AGENDA

Main Street Advisory Board

5:00 pm, November 20, 2019
City Hall, 400 Porter, Taylor TX

CALL TO ORDER AND DECLARE A QUORUM

PUBLIC COMMENT

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 in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approve the minutes from the Main Street Advisory Board meeting for September 18, 2019.
2. Receive the financials for September and October 2019 for Main Street Program.

REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

3. Main Street Manager report and update
4. After Action Report of the Main Street Car Show and Spooktacular
5. Discussion and possible action regarding downtown murals
6. Discuss, review and vote on possible revisions to the following grant applications and guidelines:
    a. Sign
    b. Façade
    c. Paint
    d. Fire Suppression System
    e. Rental Assistance
7. Discussion and possible action regarding a Special Called Meeting to provide input for the Main Street Program Annual Report.
8. Discuss and review draft of TMS by laws
9. Presentation by Richard Stone, Chairman of the Public Arts Advisory Board concerning collaboration between that board and the Main Street Board
10. Discuss items for upcoming agenda

ADJOURN

The Board or Commission may vote and/or act upon each of the items listed in this Agenda. The Board or Commission 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 meeting was posted in the Taylor City Hall Lobby before 6:00 pm on Friday, September 13, 2019 and remained posted for at least 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

Jan Harris

Jan Harris CMSM, Main Street Manager

Main Street Advisory Board
November 20, 2019

Agenda Cover Sheet
Agenda Item 1 – Minutes for September 18, 2019

MAIN STREET ADVISORY BOARD MEETING
MINUTES
SEPTEMBER 18, 2019

CALL TO ORDER AND DECLARE A QUORUM

The meeting was called to order by Scott Dean, Chair, at 5:00pm and a quorum was declared.

Board Members Present – Scott Dean, Erwin Stauffer, Shannon Grace, Sharla Gola, Stacey Smith, Bobby Seiferman, Steve Truex.

Also Present –Tom Yantis, Assistant City Manager / Director of Development Services, James Boone Humphreys, Deborah Cooper, Dennis Cooper

PUBLIC COMMENT

There was no public comment

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 in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approve the Minutes from the Main Street Advisory Board Meeting for August 21 17, 2019.
2. Receive Financials for August 2019 for Main Street Program.

Motion made by Erwin Stauffer, second by Shannon Grace to approve the consent agenda – motion passed unanimously

REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

3. Main Street Manager Report and Update

Tom Yantis presented the Main Street Manager's Report for August 2019

4. Discuss, Review and Vote on Rental Assistance for Texas Dirt Road Salvage, 310 N. Main Street, Taylor, TX 76574

Deborah Cooper made a presentation about her business and the benefit of the rental assistance grant.

Motion made by Scott Dean to approve the rental assistance application for Texas Dirt Road Salvage in the amount of $625 for the first six months then reduced by the formula amount until all funds in the rental assistance account are depleted including a recommendation to roll over the unused balance of $1,676.37 from FY 2018-19 to FY 2019-20, second by Stacey Smith – motion passed unanimously.

5. Discuss, Review and Vote on Rental Assistance for Yoga Studio, 321 N. Main Street, Taylor, TX 76574

James Humphreys made a presentation about her business and the benefit of the rental assistance grant.

Motion made by Shannon Grace to deny the application for rental assistance, second by Sharla Gola – motion passed unanimously

6. Discuss, Review and Vote on Possible Revisions to the Following Grant Applications and Guidelines:
   a. Sign
   b. Façade
   c. Paint
   d. Fire Suppression System
   e. Rental Assistance

Chairman Scott Dean appointed a subcommittee of Shannon Grace and Sharla Gola to review and propose revisions to the grant applications and guidelines and present their recommendations at upcoming board meetings.

7. Discuss items for Upcoming Agenda

The following items were requested for the October agenda:

- **Update and discussion regarding the Main Street Car Show**
- **Update and discussion regarding Spooktacular**
- **Discussion regarding downtown murals**
- **Discussion and possible action regarding edits to grant applications and guidelines**

ADJOURN

There being no further business the meeting adjourned at 6:15pm.

Respectfully submitted by:
Tom Yantis
Assistant City Manager / Director of Development Services

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 2 – Financial 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
REVENUE SUMMARY						
330-INTERGOVERNMENTAL REV	0.00	0.00	0.00	0.00	0.00	0.00
430-USE OF MONEY AND PROP	0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT	24,000.00	(2,638.01)	10,646.94	44.36	0.00	13,353.06
450-INTERFUND OPERATING T	29,600.00	4,900.00	34,600.00	116.89	0.00	(5,000.00)
*** TOTAL REVENUES ***	53,600.00	2,261.99	45,246.94	84.42	0.00	8,353.06
EXPENDITURE SUMMARY						
615-CONTRIBUTE TO CIVIC P	47,500.00	12,244.66	38,518.62	85.27	1,985.00	6,996.38
*** TOTAL EXPENDITURES ***	47,500.00	12,244.66	38,518.62	85.27	1,985.00	6,996.38
*** TOTAL PROFIT / (LOSS) ***	6,100.00	(9,982.67)	6,728.32	77.76	(1,985.00)	1,356.68

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
330-INTERGOVERNMENTAL REVENUES							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	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
430-USE OF MONEY AND PROPERTY							
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
440-DONATIONS FROM PRIVATE SOU							
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-357	SALES AND OTHER FUNDRAISINGS	8,000.00	(2,638.01)	1,751.94	21.90	0.00	6,248.06
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	16,000.00	0.00	8,895.00	55.59	0.00	7,105.00
	** REVENUE CATEGORY TOTAL **	24,000.00	(2,638.01)	10,646.94	44.36	0.00	13,353.06
450-INTERFUND OPERATING TRANSF							
450-361	TRANSFER FROM TIF	10,000.00	0.00	15,000.00	150.00	0.00	(5,000.00)
450-362	TRANSFER FROM H.O.T.	5,000.00	1,250.00	5,000.00	100.00	0.00	0.00
450-365	TRANSFER FROM GENERAL FUND	14,600.00	3,650.00	14,600.00	100.00	0.00	0.00
	** REVENUE CATEGORY TOTAL **	29,600.00	4,900.00	34,600.00	116.89	0.00	(5,000.00)
	*** TOTAL REVENUES ***	53,600.00	2,261.99	45,246.94	84.42	0.00	8,353.06

FINANCIAL STATEMENT
AS OF: SEPTEMBER 30TH, 2019

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
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						
615-233 CITY SPONSORED EVENTS	7,900.00	(301.84)	787.10	35.09	1,985.00	5,127.90
615-234 FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235 PROMOTIONAL SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
615-236 TAYLOR BLACKLAND PRAIRIE DAYS	10,000.00	0.00	10,175.24	101.75	0.00	(175.24)
* SUB-CATEGORY TOTAL *	17,900.00	(301.84)	10,962.34	72.33	1,985.00	4,952.66
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 **	17,900.00	(301.84)	10,962.34	72.33	1,985.00	4,952.66
500-CONTRACT SERVICES AND FEES						
FEES FOR SERVICES						
615-523 OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528 ADVERTISING	5,000.00	0.00	532.65	10.65	0.00	4,467.35
* SUB-CATEGORY TOTAL *	5,000.00	0.00	532.65	10.65	0.00	4,467.35

