	☐	☒
(16) Fences and Gates	☒	☐	☐
(17) Storage yards and storage buildings	☒	☐	☐
(18) Wood-destroying insect treatment and repairs	☐	☒	☐
(19) Cranes and related systems	☒	☐	☐
(20)	☐	☐	☐
(21)	☐	☐	☐
(22) All other items and systems.	☐	☐	☐

- D. Repair Persons: Repairs must be completed by trained, qualified, and insured repair persons.

- E. **HVAC Service Contract:** If Tenant maintains the HVAC system under Paragraph 15C(12), Tenant ☐ is ☒ is not required to maintain, at its expense, a regularly scheduled maintenance and service contract for the HVAC system. The maintenance and service contract must be purchased from a HVAC maintenance company that regularly provides such contracts to similar properties. If Tenant fails to maintain a required HVAC maintenance and service contract in effect at all times during this lease, Landlord may do so and Tenant will reimburse Landlord for the expense of such maintenance and service contract or Landlord may exercise Landlord's remedies under Paragraph 20.
- F. **Common Areas:** Landlord will maintain any common areas in the Property in a manner as Landlord determines to be in the best interest of the Property. Landlord will maintain any elevator and signs in the common area. Landlord may change the size, dimension, and location of any common areas, provided that such change does not materially impair Tenant's use and access to the leased premises. Tenant has the non-exclusive license to use the common areas in compliance with Landlord's rules and regulations. Tenant may not solicit any business in the common areas or interfere with any other person's right to use the common areas. This paragraph does not apply if Paragraph 2A(2) applies.
- G. **Notice of Repairs:** Tenant must promptly notify Landlord of any item that is in need of repair and that is Landlord's responsibility to repair. All requests for repairs to Landlord must be in writing.
- H. **Failure to Repair:** Landlord must make a repair for which Landlord is responsible within a reasonable period of time after Tenant provides Landlord written notice of the needed repair. If Tenant fails to repair or maintain an item for which Tenant is responsible within 10 days after Landlord provides Tenant written notice of the needed repair or maintenance, Landlord may: (1) repair or maintain the item, without liability for any damage or loss to Tenant, and Tenant must immediately reimburse Landlord for the cost to repair or maintain; or (2) exercise Landlord's remedies under Paragraph 20.

16. ALTERATIONS:

- A. Tenant may not alter (including making any penetrations to the roof, exterior walls or foundation), improve, or add to the Property or the leased premises without Landlord's written consent. Landlord will not unreasonably withhold consent for the Tenant to make reasonable non-structural alterations, modifications, or improvements to the leased premises.
- B. Tenant may not alter any locks or any security devices on the Property or the leased premises without Landlord's consent. If Landlord authorizes the changing, addition, or rekeying of any locks or other security devices, Tenant must immediately deliver the new keys and access devices to Landlord.
- C. If a governmental order requires alteration or modification to the leased premises, the party obligated to maintain and repair the item to be modified or altered as designated in Paragraph 15 will, at its expense, modify or alter the item in compliance with the order and in compliance with Paragraphs 16A and 17.
- D. Any alterations, improvements, fixtures or additions to the Property or leased premises installed by either party during the term of this lease will become Landlord's property and must be surrendered to Landlord at the time this lease ends, except for those fixtures Landlord requires Tenant to remove under Paragraph 11 or 14 or if the parties agree otherwise in writing.
- 17. LIENS:** Tenant may not do anything that will cause the title of the Property or leased premises to be encumbered in any way. If Tenant causes a lien to be filed against the Property or leased premises, Tenant will within 20 days after receipt of Landlord's demand: (1) pay the lien and have the lien released of record; or (2) take action to discharge the lien. Tenant will provide Landlord a copy of any release Tenant obtains pursuant to this paragraph.

- 18. LIABILITY:** To the extent permitted by law, Landlord is NOT responsible to Tenant or Tenant's employees, patrons, guests, or invitees for any damages, injuries, or losses to person or property caused by:

- A. an act, omission, or neglect of: Tenant; Tenant's agent; Tenant's guest; Tenant's employees; Tenant's patrons; Tenant's invitees; or any other tenant on the Property;
- B. fire, flood, water leaks, ice, snow, hail, winds, explosion, smoke, riot, strike, interruption of utilities, theft, burglary, robbery, assault, vandalism, other persons, environmental contaminants, or other occurrences or casualty losses.

19. INDEMNITY: Each party will indemnify, defend, and hold the other party harmless from any property damage, personal injury, suits, actions, liabilities, damages, cost of repairs or service to the leased premises or Property, or any other loss caused, negligently or otherwise, by that party or that party's employees, patrons, guests, or invitees.

