

**SPECIAL CALLED MEETING AGENDA
MAIN STREET ADVISORY BOARD
10:00 AM – Monday, October 30, 2023
City of Taylor Conference Room**

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

STAFF PRESENT: Ruby Fisher, Special events Coordinator and Jan Harris, Main Street Manager

GUEST PRESENT: Maggie Campbell, President & CEO of Downtown Arlington

I. CALL TO ORDER AND DECLARE A QUORUM - Chairman Moss called the meeting to order at 10.06 AM and noted that a quorum was present.

II. CITIZEN COMMUNICATION – No comments were made by the public.

III. REGULAR AGENDA-New Business:

A. Receive and discuss information from Maggie Campbell, President & CEO of the Downtown Arlington Business Improvement District (BID), on the following topics:

- a. Overview of Business Improvement Districts (BID) in Texas**
- b. Overview of the Downtown Arlington BID Benefits and**
- c. Approach for Texas BID operations**

Benefits of a BID:

1. It enables a program to be out from under the complete control of City Hall.
2. Brings the property owners inside the BID in as participating (paying) stakeholders.

Downtown Arlington is a 501-C-3 organization.

Steps to set up a BID:

1. Perform a BID Feasibility Study (synonym for a BID in TX is a PID – Public Improvement District)
 - After a proposal has been developed, hold a series of public meetings
2. A BID must have at least 51% of the property owners agree to be assessed an additional amount on top of property taxes. ** call it an “assessment” and not a “tax.”
 - A BID can adopt a Tiered Assessment System with higher-use area paying a higher percentage of the assessment.

**Texas state law allows BIDs to initially be approved for a 5-year term.

** Residential homesteads and non-profits are exempt from the assessment.

3. After 5 years, the BID is reviewed to determine whether it provided a positive ROI for the fees assessed.

**The Texas Statute governing BIDs: Local Gov’t Code, Ch 372 (Improvement Districts in Municipalities and Counties; Title 12 – Subtitle A – Ch 372).

Ms. Campbell also made some observations on Taylor and how it appears to an outsider:

1. Missing signage from Hwy 973 (Manor) and Hwy 79 (Hutto).
 - ** This can be corrected through the City Council and TXDOT.**
2. Crumbling Infrastructure – sidewalks and roads.

****How to get infrastructure improvements: Data, surveys, focus groups all drive decisions and Councils listen to constituents.****

****COMPARE TAYLOR TO OTHER CITIES TO HIGHLIGHT WHAT TAYLOR IS NOT DOING AND REPORT ON THAT****

3. Consider recruiting Chain-lets (small chain stores where the owner is still reachable)

www.puma.com – Global trends report – an international survey of a downtown’s health – provided annually.

Placer AI – Program to collect data through their national geofence. Costs \$14,000/year.

IV. Adjourn – The meeting was adjourned at 11.40 AM.

Respectfully submitted,

 _____ Date: 11/1/2023
Main Street Manager