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
** CATEGORY TOTAL **	5,000.00	0.00	532.65	10.65	0.00	4,467.35
700-CAPITAL OUTLAY						
OFFICE FURNITURE/EQUIPMENT						
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
800-CONTRIBUTIONS & CONTINGENC						
CONTRIBUTIONS/TRANSFERS						
615-811 RENTAL ASSISTANCE	14,600.00	2,046.50	12,923.63	88.52	0.00	1,676.37
615-813 FACADE GRANT	10,000.00	10,500.00	14,100.00	141.00	0.00	(4,100.00)
615-819 OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *	24,600.00	12,546.50	27,023.63	109.85	0.00	(2,423.63)
** CATEGORY TOTAL **	24,600.00	12,546.50	27,023.63	109.85	0.00	(2,423.63)
*** DEPARTMENT TOTAL ***	47,500.00	12,244.66	38,518.62	85.27	1,985.00	6,996.38
*** TOTAL EXPENSES ***	47,500.00	12,244.66	38,518.62	85.27	1,985.00	6,996.38
*** TOTAL PROFIT / (LOSS) ***	6,100.00	(9,982.67)	6,728.32	77.76	(1,985.00)	1,356.66

*** END OF REPORT ***

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2019

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
REVENUE SUMMARY						
330-INTERGOVERNMENTAL REV	0.00	0.00	0.00	0.00	0.00	0.00
430-USE OF MONEY AND PROP	0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT	24,000.00	15,725.00	15,725.00	65.52	0.00	8,275.00
450-INTERFUND OPERATING T	29,600.00	0.00	0.00	0.00	0.00	29,600.00
*** TOTAL REVENUES ***	53,600.00	15,725.00	15,725.00	29.34	0.00	37,875.00
EXPENDITURE SUMMARY						
615-CONTRIBUTE TO CIVIC P	47,500.00	9,957.75	9,957.75	20.96	0.00	37,542.25
*** TOTAL EXPENDITURES ***	47,500.00	9,957.75	9,957.75	20.96	0.00	37,542.25
*** TOTAL PROFIT / (LOSS) ***	6,100.00	5,767.25	5,767.25	94.55	0.00	332.75

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2019

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
330-INTERGOVERNMENTAL REVENUES							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	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
430-USE OF MONEY AND PROPERTY							
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
440-DONATIONS FROM PRIVATE SOU							
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-357	SALES AND OTHER FUNDRAISINGS	8,000.00	15,725.00	15,725.00	196.56	0.00	(7,725.00)
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	16,000.00	0.00	0.00	0.00	0.00	16,000.00
	** REVENUE CATEGORY TOTAL **	24,000.00	15,725.00	15,725.00	65.52	0.00	8,275.00
450-INTERFUND OPERATING TRANSF							
450-361	TRANSFER FROM TIF	10,000.00	0.00	0.00	0.00	0.00	10,000.00
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 **	29,600.00	0.00	0.00	0.00	0.00	29,600.00
	*** TOTAL REVENUES ***	53,600.00	15,725.00	15,725.00	29.34	0.00	37,875.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2019

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
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							
615-233	CITY SPONSORED EVENTS	7,900.00	8,034.50	8,034.50	101.70	0.00	(134.50)
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	PROMOTIONAL SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
	* SUB-CATEGORY TOTAL *	17,900.00	8,034.50	8,034.50	44.89	0.00	9,865.50
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 **	17,900.00	8,034.50	8,034.50	44.89	0.00	9,865.50
500-CONTRACT SERVICES AND FEES							
FEES FOR SERVICES							
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

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2019

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
** CATEGORY TOTAL **	5,000.00	0.00	0.00	0.00	0.00	5,000.00
700-CAPITAL OUTLAY						
OFFICE FURNITURE/EQUIPMENT						
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
800-CONTRIBUTIONS & CONTINGENC						
CONTRIBUTIONS/TRANSFERS						
615-811 RENTAL ASSISTANCE	14,600.00	1,923.25	1,923.25	13.17	0.00	12,676.75
615-813 FACADE GRANT	10,000.00	0.00	0.00	0.00	0.00	10,000.00
615-819 OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *	24,600.00	1,923.25	1,923.25	7.82	0.00	22,676.75
** CATEGORY TOTAL **	24,600.00	1,923.25	1,923.25	7.82	0.00	22,676.75
*** DEPARTMENT TOTAL ***	47,500.00	9,957.75	9,957.75	20.96	0.00	37,542.25
*** TOTAL EXPENSES ***	47,500.00	9,957.75	9,957.75	20.96	0.00	37,542.25
*** TOTAL PROFIT / (LOSS) ***	6,100.00	5,767.25	5,767.25	94.55	0.00	332.75

*** END OF REPORT ***

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 3 – Main Street Manager's Report

Main Street Monthly Report – October 2019

Community Outreach:

- N/A pending new Main Street Manager

Local Business / Owner Visits:

- Lucretia Alvarez walked information around concerning the Main Street Car Show and the Halloween Spooktacular
- N/A pending new Main Street Manager

Event Planning:

- Ongoing meetings regarding Farmers' Market which opened on October 5th – Farmers' Market will continue at least through December.
- Ongoing meetings and coordination on the Main Street Car Show – October 26th
- Ongoing meetings on Spooktacular – scheduled for October 31st
- Ongoing meetings regarding the Taylor Wine Swirl – scheduled for December 6th

Other Duties:

- Public Arts Advisory Meeting – 10/09/2019
- Main Street Advisory Board Meeting – 10/16/2019

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 4 – After action report of Main Street Car Show and Spooktacular

MEMORANDUM

TO:	Main Street Advisory Board
FROM:	Jan Harris, CMSM
RE:	After Action Report for Main Street Car Show
DATE:	11/18/2019

2019 Car Show-- Lucretia handled all food and craft vendors' emails and communications, and also vehicle pre-registrations. She made spreadsheets for both lists, and new vendors were also added into the MASTER VENDOR list. Lucretia also helped distribute postcards and printed the posters for the local shops. She made sure all vendors were placed on Main St. between 4th & 5th Streets, and met with Brad Duncan weekly in Sept & Oct to monitor the progress, increase, and logistics, including the vendor map layout.

There were 13 food vendors and 17 craft/info vendors. She started in June instead of August, and the food vendors filled up in 8 weeks.

Vehicle pre-registrations ($10) went from 40 in 2018, to 250 in 2019.

Information provided by Brad Duncan for use in completing the HOT Grant from the Chamber is follows this memorandum.