20. DEFAULT:

- A. If Landlord fails to comply with this lease within 30 days after Tenant notifies Landlord of Landlord's failure to comply, Landlord will be in default and Tenant may seek any remedy provided by law. If, however, Landlord's non-compliance reasonably requires more than 30 days to cure, Landlord will not be in default if the cure is commenced within the 30-day period and is diligently pursued.
- B. If Landlord does not actually receive at the place designated for payment any rent due under this lease within 5 days after it is due, Tenant will be in default. If Tenant fails to comply with this lease for any other reason within 10 days after Landlord notifies Tenant of its failure to comply, Tenant will be in default.
- C. If Tenant is in default, Landlord may, with at least 3 days written notice to Tenant: (i) terminate this lease, or (ii) terminate Tenant's right to occupy the leased premises without terminating this lease and may accelerate all rents which are payable during the remainder of this lease or any renewal period. Landlord will attempt to mitigate any damage or loss caused by Tenant's breach by using commercially reasonable means. If Tenant is in default, Tenant will be liable for:
- (1) any lost rent;
 - (2) Landlord's cost of reletting the leased premises, including brokerage fees, advertising fees, and other fees necessary to relet the leased premises;
 - (3) repairs to the leased premises for use beyond normal wear and tear;
 - (4) all Landlord's costs associated with eviction of Tenant, such as attorney's fees, court costs, and prejudgment interest;
 - (5) all Landlord's costs associated with collection of rent such as collection fees, late charges, and returned check charges;
 - (6) cost of removing any of Tenant's equipment or fixtures left on the leased premises or Property;
 - (7) cost to remove any trash, debris, personal property, hazardous materials, or environmental contaminants left by Tenant or Tenant's employees, patrons, guests, or invitees in the leased premises or Property;
 - (8) cost to replace any unreturned keys or access devices to the leased premises, parking areas, or Property; and
 - (9) any other recovery to which Landlord may be entitled under this lease or under law.

21. ABANDONMENT, INTERRUPTION OF UTILITIES, REMOVAL OF PROPERTY, AND LOCKOUT: Chapter 93 of the Texas Property Code governs the rights and obligations of the parties with regard to: (a) abandonment of the leased premises; (b) interruption of utilities; (c) removal of Tenant's property; and (d) "lock-out" of Tenant.

22. HOLDOVER: If Tenant fails to vacate the leased premises at the time this lease ends, Tenant will become a tenant-at-will and must vacate the leased premises immediately upon receipt of demand from Landlord. No holding over by Tenant, with or without the consent of Landlord, will extend this lease. Tenant will

indemnify Landlord and any prospective tenants for any and all damages caused by the holdover. Rent for any holdover period will be 150% of the base monthly rent plus any additional rent calculated on a daily basis and will be immediately due and payable daily without notice or demand.

23. LANDLORD'S LIEN AND SECURITY INTEREST: To secure Tenant's performance under this lease, Tenant grants to Landlord a lien and security interest against all of Tenant's nonexempt personal property that is in the leased premises or on the Property. This lease is a security agreement for the purposes of the Uniform Commercial Code. Landlord may file a financing statement to perfect Landlord's security interest under the Uniform Commercial Code.

24. ASSIGNMENT AND SUBLETTING: Landlord may assign this lease to any subsequent owner of the Property. Tenant may not assign this lease or sublet any part of the leased premises without Landlord's written consent. An assignment of this lease or subletting of the leased premises without Landlord's written consent is voidable by Landlord. If Tenant assigns this lease or sublets any part of the leased premises, Tenant will remain liable for all of Tenant's obligations under this lease regardless if the assignment or sublease is made with or without the consent of Landlord.

25. RELOCATION:

- ☐ A. By providing Tenant with not less than 90 days advanced written notice, Landlord may require Tenant to relocate to another location in the Property, provided that the other location is equal in size or larger than the leased premises then occupied by Tenant and contains similar leasehold improvements. Landlord will pay Tenant's reasonable out-of-pocket moving expenses for moving to the other location. "Moving expenses" means reasonable expenses payable to professional movers, utility companies for connection and disconnection fees, wiring companies for connecting and disconnecting Tenant's office equipment required by the relocation, and printing companies for reprinting Tenant's stationary and business cards. A relocation of Tenant will not change or affect any other provision of this lease that is then in effect, including rent and reimbursement amounts, except that the description of the suite or unit number will automatically be amended.
- ☒ B. Landlord may not require Tenant to relocate to another location in the Property without Tenant's prior consent.

26. SUBORDINATION:

- A. This lease and Tenant's leasehold interest are and will be subject, subordinate, and inferior to:
- (1) any lien, encumbrance, or ground lease now or hereafter placed on the leased premises or the Property that Landlord authorizes;
 - (2) all advances made under any such lien, encumbrance, or ground lease;
 - (3) the interest payable on any such lien or encumbrance;
 - (4) any and all renewals and extensions of any such lien, encumbrance, or ground lease;
 - (5) any restrictive covenant affecting the leased premises or the Property; and
 - (6) the rights of any owners' association affecting the leased premises or Property.
- B. Tenant must, on demand, execute a subordination, attornment, and non-disturbance agreement that Landlord may request that Tenant execute, provided that such agreement is made on the condition that this lease and Tenant's rights under this lease are recognized by the lien-holder.

27. ESTOPPEL CERTIFICATES & FINANCIAL INFORMATION:

- A. Within 10 days after receipt of a written request from Landlord, Tenant will execute and deliver to Landlord an estoppel certificate that identifies the terms and conditions of this lease.

