

AGENDA

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm – December 13, 2022

Taylor City Hall Auditorium

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.**

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)

III. CONSENT AGENDA:

(The Consent Agenda includes non-controversial and routine items that the Commission or 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.)

- A. Review and approve minutes from the MSAB regular meeting held on November 16, 2022 – Chairman Moss
- B. Review and receive the financial reports from November 2023 – Jan Harris

IV. REGULAR AGENDA – New Business:

- A. Report from the TX Downtown Conference – Jan Harris
- B. Mural Permit Request – 302 N Main Street – Wayne Goodwin (Property Owner), Alex Sargent and Alyse Mervosh (Owners, Curio Mrvosa)

V. REGULAR AGENDA – Continuing Business:

- A. Main Street Manager's reports – Jan Harris:
 1. Manager's activity report
 2. Main Street business & property report
 3. Upcoming special events report
 4. Manager's proposed plan of work for 1st quarter 2023
- B. Updated information regarding Special Events – City-sponsored; City Co-Sponsored; and Privately Sponsored – Jan Harris
- C. Report from December 7th Breakfast Bites – Jan Harris

- D. Finalize date/time and location for Main Street Special Events Summit
- E. Update on Downtown Improvements – Jan Harris
- F. Membershipware project update
 - 1. Update on database and video/photography
 - 2. Pricing for QR Code window clings
- G. Update on Sidewalk Graphic “stickers” as a directional shopping tool
- H. Discuss items for upcoming agendas

V. ADJOURN

Next Meeting Date: January 18, 2023

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 the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: 
Jan Harris, Main Street Manager

Date: December 8, 2022

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Consent Agenda

III-A

Review and approve minutes from the MSAB regular meeting held on
November 16, 2022

MINUTES

CITY OF TAYLOR, TEXAS
\MAIN STREET ADVISORY BOARD
5:30 pm – November
16, 2022
Taylor City Hall Conference Room

MEMBERS PRESENT: Chairman Doug Moss, Erwin Stauffer, Jeff Snyder, John McRae, Ruth Rivera, Ashley Doss, and Curie Humphreys

MEMBERS ABSENT: None

GUESTS PRESENT: Chuck Farr, Cliff Olle, and Ed Komandosky

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Moss called the meeting to order at 5.50 pm and noted that a quorum was present.

II. CITIZEN COMMUNICATION: There was no citizen communication.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on October 19, 2022:

MOTION: To receive the October 19th meeting minutes as presented. E. STAUFFER/J. SNYDER/UNANIMOUS

B. Review and receive the financial reports from October 2023: ACTION: The financial reports were received as information by the board.

IV. REGULAR AGENDA – New Business:

A. Façade Improvement Grant Request – 105 E. 3rd St: The project scope is to replace the covered transom windows with glass. A photograph of the interior shows that each of the 6 large panels had 3 muntins to visually create 18 separate transom window lights. The applicants plan to install double glazed wooden framed windows in a bronze tone to offset the sun's glare inside the restaurant. The project is projected to cost \$10,643 and they are asking for the full \$5,000 grant. The board asked the applicant to consider using a light bronze window coating.

MOTION: To approve the project as presented and award a Façade Improvement Grant in the amount of \$5,000 for 105 E 3rd St. A. DOSS/J. SNYDER/UNANIMOUS

B. Appointment of a MSAB Representative to serve on the new Co-Sponsored Special

Events Committee: A representative from the MSAB was needed to serve on the newly created Co-Sponsored Special Events Committee. Ruth agreed to serve.

MOTION: To approve Ruth Rivers as the MSAB representative on the City's Co-Sponsored Special Events Committee. J. McRAE/D. MOSS/ UNANIMOUS

C. Christmas 2022 Activities: Jan brought the board up to speed on the Christmas Activities in downtown. She noted that even prior to the Very Merry Holliday Parade, she was wanting to cancel the Christmas Fair on the Square as it did not support the downtown

retailers but rather craft vendors who did not pay either property or sales tax. Supporting the downtown retail community is one of the key missions of the Main Street Program. She did also discuss that some downtown businesses were hoping for a wine swirl event whether at Christmas or another time. It was discussed that perhaps a Christmas Passport to Savings promotion might be do-able before Christmas but a full out wine swirl would have to wait until February.

Jan then asked for volunteers to help with the Very Merry Holiday Parade registration and line up. Jeff Snyder said he could possibly help.

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager’s reports:

- 1. Manager’s activity report:** Jan reviewed the report with the board.
- 2. Main Street business & property report:** Jan reported progress on both Flake Bakery & Larder and Mixtape Restaurant. Mixtape is delayed until a Certificate of Occupancy can be obtained and that is delayed because the replacement windows have not been installed. She also reported that the Taylor Bike Company will be seeking a signage grant probably in December. It has been reported that Ed’s Restaurant was closing, but members of the board thought that the closure was not permanent as had been thought.
- 3. Upcoming special events report:** Jan reported that between October 1st and December 31st, there are 24 separate special events on the books for Taylor.
- 4. Main Street Car Show update:** Jan reported that 810 cars paid to be in the show and that another 20-30 cars snuck around barricades for the day. As of this report, the income for the 2022 Car Show was \$35,626.00 while the expenses were \$13,640.99 leaving a balance of \$21,985.01.
The board discussed possible uses for the funds and thought that additional benches and trashcans would be a good addition to the downtown. The MSCS Committee will make the decision and will take the input of the MSAB into consideration.