1- Yes, local hotels were notified of upcoming event via public advertisement. Specifically the new Holiday Inn Express- Taylor was notified during their pre-opening tours and subsequently was approached for event sponsorship. Zona and Tabitha assisted in basic monetary sponsorship, was mentioned in local newspaper (Taylor Press) and regional publications (fall 76574). HIExp was co-promoted with the event advertisements.
Similarly, local vacation home rentals (VRBO) were owned by event in-kind sponsors/volunteers which were occupied specifically by event participants.
Proof of general advertisement and sponsorship discussions are available and on-file. (rbd)

2- Yes, the "Taylor Made Texas" logo was used in advertisement and subsequent "thank you efforts relative to the event. Examples would be:
   a. Save the date postcards
   b. Newspaper/print advertisement
   c. Event posters
   d. Social media posts
   e. Video (past and present event)
   f. Registration forms
   g. Dash cards
   h. Day of event hand-outs/schedules
   i. Banners: City entry, stage, sponsorship event summary/thank you.

3- No, there is not specific website promoting the event as it is a City of Taylor event. The City of Taylor does describe and promote the event with a brief description and calendar information provided on the CityofTayor.org site.

4- Yes, there is strong social media presence for this and past events. The promotion for the event is active and ongoing and exceptionally high traffic for a community event:
   a. Taylor Main Street Car Show – Facebook page
   b. Taylor Main Street Car Show – Facebook event page
   c. Cross-promoted along dozens of local, state, regional, and national fb car culture sites.
   d. Similarly, Eventbrite was linked and worked in tandem with the Fb pages for pre-registration.
   e. Analytics are ongoing and can be provided at any time.

5- Yes, there was a vast array of promotional literature printed and distributed by the organizational committee:
   a. Save the date postcards (2,000)
   b. Event posters (100)
   c. Event day schedule and information
   d. Dash "19" plaques and cards (600)
   e. Local, regional print advertisement

6- Advertisement purchased were through:
   a. Facebook
   b. Taylor Press
   c. TP 76574

d. Cameron Record
e. KUT radio

6* There was strong coverage and promotion in-kind by Taylor Press with several promotional advertisement and stories in the weeks leading up to the event. Similarly TP covered the pleas to City Council regarding the event ~90 days prior.

7- There was not formal tracking of hotel occupancy relative to the event itself, but I suspect that this information may be tracked with the associated establishments. There is always the possibility that this information is held as "confidential" within the policies of the commercial hotel policies.

Supporting documentation:

a. Save the date "19" post card (1500 printed @ 299.00)
b. MSCS 2019 event poster (COT printed 100 @?$)
c. Pole banners (10 printed @ 223.16)
d. Fall 2019 76574 print (#? printed @ 0.0)
e. Facebook ad expense (435.00 + 68.00 = @ 503.00)
f. KUT radio ad (22 spots @ 1920.00)
g. Cameron Herald & Thorndale Champion (1 ea. print @ 392.25)
h. Banners for town entry (5 @ 175.53)
i. Banner for stage (1 @ 380.29)
j. Banners for event thanks (2 @ Est 150.00 (Kendra))
k. Sponsor banner re-make/Finish Master (1 @ Est 100.00 (Kendra))
l. Taylor Press in-kind articles
    i. 10/31/18p1 @ 0.0
    ii. 9/18/19p1 @ 0.0
    iii. 10/13p1 @ 0.0
    iv. 10/20p1 @ 0.0
    v. 10/23p1 @ 0.0
    vi. 10/27p3; @ 0.0
m. Taylor Press color "Sponsor Thank You" 11/10p10 back page (1 @ 300.00)
n. Taylor Press Event Thank You (1 @ 300.00)
o. 2019 Event Promotional T-shirts (52 @ "pit crew" 1528.50 less retail = Est 450.00)
p. Promo video "18" /save the date 10/26/19 (1 @ 1800.00)
q. Renegade Studio event video "19" (1 @ 1499.00)
https://drive.google.com/open?id=1YKrjf8Yn-lHwFaNJg45QHPLdr6unr5N
r. Renegade Studio promo still photos "19" (TBD @ 0.0)
s. Graphic design (~25hrs @ 0.0 / in-kind volunteer)
t. Distribution, promotion, fb management (~80hrs @ 0.0 / in-kind volunteer)

11/15/19 rbd

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: After Action Report for Spooktacular
DATE: 11/18/2019

2019 SPOOKTACULAR
2019 Spooktacular—Scare in The Square was a huge success in Heritage Square Park this year. We held it to advanced registration up through Oct. 30, with 11 trick or treat tables, 2 food vendors, and emergency trunk or treaters from City of Taylor and Williamson County Precinct 4. Lucretia did all the planning meetings, vendor and community outreach and intake, spreadsheets, flyer design & distributions, etc.
SPOOKTACULAR Scare on the Square is all set for Thursday, October 31st. Dress warmly as the forecast says cool and windy. Bring your own tables, chairs, games & goodies, tricks & treats. No tents, please, as windy means extra wind on the park hill, and we want to keep our families safe. There will be plenty of room for all, and other friends may still sign up through Wednesday. We have two food vendors coming, and we are really looking forward to the costume contest!

2019 SPOOKTACULAR Announcements
WELCOME to Taylor's traditional SPOOooooooooKCTACULAR and this year we celebrate in our newly renovated HERITAGE SQUARE PARK. Each year the City of Taylor holds this event on Halloween night for family fun and safe trick or treating. The City's Main Street Program is excited to sponsor many other fun events at this park throughout the year, and we welcome you to SCAaaaaaRE on the SQUAaaaaaRE.
****
Up on 5th St. visit with our safety crews from Taylor's Police & Fire Departments and Williamson County Justice of the Peace Precinct 4 who are all greeting and trunk or treating our guests this evening.
We want to thank all our safety & emergency teams for joining us tonight, and keeping us safe all year long.
****
This year's TRICK or TREAT booths include Ace Dental, Edward Jones- Carol VanderDys, Christ Fellowship Church, Koinonia Classical Christian School, Legacy National High School, Marco's

Pizza, Red Cap Cigar Lounge, Tenth Street United Methodist Church, Texas Dirt Road Home, HEB, Walmart & the Taylor Main Street Program.

****

If you need to eat while you Trick or Treat, we have food at the pavilion. The Dickey Museum & Multipurpose Center has hot dogs, chips & hot drinks to warm you up inside.... Just $1.00 each. Southern Hospitality has $5 burgers, hot wings, & chili cheese fries.

****

Sign up for the COSTUME CONTEST right in front of the stage. The Taylor Library staff will sign you up by age groups and new this year family entrees, and the Friends of the Library will judge the contest at 7:00.

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 5 - Discussion and possible action regarding downtown murals

MEMORANDUM

TO: Taylor Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Downtown Murals
DATE: 11/18/2019

The issue regarding 213 Main Street and the unpermitted painting of the façade has been turned over to Code Enforcement. Staff anticipates working closely with Code Enforcement, the property owner, and the Public Arts Advisory Board toward the successful resolution of this matter. The education of downtown property and business owners regarding the proper procedures for changes to downtown properties is key to avoiding future incidents of this nature.

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 6 – Discuss, review, and vote on possible revisions to the following grant applications and guidelines: Sign, Façade, Paint, Fire Suppression System, and Rental Assistance

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Grant Program Updates and Revisions
DATE: 11/18/2019

There are no updates to be presented to the Board at this time. Staff will work with Shannon and Sharla concerning revisions to these grant programs and present them to the board when applicable.