- B. Within 30 days after receipt of a written request from Landlord, Tenant will provide to Landlord Tenant's current financial information (balance sheet and income statement). Landlord may request the financial information no more frequently than once every 12 months.

28. CASUALTY LOSS:

- A. Tenant must immediately notify Landlord of any casualty loss in the leased premises. Within 20 days after receipt of Tenant's notice of a casualty loss, Landlord will notify Tenant if the leased premises are less than or more than 50% unusable, on a per square foot basis, and if Landlord can substantially restore the leased premises within 120 days after Tenant notifies Landlord of the casualty loss.
- B. If the leased premises are less than 50% unusable and Landlord can substantially restore the leased premises within 120 days after Tenant notifies Landlord of the casualty, Landlord will restore the leased premises to substantially the same condition as before the casualty. If Landlord fails to substantially restore within the time required, Tenant may terminate this lease.
- C. If the leased premises are more than 50% unusable and Landlord can substantially restore the leased premises within 120 days after Tenant notifies Landlord of the casualty, Landlord may: (1) terminate this lease; or (2) restore the leased premises to substantially the same condition as before the casualty. If Landlord chooses to restore and does not substantially restore the leased premises within the time required, Tenant may terminate this lease.
- D. If Landlord notifies Tenant that Landlord cannot substantially restore the leased premises within 120 days after Tenant notifies Landlord of the casualty loss, Landlord may: (1) choose not to restore and terminate this lease; or (2) choose to restore, notify Tenant of the estimated time to restore, and give Tenant the option to terminate this lease by notifying Landlord within 10 days.
- E. If this lease does not terminate because of a casualty loss, rent will be reduced from the date Tenant notifies Landlord of the casualty loss to the date the leased premises are substantially restored by an amount proportionate to the extent the leased premises are unusable.

29. CONDEMNATION: If after a condemnation or purchase in lieu of condemnation the leased premises are totally unusable for the purposes stated in this lease, this lease will terminate. If after a condemnation or purchase in lieu of condemnation the leased premises or Property are partially unusable for the purposes of this lease, this lease will continue and rent will be reduced in an amount proportionate to the extent the leased premises are unusable. Any condemnation award or proceeds in lieu of condemnation are the property of Landlord and Tenant has no claim to such proceeds or award. Tenant may seek compensation from the condemning authority for its moving expenses and damages to Tenant's personal property.

30. ATTORNEY'S FEES: Any person who is a prevailing party in any legal proceeding brought under or related to the transaction described in this lease is entitled to recover prejudgment interest, reasonable attorney's fees, and all other costs of litigation from the nonprevailing party.

31. REPRESENTATIONS:

- A. Tenant's statements in this lease and any application for rental are material representations relied upon by Landlord. Each party signing this lease represents that he or she is of legal age to enter into a binding contract and is authorized to sign the lease. If Tenant makes any misrepresentation in this lease or in any application for rental, Tenant is in default.
- B. Landlord is not aware of any material defect on the Property that would affect the health and safety of an ordinary person or any environmental hazard on or affecting the Property that would affect the

health or safety of an ordinary person, except: _____.

- C. Each party and each signatory to this lease represents that: (1) it is not a person named as a Specially Designated National and Blocked Person as defined in Presidential Executive Order 13224; (2) it is not acting, directly or indirectly, for or on behalf of a Specially Designated and Blocked Person; and (3) is not arranging or facilitating this lease or any transaction related to this lease for a Specially Designated and Blocked Person. Any party or any signatory to this lease who is a Specially Designated and Blocked person will indemnify and hold harmless any other person who relies on this representation and who suffers any claim, damage, loss, liability or expense as a result of this representation.

32. BROKERS:

- A. The brokers to this lease are:

Principal Broker: _____
Re/Max Associates Group

Agent: Julie Downs
Address: 906 N. Main St.
Taylor, TX 76574
Phone & Fax: (512)497-3967
E-mail: juliedowns4@gmail.com
License No.: 352736

Cooperating Broker: _____

Agent: _____
Address: _____
Phone & Fax: _____
E-mail: _____
License No.: _____

Principal Broker: (Check only one box)
☒ represents Landlord only.
☐ represents Tenant only.
☐ is an intermediary between Landlord and Tenant.

Cooperating Broker represents Tenant.

- B. Fees:

- ☒ (1) Principal Broker's fee will be paid according to: (Check only one box).
☒ (a) a separate written commission agreement between Principal Broker and:
☐ Landlord ☐ Tenant.
☐ (b) the attached Commercial Lease Addendum for Broker's Fee (TXR-2102).
☐ (2) Cooperating Broker's fee will be paid according to: (Check only one box).
☐ (a) a separate written commission agreement between Cooperating Broker and:
☐ Principal Broker ☐ Landlord ☐ Tenant.
☐ (b) the attached Commercial Lease Addendum for Broker's Fee (TXR-2102).

33. ADDENDA: Incorporated into this lease are the addenda, exhibits and other information marked in the Addenda and Exhibit section of the Table of Contents. If Landlord's Rules and Regulations are made part of this lease, Tenant agrees to comply with the Rules and Regulations as Landlord may, at its discretion, amend from time to time.