B. Updated information regarding MSAB-sponsored events: Jan reported on a meeting she’d had with the City Manager who wanted Taylor to have one large signature event per year and that as the Car Show was stronger than Blackland Prairie Days, which should then be discontinued. Jan put forth the idea to support our local businesses instead of putting on BPD by holding small events such as wine swirls or other targeted events to drive traffic to the downtown district.

The board’s response was largely to disagree with Mr. LaBorde’s suggestion that BPD be cancelled. They all agreed that the Car Show was wonderful, but it did not celebrate Taylor’s heritage. Suggestions included reinventing a downtown festival on a different date, postponing the festival until 2024 so it can be reinvented, take this new festival off of Main Street and utilize Heritage Square, 5th Street and Temple College’s parking lot instead. Another perspective was to ask what was the best for the City of Taylor – a big event like BPD or the little events like Spooktacular or the Easter Egg Hunt? It was felt that other groups would do the Halloween or Easter events but that the large festival needs to remain.

Doug suggested that the board set a date to hold a Special Events Retreat to discuss how to balance the special events load placed on the Main Street Program with the mission of Main Street which is economic development through historic preservation. He will send out dates for a mini retreat in February.

C. Membershipware project update

- 1. Update on database and video/photography:** No new report
- 2. Pricing for QR Code window clings:** Jan presented the prices for 250 2-sided window clings (710.00) and the 1-sided clings (\$410).

MOTION: To direct Jan to work with Kendra to develop the designs for the clings and incorporate the QR code to the website and order the items. C.

HUMPHREYS/R. RIVERA/UNANIMOUS

D. Update on Sidewalk Graphic “stickers” as a directional shopping tool: Doug reported that Nick had almost completed the duck designs the board approved at the October meeting.

Carlos Menchaca had not provided any designs for the project. Doug asked the boards ok to inform Carlos that his designs were no longer needed as the project was moving forward.

Jan will ask the City Clerk which January meeting Doug might make a presentation for Council support of the sidewalk sticker project. Jan will have a map of the downtown showing the proposed locations of the stickers.

E. Discuss items for upcoming agendas:

1. FIG application adjustments
2. Mural grant application from Curio Mrvosa
3. Going strictly electronic in Main Street meeting packets in 2023.
4. Brief report from Jan regarding the Texas Downtown Conference

V. ADJOURN: MOTION: To adjourn the meeting at 7.40 pm. J. McRAE/J. SNYDER/UNANIMOUS

Next Meeting Date: December 13, 2022

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Consent Agenda

III-B

Review and receive the financial reports from November 2023

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 1

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	0.00
<u>EXPENDITURE SUMMARY</u>							
	524-MAIN STREET PROGRAM	121,376.00	9,436.31	17,431.79	14.36	0.00	103,944.21
***	TOTAL EXPENDITURES ***	121,376.00	9,436.31	17,431.79	14.36	0.00	103,944.21
***	TOTAL PROFIT / (LOSS) ***	(121,376.00)	(9,436.31)	(17,431.79)	14.36	0.00	(103,944.21)

C I T Y O F T A Y L O R
F I N A N C I A L S T A T E M E N T
A S O F : N O V E M B E R 3 0 T H , 2 0 2 1

PAG 2

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

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 3

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>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	65,780.00	5,059.68	9,364.77	14.24	0.00	56,415.23
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	100.00	0.00	0.00	0.00	0.00	100.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	65,880.00	5,059.68	9,364.77	14.21	0.00	56,515.23
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	140.00	0.00	14.53	10.38	0.00	125.47
524-121	FICA SOCIAL SECURITY	5,050.00	378.48	759.14	15.03	0.00	4,290.86
524-122	WORKERS COMPENSATION	130.00	29.17	29.17	22.44	0.00	100.83
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT- TMRS	8,870.00	681.04	1,261.30	14.22	0.00	7,608.70
524-126	HEALTH INSURANCE	7,750.00	642.98	1,285.96	16.59	0.00	6,464.04
524-127	DENTAL INSURANCE	320.00	0.00	48.78	15.24	0.00	271.22
524-128	LONG TERM DISABILITY	200.00	0.00	31.92	15.96	0.00	168.08
524-129	VISION INSURANCE	50.00	0.00	3.96	7.92	0.00	46.04
	* SUB-CATEGORY TOTAL *	22,672.00	1,731.67	3,434.76	15.15	0.00	19,237.24
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	800.00	0.00	75.56	9.45	0.00	724.44
	* SUB-CATEGORY TOTAL *	800.00	0.00	75.56	9.45	0.00	724.44
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	350.00	0.00	0.00	0.00	0.00	350.00
524-142	PROFESSIONAL CONFERENCES	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-143	MEMBERSHIPS AND DUES	1,325.00	0.00	300.00	22.64	0.00	1,025.00
524-144	SUBSCRIPTIONS AND BOOKS	1,824.00	409.34	409.34	22.44	0.00	1,414.66
524-146	TRAINING- TRANSPORTATION	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-147	TRAINING- LODGING	2,200.00	319.12	319.12	14.51	0.00	1,880.88
524-148	TRAINING- MEALS	850.00	56.25	56.25	6.62	0.00	793.75
	* SUB-CATEGORY TOTAL *	9,349.00	784.71	1,084.71	11.60	0.00	8,264.29