Main Street Advisory Board
November 18, 2019

Agenda Item Cover Sheet
Agenda Item 7 – Discussion and possible action regarding a Special Called Meeting to provide input for the Main Street Annual Report

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Special Called Meeting - Main Street Annual Report
DATE: 11/18/2019

The Texas Main Street Program has changed the format of the Annual Report. This year it is much more subjective rather than objective. The State is also asking for greater Board participation in the completion of this report than in previous years. The deadline to submit an electronic copy of the completed report is December 16th.

Staff requests that the Board determine a date/time for a special called meeting for the purpose of receiving input for the completion of this required report.

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2019 Coordinating Program

To: Staff and Boards of Texas Main Street communities
From: Debra Drescher, State Coordinator, Texas Main Street Program
Date: October 1, 2019 Report due date: **Monday, Dec. 16, 2019**

The template and process for the annual Accreditation review of local programs is being revised by the National Main Street Center/Main Street America™ as part of a nationwide strategic effort by the Center –in conjunction with coordinating programs – to ensure that the Accreditation framework remains a viable tool for reviewing progress, highlighting accomplishments, and setting targeted program goals, while giving coordinating programs an opportunity to participate in the review and provide recommendations based on local information and on the coordinating program's broader perspective working with many Main Street communities.

Several important points:

- The process is still evolving and is currently in draft form; the final version to be used across all coordinating programs will not be finalized for distribution until the 2021 review cycle.
- The new process is largely a self-assessment checklist, which should make the report less time consuming to complete.
- '10 Criteria' will no longer exist. It is now **Main Street Community Accreditation Standards.** There are six, instead of 10, strategy areas- outlined below. Texas Main Street continues to do the review and makes the recommendation for national accreditation for Texas, as do all other coordinating programs for their local programs.
- The new process aligns with the Main Street Transformation Strategy model we've been talking about for several years now, and you'll see that reflected in the different sections.

Foundational elements/strategy areas of the new National Accreditation Standards:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

The Texas Main Street Program will review all submitted reports and provide feedback to you prior to making our Accreditation recommendations to Main Street America™ in early 2020. National Accreditation for all programs nationally is announced on-screen during the opening session of the annual conference: Monday, May 18, 2020 in Dallas.

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A local program not achieving accreditation in a given year remains a designated Main Street program and has the opportunity in the next year to work toward achieving the standard.

National Main Street has recommended a system for our office to determine final cumulative scores and alignment with the standards based upon your completion of the assessment and our additional input, as well as your work driving toward the Transformation Strategy model.

INSTRUCTIONS

This template is largely a self-evaluation checklist with added narrative and should be completed by board and staff between now and the **due date of Monday, Dec. 16, 2019.** You do not need to turn in a monthly report in December or January as it is assumed that the information will be covered in this assessment. *(However, you'll still turn in your quarterly reinvestment report for 2019 4th quarter, due January 10, 2020.)*

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions are the Work Plan and Design/Improvement project examples that can be separately submitted. Please contact us if you have any submission issues.

THE ACCREDITATION TEMPLATE BEGINS ON THE NEXT PAGE

CITY / PROGRAM NAME

** Some questions are asked in more than one place due to the integrated nature of Main Street and the Four Points.*

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4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	
2. Main Street/downtown is a priority of the City.	
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives.	
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. *(Refer to similar questions under A.)*	
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. *(Refer to similar question under A.7.)*	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in the section above. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. *(Refer to similar questions under Standard I.)*	
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	
4. Board members are active advocates for the program and the district.	
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (*Note: examples are in the Online Resource Library*)	
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	

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B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. *Note: Specific questions about the Work Plan is covered in Standard IV.*	
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. *(Note: see related questions under Standard III)*	
3. A staff job description is in place that includes clearly defines performance expectations.	
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	
5. There is regular staff communication among staff, board and committees, task forces etc.	
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract.	
8. Monthly reports of activities as required in the contract are consistently submitted. *(Note: December 2019 and January 2020 monthly reports will be not required because you'll be submitting this annual report. Fourth quarter reinvestment reports, due January 10, 2020, will be due.)*	*Texas Main Street office will score this based on your report submissions*

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	
3. The Main Street organization has by-laws. *Please note when they were last reviewed: ( )*	
4. Program activities are effectively coordinated.	

Please provide your Vision and Mission statements and Core Values (if you have adopted a Value statement):

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images. posters. newspaper clips etc. please include all of them at the end of the report.

Indicate in this section trainings/professional development staff and volunteers have completed in the past 12 months.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has Diversified Funding Sources.

Key Indicators	Value (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	

2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. *(Also asked in Standard I.)*	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. *(Also asked in Standard I.)*	

B. **The Main Street Program Has Sustainable Program Operations.**

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	
2. Work aligns with financial capacity.	
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	
4. The budget adequately covers programming and activity expenses.	
5. The budget adequately covers professional development and training expenses.	
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	

Every other year, we alternate an Incentives/Tools Survey with an Operations and Funding Survey. The information is quite frequently requested as a reference tool for communities to set a budget for applying to Main Street (a required part of the application process): and for existing programs looking to increase or adapt their funding. **Please answer the following:**

Population	
Length of time your city has been a designated Main Street community	
Length of time you have been in your position as a Main Street program manager	
The position	
Who do you report to (i.e. city manager)?	
Do you have other job titles (i.e. Historic Preservation Officer). If so, what are they?	

Do you find that you are effectively able to manage these additional job duties, given current funding and available time?	
Are you salaried or hourly?	
What is your annual salary/hourly pay?	
Do you have an assistant?	
If yes, what is the salary/hourly pay for your assistant?	
Benefits	
Are you covered by medical insurance from your employer?	
Do you have a pension from your employer?	
Do you have a car allowance?	
Do you have paid vacation?	
Do you earn comp time?	
If hourly, do you receive overtime?	
Other benefits?	

Program funding-OPERATIONS. *Please indicate below the sources and amount that fund your program's basic OPERATIONS (i.e. salary, office, supplies, travel and training etc.)*

Source	Amount
City General Fund	
HOT funds (Hotel Occupancy Tax)	
Economic Development (Type A or B?)	
CDBG or other federal sources	
Assessment district (TIRZ, PID etc.)	
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*	
Other	
TOTAL OPERATING BUDGET	

Program funding: SPECIAL PROJECTS. *Please indicate below the sources and amount that fund your program's SPECIAL PROJECTS (i.e. local grant program, events, etc.)*

Source	Amount	What is funded? (i.e.improvement grant program)
City General Fund		
HOT funds (Hotel Occupancy Tax)		
Economic Development (Type A or B?)		
CDBG or other federal sources		
Assessment district (TIRZ, PID etc.)		
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*		
Other		

TOTAL SPECIAL PROJECTS BUDGET		

We realize that budgets are unique to individual programs. Feel free to add notes here if needed.

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	
2. We have up-to-date district market, economic and demographic data.	
3. Our vision and mission (*outlined in Standard II-Leadership*) drives our work.	
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	
2. We are *(please indicate which one)* exploring / have begun / have adopted a Transformation Strategy plan of work.	
3. Our work plan has activities across all four points of the Approach.	