34. NOTICES: All notices under this lease must be in writing and are effective when hand-delivered, sent by mail, or sent by facsimile transmission to:

Landlord at: Edward and Betty Hile
Address: 106 E 2nd St, Taylor, TX 76574-3607

104 E. 2nd St.
Commercial Lease concerning: Taylor, TX 76574

Phone: (731)560-6641 Fax: _____
and a copy to: _____
Address: _____
Phone: _____ Fax: _____

☒ Landlord also consents to receive notices by e-mail at: ed.hile@swbell.net

Tenant at the leased premises,

and a copy to: Allison Hile Holder

Address: 10449 N. FM 908, Thorndale, TX 76577

Phone: (512)269-9612

Fax: _____

☒ Tenant also consents to receive notices by e-mail at: alli.holder@gmail.com

35. SPECIAL PROVISIONS:

① Tenant acknowledges that this building is a non-smoking premise. No smoking will be allowed in or around the property.

x ~~AA~~ ② Tenant will pay 5% of the total electric bill for
x ~~SH~~ meter one at 104 E. 2nd St. on the 15th of each month
x ~~bw~~ beginning Dec 15, 2020.

x ~~SH~~
x ~~bw~~
x ~~AA~~

36. AGREEMENT OF PARTIES:

- A. Entire Agreement: This lease contains the entire agreement between Landlord and Tenant and may not be changed except by written agreement.
- B. Binding Effect: This lease is binding upon and inures to the benefit of the parties and their respective heirs, executors, administrators, successors, and permitted assigns.
- C. Joint and Several: All Tenants are jointly and severally liable for all provisions of this lease. Any act or notice to, or refund to, or signature of, any one or more of the Tenants regarding any term of this lease, its renewal, or its termination is binding on all Tenants.
- D. Controlling Law: The laws of the State of Texas govern the interpretation, performance, and enforcement of this lease.
- E. Severable Clauses: If any clause in this lease is found invalid or unenforceable by a court of law, the remainder of this lease will not be affected and all other provisions of this lease will remain valid and enforceable.
- F. Waiver: Landlord's delay, waiver, or non-enforcement of acceleration, contractual or statutory lien, rental due date, or any other right will not be deemed a waiver of any other or subsequent breach by Tenant or any other term in this lease.

104 E. 2nd St.
Commercial Lease concerning: Taylor, TX 76574

- G. Quiet Enjoyment: Provided that Tenant is not in default of this lease, Landlord covenants that Tenant will enjoy possession and use of the leased premises free from material interference.
- H. Force Majeure: If Landlord's performance of a term in this lease is delayed by strike, lock-out, shortage of material, governmental restriction, riot, flood, or any cause outside Landlord's control, the time for Landlord's performance will be abated until after the delay.
- I. Time: Time is of the essence. The parties require strict compliance with the times for performance.

Brokers are not qualified to render legal advice, property inspections, surveys, engineering studies, environmental assessments, tax advice, or compliance inspections. The parties should seek experts to render such services. READ THIS LEASE CAREFULLY. If you do not understand the effect of this Lease, consult your attorney BEFORE signing.

Landlord: Edward L. Hile

Tenant: Allison Holder

Betty R. Hile

By: Edward L. Hile

By: Allison Holder

By (signature): [Signature]

By (signature): [Signature]

Printed Name: Edward L. Hile

Printed Name: Allison Holder

Title: Owner Date: 10/8/20

Title: Owner Date: 10-13-2020

By: Betty R. Hile

By: _____

By (signature): [Signature]

By (signature): _____

Printed Name: Betty R. Hile

Printed Name: _____

Title: Owner Date: 10/8/2020

Title: _____ Date: _____



COMMERCIAL LEASE GUARANTY

USE OF THIS FORM BY PERSONS WHO ARE NOT MEMBERS OF THE TEXAS ASSOCIATION OF REALTORS®, INC. IS NOT AUTHORIZED.
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GUARANTY TO COMMERCIAL LEASE CONCERNING THE LEASED PREMISES AT 104 E. 2nd St.,
Taylor, TX 76574 between
Edward L. Hile, Betty R. Hile (Landlord) and
Allison Holder (Tenant).

- A. In consideration for Landlord leasing the leased premises to Tenant, the undersigned Guarantor (whether one or more) guarantee Tenant's performance under the above-referenced lease.
- B. If Tenant fails to timely make any payment under the lease, Guarantors will promptly make such payment to Landlord at the place of payment specified in the lease. Guarantor is responsible for any property damage to the leased premises or Property (as defined in the lease) for which Tenant is responsible under the lease. If Tenant breaches the lease, Guarantor will: (i) cure the breach as may be required of Tenant by the lease; or (ii) compensate Landlord for Landlord's loss resulting from the breach.
- C. Guarantor guarantees Tenant's obligations under the lease regardless of any modification, amendment, renewal, extension, or breach of the lease. Guarantor waives any rights to notices of acceptance, modification, amendment, extension, or breach of the lease. Each Guarantor is jointly and severally liable for all provisions of this guaranty. This guaranty is binding upon Guarantor's heirs, executors, administrators, successors, and assigns. Filing for bankruptcy by Tenant will not diminish Guarantor's obligations under this guaranty.
- D. The laws of the State of Texas govern the interpretation, validity, performance, and enforcement of this guaranty. Any person who is a prevailing party in any legal proceeding brought under or related to this guaranty is entitled to recover attorney's fees from the nonprevailing party.
- E. Guarantor authorizes Landlord to obtain a copy of any consumer or credit report of Guarantor from any consumer reporting agency and to verify relevant information related to Guarantor's creditworthiness from other persons such as banks, creditors, employers, existing and previous landlords, and other persons.
- F. Guarantor will provide Guarantor's current financial information (balance sheet and income statement) to Landlord within 30 days after request by Landlord. Landlord may request the financial information no more frequently than once every 12 months.
- G. Special Provisions:
none

