

MEETING MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on December 15, 2021
Taylor City Hall Conference Room

Main Street™ is a grassroots effort of Economic Development through Historic Preservation

The Main Street Movement is based on the 4 Point Process™:

1. ORGANIZATION – Bringing together your stakeholders (property & business owners, residents, employees, schools, government, organizations, etc.) to work toward a goal of a revitalized DT.
2. DESIGN – Improving the curb appeal of downtown and creating a safe, welcoming, and inviting environment both in the overall district and in the individual stores.
3. PROMOTION – Telling your downtown's story. So much more than special events – it is marketing to your residents, workers, visitors, and shoppers.
4. ECONOMIC VITALITY – Supporting your existing business mix while actively recruiting new businesses to bolster your Downtown business stock.

D. Possible changes to Taylor Main Street Grant programs – Jan presented a report on the effectiveness of the Rental Assistance Grant over the past 9 years noting that fewer than 40% of the recipients of the grants are still in business today. She also requested that the board consider increasing the match for the signage grants to help defray the increasing costs of quality signage.

DISCUSSION: Curie Humphreys noted that the reason the Rental Assistance grants were developed to encourage new businesses to fill the large number of empty buildings in downtown a decade ago and this is no longer an issue.

MOTION: To eliminate the Rental Assistance grant and to increase the Signage Grant match from \$500 to \$1500 with the balance of the funding from the Rental Assistance Grants being allocated to the Façade Improvement Grants. **D. MOSS / J. SNYDER / UNANIMOUS.**

E. Committee report on Signage Design Guidelines project - Jan gave an update on actions taken by the City Council regarding permanent signage and special event signage. Doug Moss reported that the Downtown Sign Guidelines work from Susie Gibson was in its 3rd revision. It was discussed that, while the Main Street Board cannot recommend one sign professional over another, it would be appropriate for a list of sign professionals to be included in the guidelines for business owners to review.

ACTION ITEM: Jan to send out the last revision of the guidelines for the Board's review.

ACTION ITEM: Add a listing of sign professionals to the Guidelines packet which would be periodically reviewed and modified.

- F. Committee report on Open Flag project** – Ashley Doss discussed with the board ways to divide the number of businesses eligible for the downtown flags between the board members and Jan to prevent the task from being too difficult for any one person.

ACTION ITEM: Ashley will email the businesses in the downtown group and share the applications with them for completion.

ACTION ITEM: Jan will send the list of eligible businesses to Curie and Ashley.

ACTION ITEM: Jan will ask Rick Jones when he has time to install the flags.

- G. Staff report on Downtown Banner Project** – Jan reported that the downtown banners were here and that the red “Welcome” banners were interspersed in the downtown with the Cr Show banners.

H. Update on Music on Main Concert Series

Discussion that the Music on Main Concerts adversely impact 3rd Thursday sales – Ian Davis reported that the concerts did attract people to downtown, the September concert which started at 6 pm rather than 7 did hurt businesses by pulling them out of the stores and restaurants. It was discussed that downtown restaurants could develop Gran & Go meals which would be promoted on Facebook, etc. which could benefit both the concert attendees and the downtown businesses.

MOTION: To recommend to the Public Arts Advisory Board that:

1. the downtown businesses be actively included in a plan which involves the downtown restaurants/venues in conjunction with the Music on Main Concert series with the goal of achieving collaborative and mutually supportive series of events;
2. That the concerts maintain the 7 pm – 9 pm format to avoid pulling shoppers from the stores and restaurants during Third Thursday prior to 7 pm;
3. Food trucks be discouraged in favor of encouraging downtown restaurants to either offer pre-boxed concert dinner specials at their locations and/or by having a supply of dinner boxes for sale at the venue; and
4. Advertising for Music on Main (including posters) include cross-promoting efforts with a 3rd Thursday logo and “shop

local/shop downtown” logo included in materials. A. DOSS / R. RIVERA / UNANIMOUS

Plans for Joe Posada concert – Saturday, November 13th – Jan reported that the last Music on Main Concert for the 2021 season will feature 3-time Grammy Award winner Joe Posada. The concert will run from 7-9 pm in Heritage Square.

I. Update on Main Street Car Show

1. Call for volunteers – Jan asked the Board members to volunteer for the Car Show and for Spooktacular.

J. Discuss items for upcoming agendas –

- Advertising for 2nd Saturdays
- Report from Jan on the TX MS Managers’ Training and the TDA Conference
- Digital Maps project
- Revised grant applications
- Cara’s report from the Board Retreat

I. ADJOURN –

MOTION: To adjourn the meeting at 7:20 pm. J. MCRAE / E. STAUFFER / UNANIMOUS

Respectfully Submitted,



Jan Harris

Main Street Manager