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 4

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 **		98,701.00	7,576.06	13,959.80	14.14	0.00	84,741.20

200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	38.08	94.54	9.45	0.00	905.46
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	650.00	164.75	164.75	25.35	0.00	485.25
524-215	POSTAGE	100.00	0.00	0.00	0.00	0.00	100.00
* SUB-CATEGORY TOTAL *		1,750.00	202.83	259.29	14.82	0.00	1,490.71

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	2,100.00	0.00	0.00	0.00	0.00	2,100.00
* 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	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 **		20,850.00	202.83	259.29	1.24	0.00	20,590.71
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300-FACILITIES OPERATIONS/MAINUTILITIES

524-323	TRUNK TELEPHONE SYSTEM	25.00	0.00	0.00	0.00	0.00	25.00
524-324	CELL PHONES	600.00	46.00	46.00	7.67	0.00	554.00
* SUB-CATEGORY TOTAL *		625.00	46.00	46.00	7.36	0.00	579.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

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 **		625.00	46.00	46.00	7.36	0.00	579.00

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	1,000.00	167.89	223.17	22.32	0.00	776.83
* SUB-CATEGORY TOTAL *		1,000.00	167.89	223.17	22.32	0.00	776.83
** CATEGORY TOTAL **		1,000.00	167.89	223.17	22.32	0.00	776.83

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	1,383.75	1,383.75	0.00	0.00	(1,383.75)
524-519	OTHER PROFESSIONAL SERVICES	0.00	27.32	27.32	0.00	0.00	(27.32)
* SUB-CATEGORY TOTAL *		0.00	1,411.07	1,411.07	0.00	0.00	(1,411.07)

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	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

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	200.00	32.46	32.46	16.23	0.00	167.54
524-539	OTHER CONTRACT SERVICES	0.00	0.00	1,500.00	0.00	0.00	(1,500.00)
* SUB-CATEGORY TOTAL *		200.00	32.46	1,532.46	766.23	0.00	(1,332.46)
** CATEGORY TOTAL **		200.00	1,443.53	2,943.53	471.77	0.00	(2,743.53)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 6

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>							
OFFICE FURNITURE/EQUIPMENT							
524-714	COMPUTER EQUIPMENT	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>							
CONTRIBUTIONS/TRANSFERS							
524-819	OTHER CONTRIBUTIONS	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
*** DEPARTMENT TOTAL ***		121,376.00	9,436.31	17,431.79	14.36	0.00	103,944.21
*** TOTAL EXPENSES ***		121,376.00	9,436.31	17,431.79	14.36	0.00	103,944.21
*** TOTAL PROFIT / (LOSS) ***		(121,376.00)	(9,436.31)	(17,431.79)	14.36	0.00	(103,944.21)

*** END OF REPORT ***

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 1

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		51,500.00	11,418.00	24,544.00	47.66	0.00	26,956.00
450-INTERFUND OPERATING T		39,600.00	0.00	0.00	0.00	0.00	39,600.00
*** TOTAL REVENUES ***		<u>108,100.00</u>	<u>11,418.00</u>	<u>24,544.00</u>	<u>22.70</u>	<u>0.00</u>	<u>83,556.00</u>
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		<u>108,100.00</u>	<u>12,048.37</u>	<u>41,045.97</u>	<u>38.25</u>	<u>300.00</u>	<u>66,754.03</u>
*** TOTAL EXPENDITURES ***		<u>108,100.00</u>	<u>12,048.37</u>	<u>41,045.97</u>	<u>38.25</u>	<u>300.00</u>	<u>66,754.03</u>
*** TOTAL PROFIT / (LOSS) ***		<u>0.00</u>	<u>(630.37)</u>	<u>(16,501.97)</u>	<u>0.00</u>	<u>(300.00)</u>	<u>16,801.97</u>

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 2

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	0.00	0.00	0.00	0.00	0.00	0.00
** 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	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOURCES</u>							
440-351	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
440-352	FARMERS' MARKET RENTAL FEES	6,000.00	0.00	621.00	10.35	0.00	5,379.00
440-353	MAIN STREET CAR SHOW	25,000.00	10,033.00	22,538.00	90.15	0.00	2,462.00
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	1,385.00	1,385.00	69.25	0.00	615.00
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	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		51,500.00	11,418.00	24,544.00	47.66	0.00	26,956.00
<u>450-INTERFUND OPERATING TRANSFERS</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	14,600.00	0.00	0.00	0.00	0.00	14,600.00
** REVENUE CATEGORY TOTAL **		39,600.00	0.00	0.00	0.00	0.00	39,600.00
*** TOTAL REVENUES ***		108,100.00	11,418.00	24,544.00	22.70	0.00	83,556.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