Guarantor:

Signature: *Allison Holder*
Printed Name: **Allison Holder**
Address: 10449 N FM 908
Thorndale, TX 76577
Phone: 512-269-9412 Fax: _____
SS# or Tax ID#: 85-3264443 Date: 10-13-2010

Witness: _____

Guarantor:

Signature: _____
Printed Name: _____
Address: _____
Phone: _____ Fax: _____
SS# or Tax ID#: _____ Date: _____

Witness: _____

Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 5

Regular Agenda Items:

Report on Updates to the Sign Ordinance



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Council to vote on proposed changes to Sign Ordinance
DATE: 12/10/2020

The City Council considered the Main Street Advisory Board's proposed changes and additions to the current sign ordinance at its November 12, 2020 meeting. The Council had the following requests when the item is presented for its second consideration:

1. As these proposed changes and additions affect the MSAB's district, a map should be included to illustrate the MSAB's boundaries.
2. That illustrations or photographs of the various types of signage mentioned in the tables be included for clarification purposes.

Mayor Rydell called for a motion to accept what the Main Street Advisory Board has put forward. This motion carried unanimously.

At the December 12, 2020 Council meeting, they will receive the attached power point clarifying the November 12th report.

CHART OF PROPOSED CHANGES / ADDITIONS TO THE CITY OF TAYLOR SIGN ORDINANCE BY THE MAIN STREET ADVISORY BOARD

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Window Signs:	1. <i>Window sign</i> means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane. (Sec. 24-2 /Definitions) 2. Secondary signs convey messages about the products or services available inside the business. (Sec. 24-2 /Definitions) 3. Accessory sign means a small sign that is not part of the total allowable square footage permitted for the building. (Sec. 24-2/Definitions)	1. <i>Window sign</i> means a sign affixed to the interior or exterior of a window <u>or placed within 3 feet of a window for the purpose of being visible from the exterior of the window.</u> Merchandise displays shall not be considered window signs. 2. Secondary window signs contribute to the visual clutter in a storefront window. They should be counted as a part of the 30% of signable area allowed. 3. Accessory sign means a small sign that is not part of the total allowable square footage permitted for the building. <u>Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trace affiliations.</u>	1. MOTION: To request that Council approve the following change to the definition of “Window Sign” as follows: “<i>Window sign</i> means a sign affixed to the interior or exterior of a window <u>or placed within 3 feet of a window for the purpose of being visible from the exterior of the window.</u> Merchandise displays shall not be considered window signs. Window signs, including Secondary Signs which are placed on windows, are limited to no more than 30% of the signable area and require a permit.” (proposed changes underlined) S. SMITH / S. GOLA / 5 AYES-1 NO (S. TRUEX) / MOTION CARRIED 2. MOTION: To clarify that the 30% of the signable area of storefront windows means 30% of the TOTAL window space available for that business and not 30% of each separate storefront window. S. GOLA/E. STAUFFER/PASSED UNANIMOUSLY 3. MOTION: To clarify the definition of <i>Accessory (Incidental) sign</i> means a small sign that is not part of the total allowable square footage permitted for the building. Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trade affiliations. S. SMITH/E. STAUFFER/PASSED UNANIMOUSLY

CHART OF PROPOSED CHANGES / ADDITIONS TO THE CITY OF TAYLOR SIGN ORDINANCE BY THE MAIN STREET ADVISORY BOARD

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Projection / Projecting Signs:	1. <i>Projection sign</i> means a sign which is supported by an exterior corner of a building. (Sec. 24-2) 1. <i>Corner projection sign</i>. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. (Sec. 24-3-t (2) b)	1. <u><i>Projecting sign</i></u> is a two-sided sign projecting from a building and is placed perpendicular to the building's front façade or placed at the building's exterior corner 2. <u><i>Projecting sign</i></u>. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. 3. Projecting signs should be hung no higher than the bottom of 2nd story windows. 4. Projecting signs should relate in size and location to the store they represent. On a multiple story building, do not hang the sign any higher than the fascia of the building for a ground floor business.	1. MOTION: To change the definition of <i>Projection Sign</i> to "<u><i>Projecting sign</i></u> is a two-sided sign projecting from a building and is placed perpendicular to the building's front façade or placed at the building's exterior corner." (proposed changes underlined) S. DEAN/S. SMITH/PASSED UNANIMOUSLY 2. MOTION: To change the definition of <i>Corner projection sign</i> to <u><i>Projecting Sign</i></u> shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. (proposed changes underlined) E. STAUFFER/S. DEAN/PASSED UNANIMOUSLY

