

MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm – December 13, 2022
Taylor City Hall Conference Room

MEMBERS PRESENT: Jeff Snyder, Erv Stauffer (left the meeting at 6 pm), Ruth Rivera, John McRae, Curie Humphries, and Chairman Doug Moss

MEMBERS ABSENT: Ashley Doss

GUESTS PRESENT: Chuck Farr and Alex Sargent

STAFF PRESENT: Jan Harris, Main Street Manager

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Moss called the meeting to order at 5.31 and declared that a quorum was present.

II. CITIZEN COMMUNICATION: There were no citizen communications.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on November 16, 2022 – Chairman Moss called for a motion to approve the November meeting minutes. **MOTION: To approve the minutes as presented. E STAUFFER/J SNYDER/UNANIMOUS**

B. Review and receive the financial reports from November 2023 – Jan Harris reviewed the financials with the board. **ACTION: The board received the report as information.**

IV. REGULAR AGENDA – New Business:

A. Report from the TX Downtown Conference – Jan Harris reviewed the highlights of the 2022 TX Downtown Conference including Public Arts and Placemaking; A Developer's Perspective – Revitalization without Gentrification; Volunteer Board – from appointment to engagement; and Upper Story Redevelopment. **ACTION: No action was required by the board.**

B. Mural Permit Request – 302 N Main Street – Wayne Goodwin (Property Owner), Alex Sargent and Alyse Mervosh (Owners, Curio Mrvosa) – Alex Sargent is seeking a mural permit to install "a collaboration of local artists guided by himself (a graphic designer) where each artist will contribute a rendering of an eye to the column in front of the store." If approved, the project would start in January, weather permitting. **DISCUSSION:** Jan cautioned Alex against recreating the eye logo used for the business as that could be interpreted as a sign. Alex agreed to avoid that particular design. The board suggested a legend to be installed whereby the contributing artists could receive credit for their work. **MOTION: To approve the request for a mural on the column of 302 N Main. J McRAE/C HUMPHRIES/UNANIMOUS**

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager's reports – Jan Harris:

- 1. Manager's activity report:** Jan reported that she'd attended 10 Community Outreach meetings in the last month, met with a City Councilman in Hutto about his desire to start a Business Association and with the owners of Mixtape Restaurant. She participated in 11 meetings for 3 special events held in the past month and developed 6 special events packets for upcoming events. Jan coordinated 3 Film Permit Packets for 3 projects including 2 commercials (one cancelled the day before the shoot) and a network TV show episode. She attended the TX Downtown Conference in San Marcos November 1st-4th.
- 2. Main Street business & property report:** Jan reported that there are 5 commercial/industrial properties for sale in the downtown with 1 under contract and 10 properties for lease with 5 appearing for the first time this month. There were no properties reported as sold but 3 properties have been leased. Three businesses are awaiting their Certificates of Occupancy to open in the downtown (Mixtape, Flake Bakery & Larder, and Taylor Bike Company). One business, Downtown Social, closed in November.
- 3. Upcoming special events report:** This report was covered in the Manager's Activity Report.
- 4. Manager's proposed plan of work for 1st quarter 2023:** Jan shared with the board her plans for the 1st quarter of the year when special events are not being held. Her priorities include completing the ShopDowntownTaylorTX.com site, making regular visits with DT businesses to complete surveys on number of employees, rental rates, etc., updating the DowntownTX website for Taylor, and working with a committee on a spring event to assist downtown merchants.

B. Updated information regarding Special Events – City-sponsored; City Co-Sponsored; and Privately Sponsored – Jan reported that the project has been put on hold.

C. Report from December 7th Breakfast Bites – Jan reported that the topic was Shoplifting and how to prevent/reduce your losses. It was attended by 10 people representing 6 downtown businesses.

D. Finalize date/time and location for Main Street Special Events Summit - After discussion, the name for the meeting was changed to Downtown Merchant Events Retreat and the Saturday, Feb. 4th was selected. Jan will try to reserve the library's meeting room for the event which will be held from 8.30 am to 12 noon. Water and coffee will be provided.

E. Update on Downtown Improvements – Jan provided an update on the various projects ongoing this winter in downtown. The bulb out at N Main & W 2nd should be completed in mid-January. Landscape improvements will begin the 1st week of January. Parking restriping has begun with additional spaces added to the public parking lot at City Hall. A 3rd review has gone back to the designer for the downtown directory and map.

F. Membershipware project update

- 1. Update on database and video/photography**
- 2. Pricing for QR Code window clings –** Project tabled until January.

G. Update on Sidewalk Graphic “stickers” as a directional shopping tool –
Project tabled until January.

H. Discuss items for upcoming agendas – Doug brought up the following items for the January agenda:

1. Richard Stone’s suggestion that the PAAB and the MSAB partner to put festival lights in Potters Alley.
2. Parking push to get store owners and their employees to park on the periphery of the downtown core.
3. FIG application revision
4. Develop a list of small architectural firms who can help with downtown renovation projects.
5. Increase in the amount for FIG projects.

VI. ADJOURN – Doug called for a motion to adjourn the meeting. **MOTION: R RIVERA/J McRAE/UNANIMOUS**

Next Meeting Date: January 18, 2023

Respectfully Submitted,



Jan Harris,
Main Street Manager