PAG 3

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>100-EMPLOYEE SERVICES</u>							
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
<u>200-OPERATIONAL SUPPLIES</u>							
PROGRAM/SPECIAL EVENTS							
615-231	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
615-232	FARMERS' MARKET	6,000.00	448.05	748.05	12.47	0.00	5,251.95
615-233	CITY SPONSORED EVENTS	5,225.00	2,000.00	2,000.00	38.28	0.00	3,225.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	25,000.00	5,229.81	28,954.86	117.02	300.00	(4,254.86)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	25,000.00	0.00	0.00	0.00	0.00	25,000.00
615-237	WINE SWIRL	4,000.00	0.00	0.00	0.00	0.00	4,000.00
615-238	CHRISTMAS BAZAAR	1,000.00	0.00	0.00	0.00	0.00	1,000.00
615-239	SPOOKTACULAR	1,550.00	406.41	656.41	42.35	0.00	893.59
*	SUB-CATEGORY TOTAL *	67,775.00	8,084.27	32,359.32	48.19	300.00	35,115.68
PUBLIC SAFETY SUPPLIES							
615-240	CITY PARADES	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
SPECIALTY SUPPLIES							
615-259	MISC. SUPPLIES	2,500.00	2,720.00	6,782.55	271.30	0.00	(4,282.55)
*	SUB-CATEGORY TOTAL *	2,500.00	2,720.00	6,782.55	271.30	0.00	(4,282.55)
**	CATEGORY TOTAL **	70,275.00	10,804.27	39,141.87	56.13	300.00	30,833.13

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: NOVEMBER 30TH, 2021

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>500-CONTRACT SERVICES AND FEES</u>							
<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>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	3,225.00	0.00	0.00	0.00	0.00	3,225.00
	* SUB-CATEGORY TOTAL *	3,225.00	0.00	0.00	0.00	0.00	3,225.00
** CATEGORY TOTAL **		3,225.00	0.00	0.00	0.00	0.00	3,225.00
<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	1,244.10	1,904.10	13.04	0.00	12,695.90
615-813	FACADE GRANT	20,000.00	0.00	0.00	0.00	0.00	20,000.00
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	34,600.00	1,244.10	1,904.10	5.50	0.00	32,695.90
** CATEGORY TOTAL **		34,600.00	1,244.10	1,904.10	5.50	0.00	32,695.90

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: NOVEMBER 30TH, 2021

PAG 5

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
***	DEPARTMENT TOTAL ***	<u>108,100.00</u>	<u>12,048.37</u>	<u>41,045.97</u>	<u>38.25</u>	<u>300.00</u>	<u>66,754.03</u>
***	TOTAL EXPENSES ***	<u>108,100.00</u>	<u>12,048.37</u>	<u>41,045.97</u>	<u>38.25</u>	<u>300.00</u>	<u>66,754.03</u>
***	TOTAL PROFIT / (LOSS) ***	<u>0.00</u>	<u>(630.37)</u>	<u>(16,501.97)</u>	<u>0.00</u>	<u>(300.00)</u>	<u>16,801.97</u>

*** END OF REPORT ***

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Regular Agenda

New Business

IV - A

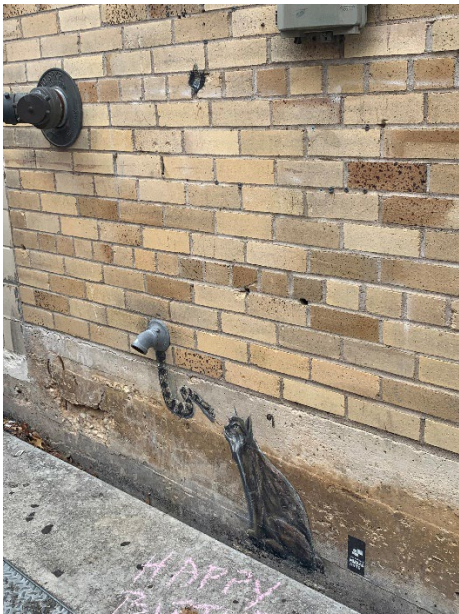
Report from the TX Downtown Conference

Sessions from the 2022 Texas Downtown Conference – San Marcos

PUBLIC ART & PLACEMAKING – Field Session

San Marcos has a vibrant public arts scene from tiny murals to expansive wall murals and sculptures highlighting the heritage of the world's only intersection of streets named for MLK and LBJ.

Use of a brick remnant of a now plastered wall:



Mini mural using mascots of 2 area teams. Note San Marcos mural board loco behind the cat.



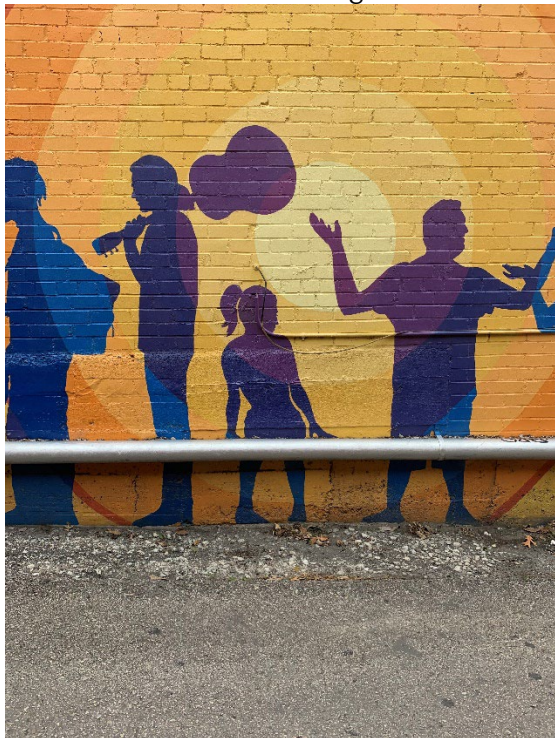
Brightening up the rear service area of a non-historic building.