CHART OF PROPOSED CHANGES / ADDITIONS TO THE CITY OF TAYLOR SIGN ORDINANCE BY THE MAIN STREET ADVISORY BOARD

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Hanging Signs:	1. <i>Hanging sign</i> means a sign attached to underneath the canopy or awning. (Sec. 24-2) 2. Shall not exceed eight square feet in area and provide a minimum of 8' clearance between the sidewalk surface and the bottom of the sign. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building. (Sec. 23-3-t (3) b)	2. TxDOT Regulations place the <u>bottom of hanging signs at 7' above the grade of the sidewalk</u>. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.	2. MOTION: To change minimum clearance between the sidewalk and the bottom of the sign from 8' to <u>7'</u> in the definition of a <i>Hanging sign</i>. (proposed change underlines) S. GOLA/S. TRUEX/PASSED UNANIMOUSLY
Feather Banners:	1. <i>Banner</i> means a temporary sign, either attached or freestanding, with or without characters, letters, illustrations, or ornamentations, applied to cloth, paper, flexible plastic or fabric of any kind, attached to the exterior of the structure or free standing on the site with temporary fastening devices such as rope, string, wire, twine, or similar materials, which is in addition to the permitted permanent signs, announcing a special event for a business, i.e., business openings, grand openings, sales or promotion events. (Sec. 24-2) 2. Approved banner signs shall be displayed for a maximum of 90	1. Keep the definition as is. 2. Keep the display time allowed per banner as is.	

CHART OF PROPOSED CHANGES / ADDITIONS TO THE CITY OF TAYLOR SIGN ORDINANCE BY THE MAIN STREET ADVISORY BOARD

	days per calendar year. (Sec. 24-3 (o) 9) 3. Banners require permits. (Sec. 24-3 (o) 9) 4. According to the Zoning Ordinance, portable, temporary, or banner signs are prohibited. (App. B-Zoning Ord.: 2.11 [.4] .7 a 7 – Multifamily Residential Districts) 5. Feather banners are not addressed at all in the sign ordinance.	3. Continue to require permits for banners. 5. <u>Definition of a Feather banner:</u> <u>A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign.</u> 6. Feather banners should be prohibited in the Downtown Sign District. (Examples of cities prohibiting feather banners include Georgetown, TX; Denton, TX; and Gainesville, GA.)	6. MOTION: To recommend to the Council that feather banners be allowed for short periods of time with a permit. S. GOLA/ S. TRUEX/ PASSED UNANIMOUSLY
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CHART OF PROPOSED CHANGES / ADDITIONS TO THE CITY OF TAYLOR SIGN ORDINANCE BY THE MAIN STREET ADVISORY BOARD

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Lighted Signs:	1. <i>Internally illuminated signs.</i> Not permitted. (Sec. 23-3 (t) (4) b) In addition, the Taylor Zoning Ordinance reads: 2. <i>Neon Signs.</i> There shall be no neon signs on the exterior of any structures. (App. B – Zoning Ord.: 2.11. [.4] .7 a 4 – Multifamily Residential Districts) 3. Interior neon signs shall be restricted to "Open" and "Closed," may not exceed six (6) square feet in size and may not have movement or changing colors. (App. B – Zoning Ord.: 2.11 [.4] .7 a 4 – Multifamily Residential Districts)	1. Full internally back-lit plastic, vinyl or illuminated box signs are not permitted. An historically accurate alternative is the installation of indirect lighting onto the exterior of signage either by up-lighting or lights directed down onto the sign face. 2. Neon signage is an historic sign form and has been traditionally used in downtown historic commercial districts since the mid-20th C. It also has historic precedence in downtown Taylor. Therefore, neon signage should be considered on a case-by-case basis taking into consideration the architecture of the building where the sign will be located. 3. Neon cabinet/canister signs such as neon “Open” and “Closed” signs have less historical standing than do traditional neon business signs and are inappropriate for the downtown historic district.	1. MOTION: To inform Council that the MSAB wants more time to arrive at a decision on the issues presented related to lighted signage and would use the opportunity to encourage dialogue with the business community concerning signage. J. MCCRAE / S. GOLLA/UNANIMOUSLY APPROVED