Please submit your current work plan as a separate document.

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	**Value** (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. *(We will reference your reinvestment reports for this section.)*	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored?	
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. *Please provide details.*	
5. We have a design review process that ensures appropriate preservation outcomes.	
6. There is a design review process. *(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)*	
7. There is a recent business/property inventory. *(Also asked in Standard IV)*	
8. Volunteer leadership, staff seek out preservation-based training, whether in person, or through seminars, webinars etc. and as a result are confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	
12. We are live on DowntownTX.org.	
13. We are actively working to become live on DowntownTX.org.	

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during the last 12 months. Please provide below before/during/after images and a brief description of the work.

TEXAS MAIN STREET

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	*Texas Main Street office will score this based on your report submissions*
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	
10. Downtown's occupancy rate has increased over time, including second floor uses.	
11. Downtown has destination businesses.	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

-end-

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ANNUAL MAIN STREET MAIN STREET PROGRAM COMMUNITY ACCREDITATION

MAIN STREET AMERICA™
2019 Coordinating Program

To: Staff and Boards of Texas Main Street communities
From: Debra Drescher, State Coordinator, Texas Main Street Program
Date: October 1, 2019 Report due date: **Monday, Dec. 16, 2019**

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TEXAS MAIN STREET

CITY / PROGRAM NAME

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TEXAS MAIN STREET

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1. The City promotes the district as an important community asset.	
2. Main Street/downtown is a priority of the City.	
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives.	
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct investment of resources in physical, economic, and promotional improvements.	
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct involvement in Main Street activities.	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	**Value** (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. *(Refer to similar questions under A.)*	
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. *(Refer to similar question under A.7.)*	
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in the section above. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. *(Refer to similar questions under Standard I.)*	
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	
4. Board members are active advocates for the program and the district.	
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (*Note: examples are in the Online Resource Library*)	
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. *Note: Specific questions about the Work Plan is covered in Standard IV.*	
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	
5. Volunteers not in board leadership roles also receive orientation and training.	
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. *(Note: see related questions under Standard III)*	
3. A staff job description is in place that includes clearly defines performance expectations.	
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	
5. There is regular staff communication among staff, board and committees, task forces etc.	
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract.	
8. Monthly reports of activities as required in the contract are consistently submitted. *(Note: December 2019 and January 2020 monthly reports will be not required because you'll be submitting this annual report. Fourth quarter reinvestment reports, due January 10, 2020, will be due.)*	*Texas Main Street office will score this based on your report submissions*

TEXAS MAIN STREET

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	
3. The Main Street organization has by-laws. *Please note when they were last reviewed: ( )*	
4. Program activities are effectively coordinated.	

Please provide your Vision and Mission statements and Core Values (if you have adopted a Value statement):

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

Indicate in this section trainings/professional development staff and volunteers have completed in the past 12 months.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has Diversified Funding Sources.

Key Indicators	Value (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	

2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. *(Also asked in Standard I.)*	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. *(Also asked in Standard I)*	

B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	**Value** (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	
2. Work aligns with financial capacity.	
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	
4. The budget adequately covers programming and activity expenses.	
5. The budget adequately covers professional development and training expenses.	
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	

Every other year, we alternate an Incentives/Tools Survey with an Operations and Funding Survey. The information is quite frequently requested as a reference tool for communities to set a budget for applying to Main Street (a required part of the application process); and for existing programs looking to increase or adapt their funding. **Please answer the following:**

Population	
Length of time your city has been a designated Main Street community	
Length of time you have been in your position as a Main Street program manager	
The position	
Who do you report to (i.e. city manager)?	
Do you have other job titles (i.e. Historic Preservation Officer). If so, what are they?	

Do you find that you are effectively able to manage these additional job duties, given current funding and available time?	
Are you salaried or hourly?	
What is your annual salary/hourly pay?	
Do you have an assistant?	
If yes, what is the salary/hourly pay for your assistant?	
Benefits	
Are you covered by medical insurance from your employer?	
Do you have a pension from your employer?	
Do you have a car allowance?	
Do you have paid vacation?	
Do you earn comp time?	
If hourly, do you receive overtime?	
Other benefits?	

Program funding-OPERATIONS. *Please indicate below the sources and amount that fund your program's basic OPERATIONS (i.e. salary, office, supplies, travel and training etc.)*

Source	Amount
City General Fund	
HOT funds (Hotel Occupancy Tax)	
Economic Development (Type A or B?)	
CDBG or other federal sources	
Assessment district (TIRZ, PID etc.)	
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*	
Other	
TOTAL OPERATING BUDGET	

Program funding: SPECIAL PROJECTS. *Please indicate below the sources and amount that fund your program's SPECIAL PROJECTS (i.e. local grant program, events, etc.)*

Source	Amount	What is funded? (i.e.improvement grant program)
City General Fund		
HOT funds (Hotel Occupancy Tax)		
Economic Development (Type A or B?)		
CDBG or other federal sources		
Assessment district (TIRZ, PID etc.)		
Foundations, grants, memberships and/or corporate donations *(Please indicate which ones)*		
Other		

TOTAL SPECIAL PROJECTS BUDGET		

We realize that budgets are unique to individual programs. Feel free to add notes here if needed.

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	
2. We have up-to-date district market, economic and demographic data.	
3. Our vision and mission (*outlined in Standard II-Leadership*) drives our work.	
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	
2. We are *(please indicate which one)* exploring / have begun / have adopted a Transformation Strategy plan of work.	
3. Our work plan has activities across all four points of the Approach.	

Please submit your current work plan as a separate document.

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	**Value** (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. *(We will reference your reinvestment reports for this section.)*	
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored?	
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. *Please provide details.*	
5. We have a design review process that ensures appropriate preservation outcomes.	
6. There is a design review process. *(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)*	
7. There is a recent business/property inventory. *(Also asked in Standard IV)*	
8. Volunteer leadership, staff seek out preservation-based training, whether in person, or through seminars, webinars etc. and as a result are confident in their understanding of basic concepts of historic preservation.	
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	
12. We are live on DowntownTX.org.	
13. We are actively working to become live on DowntownTX.org.	

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during the last 12 months. Please provide below before/during/after images and a brief description of the work.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	**Value** (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	*Texas Main Street office will score this based on your report submissions*
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	
5. Downtown is generally viewed as an active marketplace which the community supports.	
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	
9. Property owners see a positive return on their investments.	
10. Downtown's occupancy rate has increased over time, including second floor uses.	
11. Downtown has destination businesses.	

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

-end-

TEXAS MAIN STREET

Main Street Advisory Board
November 20, 2019

Agenda Item Cover Sheet
Agenda Item 8 – Discuss and review draft of TMS By-Laws

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Discuss and review draft of TMS By-Laws
DATE: 11/18/2019

Accredited Main Street Programs are expected, if not required, to have organizational By-Laws approved by the Main Street Advisory Board of Directors. These By-Laws should be reviewed every 2 years for the purpose of keeping them relevant to the mission and purpose of the Taylor Main Street Program. The FY 2018-2019 Work Plan listed the development of By-Laws as an action item. Staff has taken the notes from that file and incorporated them with a Main Street By-Laws Template. The resulting draft document is provided for the Board's input and review. In addition, staff is submitting a Code of Conduct and Ethics Policy for the Board's input and review as the draft By-Laws refer to such a document.