Another example of murals covering non-historic architecture in the downtown accessed via a vehicular service alley.



Very large mural showing San Marcos residents thru the ages. Individuals were asked to pose so their silhouette could be used in the mural. Note official logo in bottom left.





San Marcos is the Mermaid Capital. Note extruded mermaid that provides depth to this mural.





Interesting option for the Howard Theater: Obtain movie posters from films shot here in Taylor and put them in the coming attractions spaces on the façade:



A DEVELOPER'S PERSPECTIVE – Revitalization without Gentrification

Derek Avery spoke about the balance of revitalizing a central business district without alienating legacy residents, history, or displacement. His goal is to revitalize communities in transition through a holistic approach to community development, supporting revitalization without gentrification.

What attracts developers to a downtown:

1. Anchors. Architecture. Culture
 - a. What draws people to the place
 - b. What makes a place unique
 - c. Where can I (the developer) enhance or add value
2. Economic Development and Governmental Policies
 - a. Have stats on small businesses – to move the focus away from just attracting the big companies
 - b. Having TIFs and/or PIDs in place or available

Gentrification: The degradation of history/culture and displacement of legacy residents. The goal is to work towards revitalization NOT gentrification.

Interesting tidbit: Ideal housing size for downsizing home for an aging population is 1000SF

VOLUNTEER BOARD – FROM APPOINTMENT TO ENGAGEMENT – Alysia Cook

Board Development: Creating a map for a trip

The Board is the cartographer – they draw the map – they create the policy

The Manager drives the car – makes the daily decisions and implements the policy.

Board spends time doing strategic planning.

Three Essentials to Effective Board Engagement:

1. Commitment Form – explanation to the board members what they will be expected to do. JOB DESCRIPTION. Expectations of performance.
Law of Commitment – Robert Cialdini – how to get board members truly invested for more than just the meetings.
2. Onboarding – provide a history of the organization. Tell what is expected. Provide last 3 months of minutes & financials.
3. Board Development – do this annually – 3-4 hours – take a deep dive on roles and responsibilities.

UPPER STORY REDEVELOPMENT

Top priority for many downtowns. Whether second (or third or fourth) stories are used for housing, offices, or meeting space,

Claudia Guerra, City of San Antonio

Doug Moss, Public Sketch

Ellis Mumford-Russell, Post Oak Preservation Solutions

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Regular Agenda

New Business

IV - B

Mural Permit Request – 302 N Main Street – Wayne Goodwin
(Property Owner), Alex Sargent and Alyse Mervosh (Owners, Curio
Mrvosa)

APPLICATION FOR MURAL REVIEW AND APPROVAL
BY MAIN STREET ADVISORY BOARD

Name of Building Owner: Wayne Goodwin
Address of Building: 302 N Main St
Building Owner Phone: (254) 290-4184 Email: hockhound1@hotmail.com

Name of Artist: Alex Sargent (Creative director) and various local artists
Artist Business Name, if applicable: Curio Mrvosa
Artist Phone: (512) 773-1845 Email: curiomrvosa@gmail.com

Content Description of Mural: A collaboration of local artists guided by Curio Mrvosa co-owner Alex Sargent (a graphic designer). Each artist will contribute a rendering of an eye to the column in front of the store. Conceptual mockups attached.

Projected Start Date: ASAP Projected Completion Date: Ongoing

To ensure your Application is complete, check off the following as enclosed:

- X Completed and signed Application
- X Description of Project to include materials, method of application
- X Color drawings and/or renderings of design
- n/a Examples of previous work, including location

Upon approval by the Main Street Advisory Board, as Owner of the Building, I accept responsibility to maintain the integrity of the approved mural.

Signature of Building Owner: Wayne Goodwin Date: 11/14/22

I certify that as of the date of this Application I am 18 years of age or older, as are any members of my team, if applicable. I certify that all examples of artwork submitted with this Application are products of my hand as represented. If accepted, the artwork produced will be the same as represented in this Application. I allow images of my work to be used in publicity for the City of Taylor, Texas. I further certify that all statements made in this Application are true to the best of my knowledge. I acknowledge that the City of Taylor, Texas, is not liable for loss or damage to work submitted.

Signature of Artist: Alex Sargent Date: 11/11/22

Reviewed by Main Street Advisory Board? ☐ YES ☐ NO

Comments from Main Street Advisory Board: _____

Main Street Advisory Board Chairman
Date: _____

Main Street Manager
Date: _____

BEFORE



AFTER



Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Regular Agenda

Continuing Business

V - A

Main Street Manager's reports – Jan Harris:

1. Manager's activity report
2. Main Street business & property report
3. Upcoming special events report
4. Manager's proposed plan of work for 1st quarter 2023

**Main Street Monthly Report
for November Activities through December 8, 2022**

Community Outreach / Meetings Attended:

- Farmers Market Meeting – 11/14
- Code Advisory Team Meeting – 11/16
- City Council – 11/10
- PAAB Public Arts Listening Session (Dickey Givens Center) – 10/15
- Prep Meeting for Upcoming TIF Board meeting – 11/10
- TIF Board meeting 11/16
- Main Street Advisory Board meeting – 11/16
- City Special Event Policy Meeting – 12/6
- Public Arts Advisory Board meeting – 11/30
- Breakfast Bites Meeting – 12/7

Local Business / Owner Visits:

- Met with Peter Gordon – Councilman – Hutto re: Setting up a Business Association – 11/14
- Met with Mixtape owners – 11/14
- Began and advertising campaign on Facebook & Instagram encouraging shoppers to think locally this Holiday season and another to encourage shopping on Third Thursday in December

Event Planning:

- Main Street Car Show Post Event Meeting – 11/17
- Holiday Parade Meeting – 11/8; 11/9; 11/14; 11/15; 11/21; 11/23; 11/28; 11/30; 12/1
- MLK March and Service Meeting – 11/15
- Developed & sent out Special Event Packet for Freedom Center Christian Church (11/12) – 10/20-10/23
- Developed & sent out Special Event Packet for Dr. Dickey Day Event (11/12) – 10/20-10/24
- Developed & sent out Special Event Packet for OLG Jamaica (12/10) – 11/28-12/6
- Developed & sent out Special Event Packet for OLG Feast Day Parade (12/12) – 11/22-12/9
- Planned logistics for Music on Main Concert (11/17) – 10/12-11/17
- Planned in conjunction with other City Departments the Very Merry Holiday Parade (12/3) – 11/8-12/3

Special Events:

- Every Saturday – check on Farmers Market

- Freedom Center Christian Church outdoor worship service – Heritage Square – 11/12 – 5-9 pm
- Dr. Dickey Day - 11/12 – Robinson Park & Dickey-Givens Center
- Music on Main Concert – 11/17 – Heritage Square
- Parade of Lights Christmas Parade – 12/3 – Downtown Taylor
- Very Merry Holiday Parade – 12/3 – Downtown Taylor
- Lighting of the Christmas Tree – 12/3 – Heritage Square

Film Friendly Taylor – September Film Events:

- Developed a Film Permit Packet for Dell Alienware Commercial (12/6-12/9) – 11/16-11/22 (cancelled on 12/5)
- Developed a Film Permit Packet for Walker, TX Ranger (12/2-12/6)- 11/18-11/26
- Developed a Film Permit Packet for Indian Motorcycles commercial (12/11) – 11/21-11/28

Professional Development:

- Texas Downtown Annual Conference-San Marcos – 11/1-4

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Writing draft for City Co-Sponsorship of Special Events Guidelines
- Updating Directory Map for downtown business directories
- 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:

- Digital map & Main Street business directory project underway
- Breakfast Bites monthly downtown business meetings (1st Wednesday of each month)

Upcoming Calendar of Events:

- **Every Saturday 10am-2pm – Taylor Farmers Market – Heritage Square Pavilion**
- 2nd Saturday – 12/10
- OLG Jamaica – 12/10
- OLG Feast Day – 12/12
- Main Street Advisory Board Meeting – 12/13
- City Hall Closed for Christmas Holidays – 12/23-12/26
- City Hall Closed for New Year's Day – 1/2
- Breakfast Bites – 1/4
- Farmers Market Meeting – 1/9
- TDA Educ & Outreach Committee Meeting – 1/10

- Taylor City Council Meeting – 1/12
- City Hall Closed for MKL Day – 1/16
- MLK March & Service – 1/16
- Main Street Board Meeting – 1/18
- Run for the Roses 5/10 K – 1/21
- Public Arts Advisory Board Meeting – 1/25

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

December 2022

	A	B	C	D	E	F	G
1	PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	STATUS
2	Xchange Nightlife bldg	115 W 2nd St	Ian Reddy/Alyson McGee; JB Goodwin Realtors	512-900-2460	3714 SF	\$1,375,000 \$433/SF	
3	old Taylor Bedding Co.	417 W. 2nd St	Taylor Second LLC/Ryan Perry; Asterra Properties	512-694-5426	Bldg: 23,100SF; land: 103,398SF	serious enquiries only	
4	fmr 46 & 2 Apothecary	313 N Main St	Ian Reddy/JB Goodwin Properties	512-502-7715	3278SF	\$875,000 \$267/SF	
5	Fmr Vol Fire Equipment Storage	301 W 2nd St	Erwin Teggemann/Keller Williams Realty	5125-868-1771	22,284 SF	\$759,000 \$34/SF	PENDING
6	Urban Threads bldg	117 E. 3rd St	Cliff Samuels/Remax	512-365-8563	2464 SF	\$900,000 \$365/SF	
7	PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	
8	Vacant lot	104 N Main St	Public Sketch/Julie Downs	(512) 365-8563	6600SF	\$30/SF/Y	will build 2-800-SF buildings to suit
9	Xchange Nightlife bldg	115 W 2nd St	Ian Reddy/Alyson McGee; JB Goodwin Realtors	512-900-2460	3714 SF	\$5750 down from \$6800	
10	fmr. Longhorn Title	309 N Main St	Sam Dowdy/ReMax Assoc	512-365-8563	2750SF	\$10.92/SF/YR - \$0.91/SF/MO = \$2,502.50/M O	\$1.24/SF \$3,500/mo
11	fmr 46 & 2 Apothecary	313 N Main St	Ian Reddy/JB Goodwin Properties	512-502-7715	3278SF	NNN - \$3800/mo	
12	fmr Southern Hospitality	105 E 3rd St	Cliff Olle / Julie Downs	512-497-3967	3360SF	\$1.35/SF	
13	fmr Squirts	405 S Main St	Johan Borge/Realty Assoc.	713-464-7656	2000SF	\$1.75/SF/MO \$3,500/month	