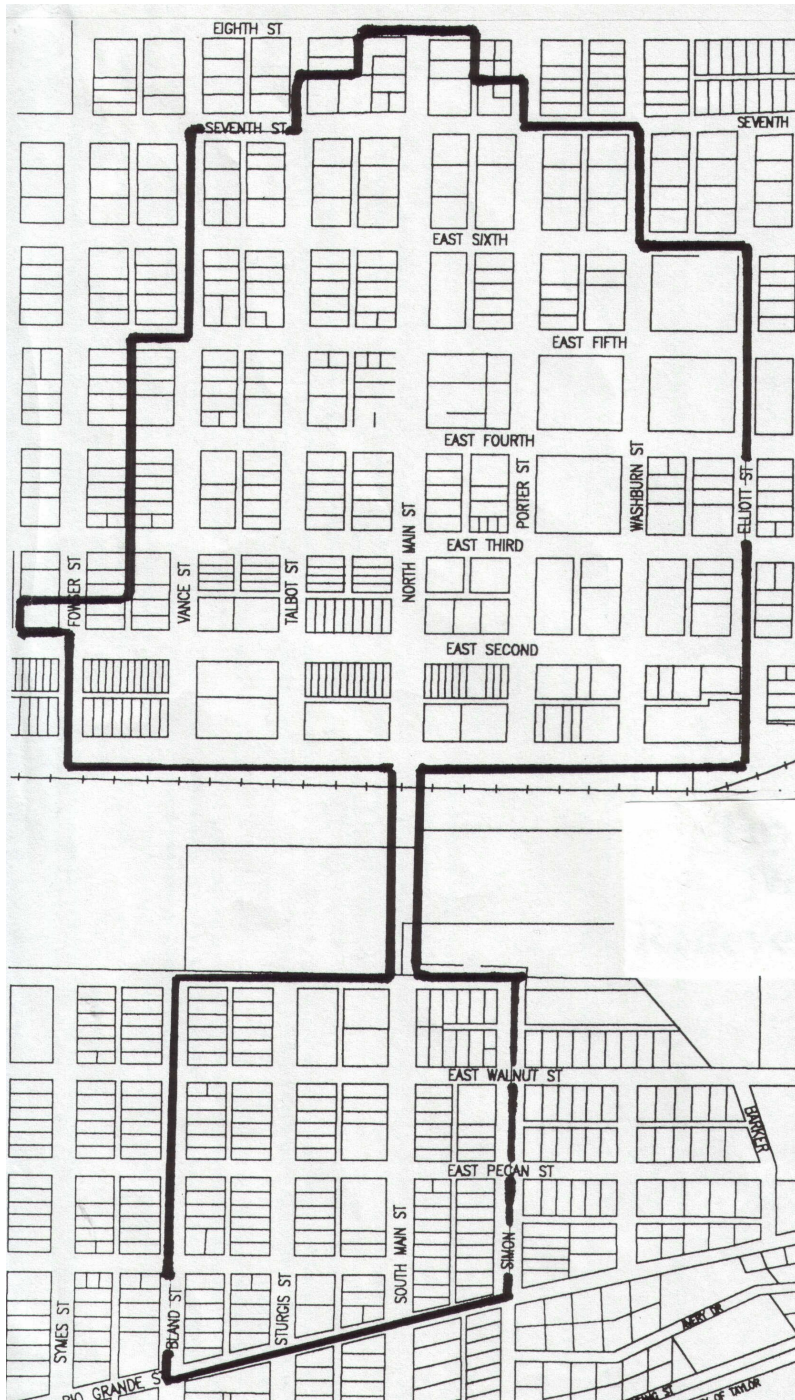


Fine-Tuning the Sign Ordinance

Changes, updates, and additions to improve the quality of signage in the Downtown Commercial District of Taylor as recommended by the Main Street Advisory Board.

Presented to the Taylor City Council
December 10, 2020

Map of the Downtown Improvement District



WINDOW SIGNS:

Window sign means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane within 3 feet of a window for the purpose of being visible from the exterior of the window. Merchandise displays shall not be considered window signs.



Examples of window signs



Window displays of merchandise are NOT considered to be signage.



The coverage area shall not exceed 30 percent of the total window area.

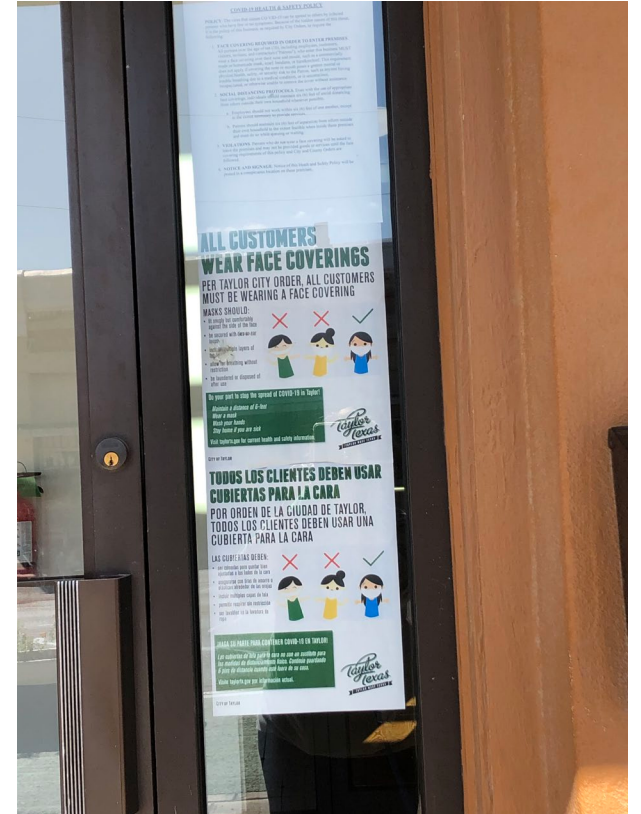
HOW TO DETERMINE THE AMOUNT OF WINDOW SPACE ALLOWABLE FOR WINDOW SIGNAGE:



MEASURE THE SIZE OF ALL OF THE STOREFRONT GLASS TO DETERMINE THE TOTAL SQUARE FOOTAGE OF GLASS. WINDOW SIGNAGE CAN COVER 30% OF THE TOTAL F^2 OF THE STOREFRONT'S GLASS

Accessory (Incidental) Signs:

Accessory (incidental) sign means a small sign that is not part of the total allowable square footage permitted for the building. Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trade affiliations.



