

AGENDA

CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

October 21, 2020

To assist in maintaining the health of Main Street Advisory Board Members, staff and the public, this meeting will be conducted via *Zoom*.

Time: Oct 21, 2020 05:30 PM Central Time (US and Canada)

Join Zoom Meeting: <https://zoom.us/j/99379063637>

Meeting ID: 993 7906 3637

One tap mobile: +13462487799,,99379063637# US (Houston)

I. ALL TO ORDER AND DECLARE A QUORUM

II. CITIZENS COMMUNICATION

III. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Board may act on with one single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it individually as part of the Regular agenda.)

1. Review and approve minutes from the meeting on August 20, 2020.
2. Receive the financial reports from August and September 2020.

IV. REGULAR AGENDA: Review, Discuss and Consider Action:

3. Main Street Manager's reports:
 - a. Manager's Activity Report
 - b. Board Member Attendance Report
 - c. Downtown Property Report
 - d. Downtown Business Report
4. Discuss and consider action on updates to the current sign ordinance regarding lighted signs and banners
5. Review signage design guidelines
6. Review guidelines and checklist for the Façade Improvement Grant
7. Receive materials from contractor for 201 W. 4th Street FIG application
8. Set a date and time for a work session to develop 2021 work plan
9. Discuss items for upcoming agendas

V. ADJOURN

Next Meeting Date: November 18, 2020

The Board may vote and/or act upon each of the items listed in this Agenda. The Board reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before October 21, 2020. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Jan Harris
Jan Harris, Main Street Manager

Date: 10-16-2020

Main Street Advisory Board

October 21, 2020

Agenda Item Cover Sheet

Consent Agenda Items:

1. August 20, 2020 Meeting Minutes
2. August and September 2020 Financial Reports

MEETING MINUTES

MAIN STREET ADVISORY BOARD CITY OF TAYLOR, TEXAS AUGUST 20, 2020 5:30 P.M.

MEMBERS PRESENT: Scott Dean, Chairman; Steve Truex, Erwin Stauffer, Stacey Smith, Shannon Grace, and Sharla Gola

MEMBERS ABSENT: Michael Van Jones

STAFF PRESENT: Brian LaBorde, Taylor City Manager; Tom Yantis, Assistant City Manager; Colin Harrison, Assistant Director of Development Services; and Jan Harris, Main Street Manager

OTHERS PRESENT: Tia Rae Stone, Greater Taylor Chamber of Commerce and Deborah Cooper, 4th Street Mercantile owner

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Scott Dean called the August meeting of the Main Street Advisory Board to order at 5:33 pm and noted that a quorum was present. All members were present via the Zoom meeting format.

II. CITIZENS COMMUNICATION: There was no communication from the citizenry.

III. CONSENT AGENDA

- 1. REVIEW AND APPROVE MINUTES FOR THE JULY 15, 2020 MEETING.**
- 2. RECEIVE THE JULY 2020 MAIN STREET PROGRAM FINANCIAL REPORTS.**
Jan reported that only routine and ongoing expenses had been paid out from the General Fund budget. **Motion to approve the consent agenda as presented: E. STAUFFER/ S. TRUEX/Approved**

IV.REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER/ACTION:

- 3. DISCUSS AND CONSIDER ACTION ON UPDATES TO THE CURRENT SIGN ORDINANCE:** The sign ordinance was under review because there has been an increase in the number of signs and un-permitted signs many of which are non-compliant with the current ordinance. The Board was asked to review 5 areas of signage (window signs, projecting signs, hanging signs, lighted signs, and banners) with the goal of finetuning the ordinance. She used a Power Point presentation to guide the discussion.
 - A. MOTION:** To request that Council approve the following change to the definition of “Window Sign” as follows: “Window sign means a sign affixed to the interior or exterior of a window or placed within 3 feet of a window for the purpose of being visible from the exterior of the window. Merchandise displays shall not be considered window signs. Window signs, including Secondary Signs which are placed on windows, are limited to no more than 30% of the signable

area and require a permit.” (proposed changes underlined) S. SMITH/S. GOLA/5 AYES-1 NO (S. Truex)/MOTION CARRIED

- B. MOTION: To clarify that the 30% of the signable area of storefront windows means 30% of the TOTAL window space available for that business and not 30% of each separate storefront window. S. GOLA/E. STAUFFER/PASSED UNANIMOUSLY
- C. MOTION: To clarify the definition of *Accessory (Incidental) sign* means a small sign that is not part of the total allowable square footage permitted for the building. Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trade affiliations. S. SMITH/E. STAUFFER/PASSED UNANIMOUSLY
- D. MOTION: To change the definition of *Projection Sign* to “Projecting sign is a two-sided sign projecting from a building and is placed perpendicular to the building’s front façade or placed at the building’s exterior corner.” (proposed changes underlined) S. DEAN/S. SMITH/PASSED UNANIMOUSLY
- E. MOTION: To change the definition of *Corner projection sign* to Projecting Sign shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. (proposed changes underlined) E. STAUFFER/S. DEAN/PASSED UNANIMOUSLY
- F. MOTION: to change minimum clearance between the sidewalk and the bottom of the sign from 8’ to 7’ in the definition of a *Hanging sign*. (proposed change underlines) S. GOLA/S. TRUEX/PASSED UNANIMOUSLY
- G. MOTION: To include the following definition in the Sign Ordinance: *Feather banner*: A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign. E. STAUFFER/S. GOLA/PASSED UNANIMOUSLY
- H. MOTION: To prohibit feather banners in the Downtown Sign District. S. SMITH/S. GOLA/PASSED UNANIMOUSLY

The Board chose to table action on Lighted Signage until the September meeting.