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

December 2022

	A	B	C	D	E	F	G
14		407 S Main St	Johan Borge/Realty Assoc.	713-464-7656	1500/SF	\$2/SF/MO \$3000/mo	
15		409 S Main ST	Johan Borge/Realty Assoc.	713-464-7656	2000/SF	\$1.60/SF/MO \$3,200/MO	
16		113 W 4th St	Rick Pfeil		1440/SF	\$10/SF/MO = \$14, 400/MO	questioned RP if this is correct - if it is \$10/SF/YR, the rate would be \$0.83/SF/MO = \$1,200/MO
17	fmr Cherrytree	104 E 2nd St	Ed Hile/Julie Downs		2000/SF	\$27/SF/YR = \$2.25/SF/mo = \$4,500/MO	
18	fmr Downtown Social	119-B E 3rd	Richard Torres	209-605-4155	950/SF	call for pricing	
19	SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
20	NONE						
21	LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
22		104 W 4th St	Erika Bodiford		personal service - Relax & Heal Massage		no CO as of 12/8/22
23	Richter Furniture Building	111 W 3rd St	Samsung		Office Use	\$24/SF/YR NNN	no CO as of 12/8/22
24	PROPOSED NEW CONSTRUCTION/RENOVA TION PROJECTS						
	vacant lots betw. Turning Heads & fmr. Taylor Station	110-112 E. 2nd St	Jason Simak	512-696-0239	Retail/Food Service/Bar		
25							
26							
27							

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

December 2022

	A	B	C	D	E	F	G
28	NEW CONSTRUCTION/RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
29	Talbot Commons Pocket Hotel	114 W 6th St	Public Sketch	Julie Downs 512-365-8653	pocket hotel in a mixed use development		
30	NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
31	Flake Bakery & Larder	103 W 5th St		512-643-5989	bakery	TBD	no CO as of 12/8/22
32	Mixtape	108 E. 2nd St	Ryan Dale Davenport	ryandaletunes@gmail.com ; 512-293-3136	restaurant/bar	TBD	no CO as of 12/8/22
33	Taylor Bike Company	104 N Main St	Jon Chisolm	512-815-4297	bicycles sales & service	3	no CO as of 12/8/22
34	NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
35	None						
36	BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	
37	Downtown Social	119-B E 3rd St	Richard Torres	512-352-9050	restaurant/bar	1	
38	BUSINESS EXPANDING	ADDRESS	OWNER	CONTACT INFO		GAINED OR	
39	None					0	
40	BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
41	None						
42	BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
43	None						

PROPOSED PLAN OF WORK

Jan Harris

1st Quarter of 2023

While the work load of processing special events is at a minimum due to the winter weather, these are the projects I plan to concentrate on for January – March of 2023:

ShopDowntownTaylorTX.com

- Complete the upload of data, photos, and short films to the site
- Order and distribute the QR Code clings
- Launch site.

Business Visits

- Make regular visits with downtown stakeholders
- Distribute and collect survey of business facts, figures; rental rates; future plans; etc.
- Encourage use of FIG and Signage Grants

Update Downtown TX listing:

- Update data and add new photographs to the site.

Spring Event for Downtown:

- Work with committee (MUST BE ESTABLISHED) to plan and implement a downtown event to assist existing businesses.

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - B

Updated information regarding Special Events –
City-sponsored; City Co-Sponsored; and Privately
Sponsored

Special Events

Draft of City Co-Sponsored Special Events Guidelines written and undergoing additional revisions

Co-Sponsored Special Events Committee to meet on 12/14/22 at 5.30 in City Hall Conference Room.

Tentative agenda

1. Review current list of city sponsored events (list events, costs, fundraising, expenses, staff time, etc.)
2. Review current list of city-co-sponsored events (same as above)
3. Procedures for adding new events
4. List presented to Council either in January or February (list events, costs, fundraising, expenses, staff time, etc.)

Jan is currently compiling the costs per department of City special events and co-sponsored special events for that meeting.

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - C

Report from December 7th Breakfast Bites

December 7, 2022 Breakfast Bites Report:

Ten business/property owners attended representing 6 downtown businesses:

Ed & Bett Hile – Vintage Affaire and owners of 104 & 106 E 2nd St

Alyse Mervosh – Curio Mrvosa

Liz Avants – Frock On Vintage & Waxplant

Karyn Morris – Sweet & Southern Finds

Glenn Schiller & Barb Sellars – KINCL Antique Market

Leisha Dowers & Scott Hever – Flake Bakery

Steve Truex – owner of KINCL building

Jeff Snyder – Jeff's Resurrections

Chuck Farr – property owner

Topic was Shoplifting and how it may be avoided or reduced

Speakers were CDR Joe Branson & Jan Harris

Discussion included

1. Tips to reduce shoplifting in stores:
 - Reduce clutter
 - Install cameras both inside and outside the business
 - Use lighting – no dark/dim corners
 - Install mirrors so one person can keep an eye on the entire space if needed
 - Greet customers entering the store – make eye contact
 - If people are lingering, ask them if they need help – let them know you are watching them
 - Ensure your employees are as vigilant as you would be in their place
 - Place small – easy to steal – items near the till or at least away from the doorway.
 - Lock valuable items in a glass case.
2. What to do if someone has stolen something:
 - Call TPD
 - If you don't have a store camera, try to get a photo of them with your phone
 - Use the DT Merchants FB page to let others know that there is a shoplifter around.