BY-LAWS
TAYLOR MAIN STREET ADVISORY BOARD

ARTICLE I. NAME, VISION, MISSION, PURPOSE, PROGRAM AREA (BOUNDARIES), AND ASSETS

Section 1.1 Name
The name of the organization shall be the Taylor Main Street Advisory Board (hereinafter referred to as "Board") was established by the City Council of the City of Taylor in 1998, Ord. No. 1998-28 (hereinafter referred to as "Ord. 98-28") enacted December 14, 1998 and amended in 2019, Ord. No. 2019-13 (herein after referred to as "Ord. 19-13) enacted March 28, 2019. As approved by the Main Street Program, the Board shall henceforth exist under this authority with all of its rights, responsibilities, and limitations.

Section 1.2 Vision Statement:
Establish a resilient downtown community in Taylor, diverse in experiences for local residents and visitors that includes retail, dining, parks, and cultural history.

Section 1.3 Mission Statement:
To strengthen and continue business/historical preservation and culture in downtown Taylor by using the comprehensive approach of design, economic restructuring, organization and promotion.

Section 1.4 Purpose:
Ord. 98-28 Section 8 sets forth the duties of the Board. The Board shall provide guidance for the Taylor Main Street Program, working cooperatively with the City of Taylor, the Main Street Manager, and Committees designated by the Board.

Section 1.5 Program Area (Boundaries):
The Board operates within the boundaries created by the City Council of the City of Taylor in 1999, Ord. No. 1999-32: An ordinance creating Taylor, Williamson County, Texas as Reinvestment Zone 4 for commercial tax abatement City of Taylor, Texas establishing the boundaries thereof and other matters relating thereto. The boundaries of the District are shown in Exhibit A.

Section 1.6 Assets:
The Board is a non-profit subsidiary of the City of Taylor and will remain so for the entirety of its existence. All revenues and expenditures are included in the budget of the City of Taylor. Should the Board dissolve, all assets of the Board shall revert to the City of Taylor to further its mission of economic development in downtown Taylor.

ARTICLE II. MEMBERSHIP

Section 2.1 Number of Members:
Ord. 19-13, Section 2 states that the Board will consist of seven (7) members appointed by the City Council.

Section 2.2 Eligibility:
As stated in Ord. 19-13, City Council shall appoint members of the board representing public and private sector interest. Not less than four (4) of the members shall be persons having an interest in property

located in the City of Taylor boundaries. It is preferred that the Board include at least one representative from each of the following:
Architect
Attorney
Certified Public Accountant
Owner of real property in the city limits
Business owner in the downtown project area

However, the fact that one or more representatives from the five fields of expertise may not at any given point be a member of the Board, for whatever reason or reasons, shall not affect the validity of any decision or act of the Board.

Section 2.3 Selection of Board Members:
Upon review of a candidate's statement of willingness to serve and useful experience submitted by the applicant, the Board will make recommendations to the City Council. Member of the Board shall be appointed in accordance with the City Charter.

Section 2.4 Ex-Officio Members:
In addition to the seven (7) members appointed by the City Council, the following persons shall sit on the Board as ex-officio members:
City Manager, City of Taylor
Main Street Manager, City of Taylor
Central Texas RC&D Director
Taylor Chamber of Commerce Executive Director
Taylor Economic Development Corp. Director.

Ex-Officio members do not have voting powers, but will assist the Board in its various functions.

Section 2.5 Vacancies and Continuation in Office:
Vacancies occurring in the Board shall be filled by the City Council to complete the unexpired term of the member in whose position the vacancy is created.

In the event of a vacancy or other expiration of a term, the member then holding office shall continue as a member until his or her successor is appointed by the City Council.

Section 2.6 Term of Office:
Members of the Board shall be appointed for terms of three (3) years. No term limits are hereby established but no member may hold the same office for more than 2 consecutive terms. A Member may be reappointed to the same position after sitting out one year.

Section 2.7 Attendance and Removal of Members:
Members are expected to attend all regularly scheduled meetings of the Board, all special meetings, and meeting of any committee on which they serve. If a Board Member has three (3) or more unexcused absences at any of the above mentioned meetings in the course of one (1) year, the Member shall be reported to the Board for removal from the Board. Extenuating circumstances will be considered after being submitted in writing to the Board.

Section 2.8 Compensation and Expenses of Members:

Members of the Board serve without compensation. The Board and its members have no authority to expend funds or make an obligation on behalf of the City. Upon advance approval of the Board, Members may be reimbursed for authorized expenditures.

Section 2.9 City Council Policy:
Members will comply with the City Council Policy regarding Responsibilities of Board Members, as approved by the City Council.

ARTICLE III. OFFICERS

Section 3.1 Title of Officers:
The officers shall be Manager, Chair, Vice Chair, and Secretary. The Treasurer shall be the Chief Financial Officer of the City.

Section 3.2 Election of Officers:
Officers of the Board (with the exception of the Main Street Manager) shall be elected annually It is anticipated that an officer will hold his/her position for no more than two consecutive one year terms and may be reappointed after one year; however the Board may waive this requirement if necessary. To qualify as a candidate for office, one must be a current Member in good standing.

Section 3.3 Duties:
The Chair shall preside at all meetings of the Board and shall discharge the duties of Presiding Officer using Roberts Rules of Order and Parliamentary Procedure.

The Vice Chair shall discharge the duties of the Chair in his/her absence or inability to serve. In the event of the absence of both the Chair and Vice Chair, the Secretary shall discharge the duties of Chairman. When so serving, the Vice Chair and/or Secretary shall have the powers and be subject to the restrictions imposed on the Chair.

The Secretary keeps records of proceedings of all meetings. The Manager will keep custody of all records and documents of the Board.

ARTICLE IV MEETINGS

Section 4.1 Time and Date of Regular Meetings:
The Board shall meet monthly, with advance notice posted according to the Texas Open Meetings Act, Public Act 267 of 1976 as amended, at a time and place the Board shall determine. Regular meetings of the Board may be cancelled by the Main Street Manager for good cause, such as the lack of pending business.

Section 4.2 Special Meetings:
The Main Street Manager or four (4) or more Board Members may request a special meeting of the Board. The person(s) calling said special meeting shall designate its time and place, although any meeting so called shall be within the corporate limits of the City of Taylor.

Section 4.3 Notice of Meetings, Quorum, Majority Rule, Public Meetings, and Minutes:
Public Notice of meetings of the Board shall be posted prior to any meeting in accordance with the Open Meetings Act, Public Act 267 of 1976 as amended.

Minutes of all Board meetings shall be kept and made available to all Members prior to the next regular Meeting.

A majority of voting members of the Board shall constitute a quorum for the conduct of business. Except as provided in the By-Laws, a simple majority of those voting shall affirm Board action. In the event one or more Members are disqualified from voting under the provisions of the Conflict of Interest Policy, the remaining members shall constitute a quorum for that issue alone, and majority of the quorum shall then be required to affirm Board action.

