

MINUTES

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

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

MEMBERS ABSENT: None

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

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

II. CITIZEN COMMUNICATION: There was no citizen communication.

III. CONSENT AGENDA:

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

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

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

IV. REGULAR AGENDA – New Business:

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

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

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

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

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

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

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

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

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager’s reports:

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

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

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

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

C. Membershipware project update

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

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

HUMPHREYS/R. RIVERA/UNANIMOUS

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

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

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

E. Discuss items for upcoming agendas:

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

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

Next Meeting Date: December 13, 2022

Respectfully Submitted,



Jan Harris,
Main Street Manager