Projecting Signs:

Projecting sign means a two-sided sign projecting from a building and placed perpendicular to the building's front façade or placed at the building's exterior corner.



Hanging Signs:

Hanging sign means a sign attached to underneath the canopy or awning.

Change the minimum clearance between the sidewalk and the bottom of the hanging sign from 8' to 7'.

Hanging signs shall not exceed eight square feet in area and provide a minimum of ~~eight~~ seven (7) feet clearance between the sidewalk surface and the bottom of the sign. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.



Feather Banners:

Feather banner means a vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this chapter, a feather banner is an advertising device and sign.

Feather banner sign. Shall not exceed sixteen (16) square feet in area. Feather banner signs are for temporary use only and shall not be displayed for more than thirty (30) calendar days in a twelve (12) month period and require a permit.



The Importance of Good Signage -

1. The business sign is the basic link to customers in 98% of all United States retail transactions (totaling well over \$3-trillion annually)!
2. It is essential both in impulse shopping and in the development of repeat customers for the good, product, or service.
3. Surveys of new customers/clients disclose that the on-premise business sign either
 - (a) provided the new customer with their first knowledge of the company or
 - (b) provided the new customer with their first impression of the company.



Southern



Hospitality



Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 6

Regular Agenda Items:

Discussion of design guidelines for signage



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Examples of Sign Ordinances & Design Guidelines Featuring Signs in Other Cities
DATE: 11/09/2020

At the October meeting, staff was asked to provide links to other cities which had good examples of sign ordinances coupled with design guidelines featuring signage for the Board's review.

Here are a few examples:

Georgetown, TX – Main Street City since 1982:

Sign ordinance:

https://library.municode.com/tx/georgetown/codes/unified_development_code?nodeId=UNDECO_CH10SIST

Specific Sign Lighting Standards:

https://library.municode.com/tx/georgetown/codes/unified_development_code?nodeId=UNDECO_CH10SIST_S10.05SILIST

Design Guidelines for Signs:

<https://historic.georgetown.org/wp-content/uploads/sites/11/2009/02/Chapter-9-Guidelines-for-Signs-1.pdf>

Plano, TX:

Sign Ordinance:

<https://www.plano.gov/DocumentCenter/View/12755/Table-of-Contents-Articles-and-Index?bidId=>

Signage is found in Article 22

Design Guidelines:

<https://www.plano.gov/DocumentCenter/View/18164/Adoped-Downtown-Heritage-Resource-District-Design-Standards?bidId=>

Signs – Chapter 6 on page 89;

Calhoun, GA – A Georgia Classic Main Street City

Sign Ordinance:

https://library.municode.com/ga/calhoun/codes/code_of_ordinances?nodeId=PTIICOOR_APXAZO_ARTXSIOR

Design Guidelines for Signs::

<https://www.cityofcalhoun-ga.com/wp-content/uploads/2015/10/Historic-Downtown-Calhoun-sign-guidelines.pdf>

Township of Mountclair, NJ – a Great American Award Recipient:

Sign Ordinance:

<https://ecode360.com/27425286>

Design Guidelines:

https://www.montclairnjusa.org/UserFiles/Servers/Server_5276204/File/Government/Departments/Planning%20&%20Community%20Development/Historic%20Preservation/Montclair%20Historic%20Design%20Guidelines.pdf

The goal of design guidelines, whether for signage or all aspects of design instruction for a commercial district, is to provide examples which inspire building and business owners and guide them toward quality design projects. I would suggest a balance of “do’s and don’t’s” be included in the design guidelines whether they are developed in-house, with a consultant, or with the guidance of the TX Main Street Office.

Main Street Advisory Board
DECEMBER 16, 2020

Agenda Item Cover Sheet 7

Regular Agenda Items:

Report on streetscape improvements on 2nd St



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Streetscape Improvements on 2nd Street
DATE: 11/13/2020



On December 9th, City Crews began implementing a second phase of the streetscape improvements to 2nd Street between Talbot and Porter Streets. The angled parking was restriped and two additional green bump outs were added on E. 2nd. As a further attempt to prevent large vehicles from encroaching into the green spaces and crushing the metal planters, hard rubber curbing was added between the edge of the green paint and the metal planters.

This is a public-private project where the City provides the labor and materials for creating the green traffic calming bump outs and adjacent property owners provide the plant materials for the metal planters. Judy Blundell has provided the plant materials for W. 2nd St and Doug Moss will provide the same for the planters on E 2nd St.