Section 4.4 Open Meetings Law:
All meetings of the Board shall be open to the public and provide for public comment on any item before the Board.

Section 4.5 Conduct of Meetings:
All meetings shall be conducted in accordance with the provisions of the Texas Open Meetings Act, the Texas Conflict of Interest Statutes, and the City of Taylor's Ethics Ordinance and Council Policy.

Board meetings will be conducted in accordance with Council Policy, these By-Laws, and Robert's Rules of Order.

ARTICLE V MEETING PROCEDURES AND POLICIES

Section 5.1 Agenda Items:
Items may be placed on the agenda by the Chair or at the request of any Board Member. The Board Member requesting the agenda item will be responsible for the preparation of an agenda item cover sheet and for the initial presentation at the meeting.

Section 5.2 Agenda Deadline:
Items to be included on the Regular agenda must be submitted to the Manager no later than 4 pm six (6) calendar days before the scheduled meeting.

Section 5.3 Agenda Packets:
Agenda packets for all regular meetings will be provided to all the Board members three (3) days in advance of the scheduled Board meeting. These packets will contain the posted agenda, agenda item cover sheets, and written minutes of the last meeting.

Section 5.4 Citizen Participation:
In accordance with City Council policy, Citizens are encouraged to sign up at Board meetings to speak on any item on the agenda. Sign-up sheets will be available and should be submitted to the Chairman prior to the start of the meeting. If any written materials are to be provided to the Board, a copy shall also be provided to the Manager for inclusion in the minutes of the meeting. Speakers are limited to three (3) minutes. If a citizen wishes to speak on an issue not posted on the agenda, they must file a written

request with the Main Street Manager at City Hall; 400 Porter Street; Taylor, TX 76574 no later than 4 pm, six (6) days before the scheduled meeting. To comply with the Open Meetings Act, the written request must state the specific topic to be addressed and include sufficient information to inform the Board and the public.

Section 5.5 Reports to Council:
At regular intervals (at least once a year), the City Council shall meet with the Board for the purpose of establishing specific tasks for the Board to undertake, as per the language of the Charter which grants authority for the creation of this Board in its advisory role. The City Council shall, on a quarterly basis, hear reports from the Board at regularly scheduled Council meetings, to assure the greatest possible success.

ARTICLE VI: ANNUAL MEETING AND FISCAL YEAR

Section 6.1 Annual Meeting:
An annual meeting of the Board shall be held each January for the purpose of installing new members, electing Board Officers, assessing the previous year's achievements, setting goals for the ensuing year, and for the transaction of such other business as may be placed on the agenda for the meeting.

Section 6.2 Fiscal Year:
The Fiscal Year meeting of the Board held each August shall be for the purpose of adopting the ensuing year's budget and the transaction of such other business as may be placed on the agenda.
The Fiscal Year meeting shall be held in August to coincide with the fiscal year of the City of Taylor, October 1 to September 30.

ARTICLE VII MISSION AND DEVELOPMENT OF WORK PLAN:

Section 7.1 Mission:
The Mission of the Board will be achieved through the Board's commitment to the National Main Street Four Point Approach™ to economic development that centers upon the Design, Economic Vitality, Promotion, and Organization of our downtown. There is established a standing committee for each above point.

Section 7.2 Development of the Annual Work Plan:
The Board will follow the National Main Street work plan model.

ARTICLE VIII COMMITTEES:

Section 8.1 Standing Committees:
The Board shall have four (4) standing committees: Design, Economic Vitality, Promotion, and Organization. Each standing committee will have as Chairperson a member of the Board, who shall be responsible for direction and coordination of the business of the Committee. The terms of the

committee shall be indefinite terms, unless they resign or are removed by a vote of the Board. It is encouraged that each committee member is involved with a work plan of their respective committee.

Section 8.2 Additional Committees:
The Board may approve one or more committees in addition to the standing committees. However, the designation of such committees and the delegation of authority thereto shall not relieve the Board of any responsibility imposed by law.

Section 8.3 Responsibilities of Committee:
All Committees shall determine and schedule their meeting times, dates, and locations. Each Committee will notify the Main Street Manager and will keep written reports of its proceedings and forward those to the Main Street Manager.

Committees are encouraged to consult with outside resources for an exchange of ideas that might be presented to the Board for action.

Committees are not authorized to enter into contracts or purchase agreements without the specific consent of the Board.

Persons under 21 years of age will have no voting privileges in the organization, management, or planning of any functions involving the sale or service of alcoholic beverages.

Section 8.4 Planning a Budget:
Each Committee will abide by the following schedule to help prepare a budget for the next year.

April – Committees will begin the budget season by brainstorming projects for the next year.

May – Committees will meet to assign project managers to each project that was brainstormed during the month of April.

June – Project managers will present work plans to their respective Committees. The Committees will then discuss and make recommendations to each work plan.

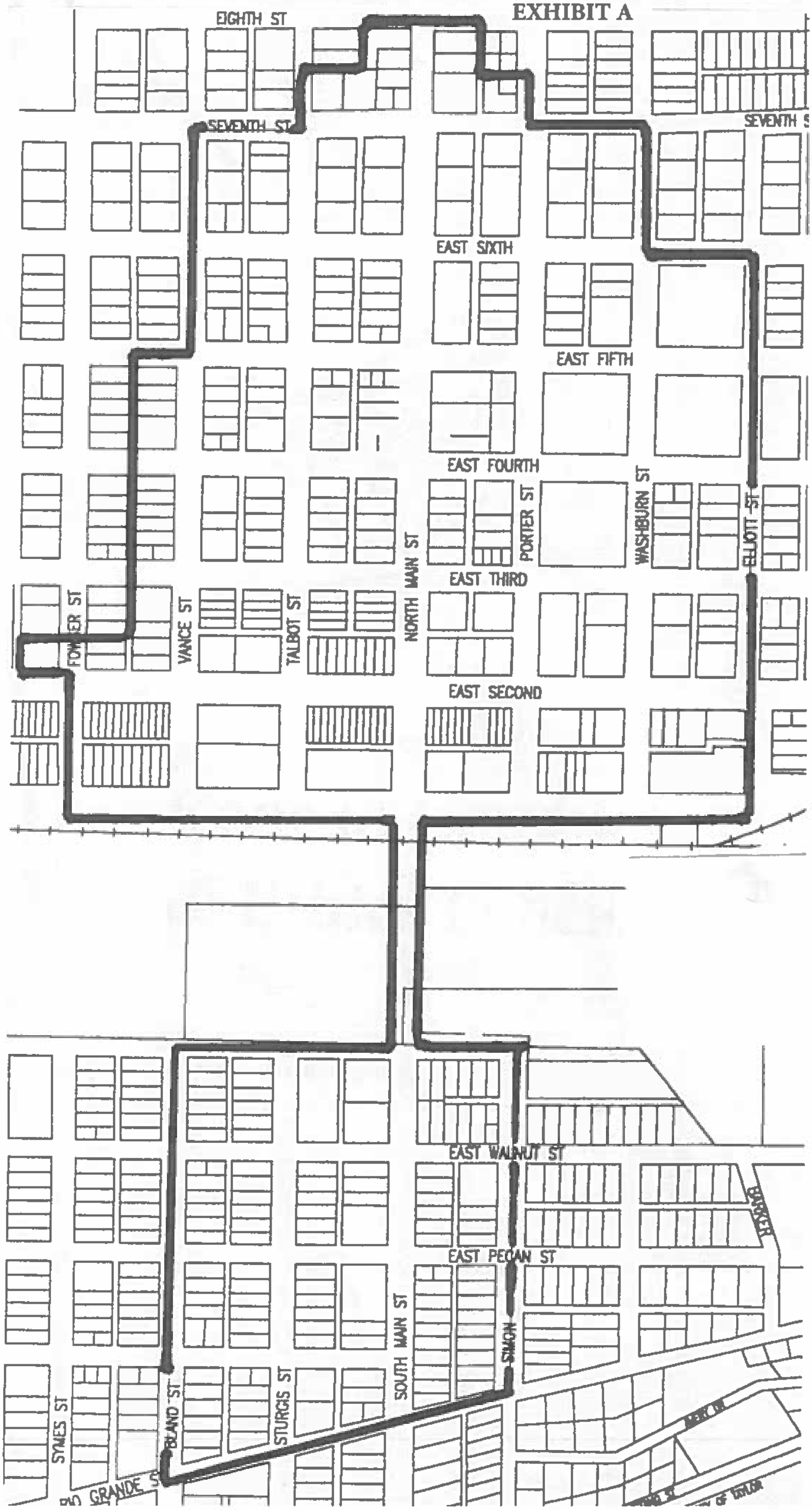
July – Committees and project managers will finalize each work plan by deciding the budget in which they are able to execute the work plan.