Would the DT merchants consider a phone tree? What about mass text messages for critical messaging such as shoplifters in the dt?

SECONDARY TOPIC: Special Events – which ones help DT businesses. Jan will send out a Survey Monkey survey to gather data. It depends on the type of festival, its location, etc.

AD HOC DISCUSSIONS: Parking – merchants around the McCrory Timmerman/Titsworth buildings are upset that business tenants park all day in the prime downtown parking spaces. This, the felt, would only get worse if Samsung rents the Richter Building.

1. How can they restrict parking to customers? Can't really.
2. What about 2 hour parking? Would require a new staff person to patrol the district marking tires and writing tickets.

3. Can the business owners enforce 2-hour parking in front of their own stores? No – that is not your property – it is public parking.

Jan's response: We are experiencing growing pains. Consider these new employees to be future customers in downtown stores and restaurants. Reach out to them to encourage them to visit your stores.

Main Street can ask building owners and employers to have employees park farther out in the district. But we cannot compel them to do so.

Start with the ones you can control – yourself & your employees. Park on the outskirts of the district every day. Lead by example.

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet

Regular Agenda

Continuing Business

V - D

Finalize date/time and location for Main Street Special
Events Summit

MAIN STREET SPECIAL EVENTS SUMMIT:

Responses to suggested dates:

Curie: Feb 4th or 7th

Ruth: Feb 4th in the AM; Feb 8th or Feb 14th in the AM

Erwin: Cannot on the 7th

Ashley: 4th, 7th, or 8th

John:

Jeff:

Doug:

Where to meet?

Possible locations (if available on the final date):

City Hall Conference Room

Library – large study room

City Hall Auditorium

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - E

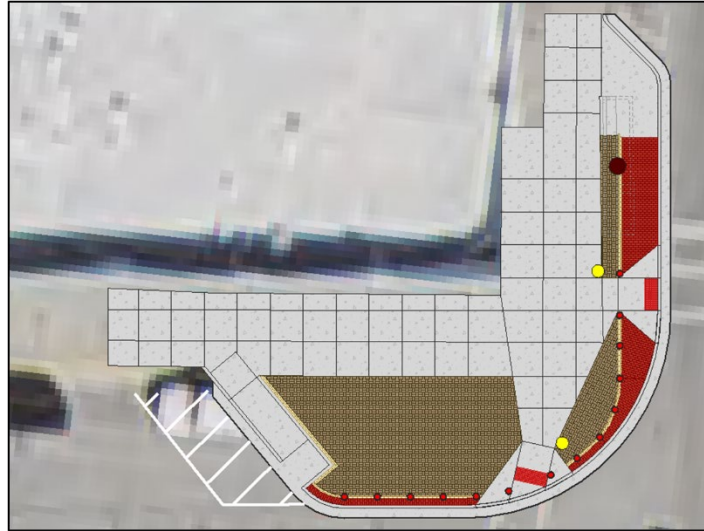
Update on Downtown Improvements

UPDATES ON DOWNTOWN IMPROVEMENTS:

- I. **Bulb Out at 2nd & Main:** The work on the bulb out at W. 2nd & Main continues. The pavers have been chosen for the project and will be continued as future sidewalk/streetscape projects occur.

ACTUAL PICTURE OF ALL THREE PAVERS





The project at W 2nd & Main is forecast to be completed in Mid-January.

2. **Landscape Improvements:** Due to various holiday schedules, the work is scheduled to begin on landscape improvements during the first week of January with the 2 contractors leapfrogging their work.
This work will be undertaken all at once with the crew from Utz taking out the old plantings for half of the project. At that point, the irrigation contractor begins work on this first part. Utz then takes out the 2nd half of the project followed by the irrigation contractor. Finally, Utz comes back to the start installing new plantings.
3. **Parking Restriping.** The project started with City Hall parking lot and will then move into the downtown district. Alan Green, Engineer overseeing the day-to-day work on the improvements will let me know what streets will be restriped when. As with City Hall, the restriping should take place at night and DT residents will need to be advised to move their cars.
4. **Downtown Business Directory.** A 3rd review has been done of the directory and additional changes requested. It should be going to the printers soon. Per Mark Baker whose company is handling this part of the project, the quarterly updates should cost no more than \$200 or so which is easily affordable by the Main Street budget.

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - F

Membershipware project update

1. Update on database and video/photography
2. Pricing for QR Code window clings

No report – request to table this item until January

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - G

Update on Sidewalk Graphic “stickers” as a directional shopping tool

No report – request to table this item until January

Main Street Advisory Board
DECEMBER 13, 2022

Agenda Item Cover Sheet
Regular Agenda
Continuing Business
V - H

Discuss items for upcoming agendas