August – Work plans and Committee budgets are presented to the Board for approval. The Final budget is approved by the City Council.

ARTICLE IX BY-LAW AMENDMENTS:

The Board may alter, amend, or repeal these by-laws or adopt new by-laws, subject to the approval of the Board, by a majority vote of all Members eligible to vote when acting at any regular/special meeting, provided that no such action conflicts in any way with applicable statutes concerning the formation and operation of this authority.

EXHIBIT A



EIGHTH ST
SEVENTH ST
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EAST FIFTH
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EAST THIRD
EAST SECOND
PORTER ST
WASHBURN ST
ELLIOTT ST
NORTH MAIN ST
TALBOT ST
VANCE ST
EAST WALNUT ST
EAST PECAN ST
BARKER
SIMON
SOUTH MAIN ST
STURGIS ST
BLAND ST
SYMES ST

CODE OF CONDUCT

This Code of Conduct and the accompanying Ethics Policies apply to all Taylor Main Street directors, chairs, committee members and employees. Collectively referred to as the Code of Conduct, these standards shall apply to all decisions made and activities performed within the scope of each person's respective term, service or employment as a representative of the TMS Organization.

Purpose of the Code

This Code of Conduct is intended to deter wrongdoing and foster:

- Adherence to the Organization's Core Values of excellence, inclusiveness, respect and integrity.
- Honest and ethical conduct, including the ethical handling of the actual or apparent conflicts of interest between personal and professional relationships.
- Avoidance of conflicts of interest, or the appearance of conflicts, including appropriate disclosure to board president or supervisor of any material transaction or relationship that reasonably could be expected to give rise to a conflict.
- Compliance with applicable governmental laws, rules and regulations.
- Prompt internal reporting of violations of the Ethical Policies.
- Accountability for adherence to the Ethical Policies.

Outcome of the Code

The outcomes of adherence to the Code are:

- A culture of openness, respect, trust and integrity in all of the Organization's management and business practices.
- Honest, responsible and ethical practices on behalf of the Organization and its directors, chairs, committee members and employees.

ETHICS POLICIES

ONE: Respect

TMS directors, chairs, committee members and employees agree to strive to: listen and contemplate; resolve conflicts with wisdom, grace and diplomacy; value differences and commit to struggle together rather than against each other; communicate at appropriate forums, make decisions, and set a course of action; and be consistent with TMS's mission, leading by community not individually.

TWO: Transparency and Honesty

TMS directors, chairs, committee members and employees agree to operate with transparency and honesty through: accountability; facilitation of a free flow of information; integrity; responsibility; and working toward the maintenance and promotion of high standards of practice.

THREE: Confidentiality

TMS directors, chairs, committee members and employees understand that the Organization values integrity, and he or she agrees to respect individual privacy and keep shared information confidential to the extent allowed by law.

FOUR: Political Advocacy

TMS directors, chairs, committee members and employees recognize and embrace the Organization's political advocacy role in the interests of Taylor Main Street and its constituencies in regards to community planning, redevelopment and the allocation of public resources.

FIVE: Practices

TMS directors, chairs, committee members and employees agree to uphold all of the following ethical practices for the Organization:

- Strive to improve the quality of the Organization's services and operations.

- Maintain a reputation for honesty, fairness, trust and sound business judgment.
- Avoid circumstances in which personal interests conflict, or appear to conflict, with the interests of the Organization generally, and specifically in any transaction with others with whom there is any outside business affiliation or relationship.
- Safeguard proprietary, confidential or business-sensitive information, which could include strategic business plans, operating results, marketing strategies, customer lists, personnel records, upcoming business ventures, processes and methods.
- Disclose unethical, dishonest, fraudulent and illegal behavior, as well as the violation of this Code of Conduct directly to the chair of the TMS board of directors or the Main Street Manager.
- Obey all Equal Employment Opportunity laws.

SIX: Enforcement

Violation of the Taylor Main Street Code of Conduct can result in disciplinary action. The degree of discipline relates in part to whether or not there was a voluntary disclosure of any ethical violation and whether or not the violator cooperated in any subsequent investigation.

If you have any questions or concerns about compliance with the information described in this Code of Conduct, you are strongly encourage to first talk with your supervisor or a TMS board member.

SEVEN: Board of Director Guidelines

The Taylor Main Street Advisory Board of Directors specifically agrees to adhere to the following guidelines:

- Place the betterment of Downtown Taylor, the Downtown Main Street Organization and Downtown stakeholders as a priority.
- Contribute to the Board any ideas, suggestions or ways to improve the Organization, as well as its policies, procedures and practices.
- Declare and/or be willing to recognize any conflict of interest, be it real, potential, apparent or perceived.
- Never abuse board member position by requesting special treatment or entitlement.

- Never take advantage of, or benefit from, information that is obtained in the course of duties as a board member and that is not generally available to stakeholders.
- Safeguard the Organization's information closely by not releasing or sharing confidential information.
- Represent the Organization in such a manner as to leave a positive impression, as well as to preserve and enhance the good reputation of the Organization, and avoid behavior that could be damaging to the Organization.
- Be alert to recognize if any benefits, favors, gifts or offers of gifts is given in a manner to gain advantage from the Organization. If any benefits, favors or gifts are from an entity doing business or looking to do business with the Organization, refuse all offers.

Acknowledge receipt of and agree to the terms of this Code of Code on
this the ______ day of ____________, 20_____.

______________________________ ______________________________

Signature Title