4. **FAÇADE IMPROVEMENT GRANT REQUEST: 201 W. 4TH STREET:** Jan presented the Façade Improvement Grant to repair 201 W. 4th St. The application was signed by property owner Harlan Hays. Incoming tenant Deb Cooper was present to answer questions from the board. Jan reported that the FIG line item has \$6,575 remaining in this fiscal year and that the grant was limited to a ceiling of \$5,000 per grant. This project entails replacing the sidewalk due to water washing away the foundation. The new sidewalk will slope away from the building. Cracked brick will be replaced while other bricks will be repaired. The original double doors will be restored. Windows broken due to the failing foundation will be replaced. Two project quotes were presented: Eulenfeld Construction (\$26,454.00) and RDR Construction (\$29,500.00). **MOTION: TO APPROVE THE GRANT REQUEST AND AWARD \$5000.00 REIMBURSEMENT TO HARLAN HAYES PENDING THE PRESENTATION OF**

AN ITEMIZED LIST WITH COSTS OF MATERIALS AND LABOR FROM THE TWO RESPONDING CONTRACTORS WITHIN 14 DAYS FROM TODAY. S. DEAN/S. SMITH/ PASSED UNANIMOUSLY

- 5. MURALS IN THE DOWNTOWN: CLARIFICATION OF THE ROLES PLAYED BY THE MSAB AND THE PAAB:** Scott had requested that staff provide this information. Jan reported that the MSAB oversees murals commissioned by private property owners for installation on their commercial buildings. *"Mural.* Covers all or substantially all of wall. Must have design content approval from [the] main street advisory board. (Taylor Code of Ordinances Section 24-3 (t) (4) c)." In December of 2018, the Public Arts Advisory Board was established by Ordinance 2018-21. At the Sept 11, 2019 meeting of the PAAB, two projects were developed: the mural at the 50/50 Skate Park wall and the formalization of autonomous art in Potter's Alley. The PAAB plays the lead role in mural projects installed on public property and/or projects which are commissioned by them. **THIS WAS RECEIVED AS INFORMATION BY THE BOARD.**
- 6. DISCUSS ITEMS FOR THE UPCOMING AGENDA:**
1. Review section of the Sign Ordinance concerning lighted signs.
 2. Review signage design guidelines
 3. Clarifying guidelines and establish a checklist for the Façade Improvement Grant.
 4. Determine the work plan for FY 2021
- V. ADJOURN:** With no further items to be discussed, Chairman Scott called for a motion to adjourn the meeting at 7:33 pm. **MOTION: S. SMITH/E. STAUFFER/UNANIMOUS**

NEXT MEETING DATE: Wednesday, September 16, 2020 at 5:30 pm



TAYLOR MAIN STREET
400 Porter Street Taylor, Texas 76574
512-352-3463

The September 16, 2020 Meeting of the Taylor MainStreet Advisory Board lacked a quorum. Members in attendance were Steve Truex, Shannon Grace, and John McRae. Staff in attendance were Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager.

Respectively submitted,

Jan Harris, CMSM



ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
***	TOTAL REVENUES	***	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
524-MAIN STREET PROGRAM		<u>113,681.00</u>	<u>6,532.37</u>	<u>75,520.97</u>	<u>66.43</u>	<u>0.00</u>	<u>38,160.03</u>
***	TOTAL EXPENDITURES	***	113,681.00	6,532.37	75,520.97	66.43	0.00
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS)	***	(113,681.00)	(6,532.37)	(75,520.97)	66.43	0.00
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2020

100-GENERAL FUND
 REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	57,680.00	4,769.24	50,384.71	87.35	0.00	7,295.29
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	0.00	0.00	0.00	0.00	0.00	0.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		57,680.00	4,769.24	50,384.71	87.35	0.00	7,295.29
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	134.00	13.21	132.09	98.57	0.00	1.91
524-121	FICA SOCIAL SECURITY	4,426.00	366.04	3,751.02	84.75	0.00	674.98
524-122	WORKERS COMPENSATION	131.00	0.00	167.33	127.73	0.00	(36.33)
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	152.37	94.06	0.00	9.63
524-124	RETIREMENT- TMRS	7,337.00	618.18	6,267.92	85.43	0.00	1,069.08
524-126	HEALTH INSURANCE	0.00	615.11	6,151.10	0.00	0.00	(6,151.10)
524-127	DENTAL INSURANCE	310.00	25.85	197.27	63.64	0.00	112.73
524-128	LONG TERM DISABILITY	173.00	15.50	155.00	89.60	0.00	18.00
524-129	VISION INSURANCE	<u>48.00</u>	<u>3.96</u>	<u>39.60</u>	<u>82.50</u>	<u>0.00</u>	<u>8.40</u>
* SUB-CATEGORY TOTAL *		12,721.00	1,657.85	17,013.70	133.74	0.00	(4,292.70)
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>1,100.00</u>	<u>0.00</u>	<u>157.59</u>	<u>14.33</u>	<u>0.00</u>	<u>942.41</u>
* SUB-CATEGORY TOTAL *		1,100.00	0.00	157.59	14.33	0.00	942.41
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
524-142	PROFESSIONAL CONFERENCES	1,900.00	0.00	633.36	33.33	0.00	1,266.64
524-143	MEMBERSHIPS AND DUES	1,550.00	0.00	1,543.00	99.55	0.00	7.00
524-144	SUBSCRIPTIONS AND BOOKS	0.00	0.00	0.00	0.00	0.00	0.00
524-146	TRAINING- TRANSPORTATION	1,000.00	0.00	257.80	25.78	0.00	742.20
524-147	TRAINING- LODGING	1,900.00	0.00	0.00	0.00	0.00	1,900.00
524-148	TRAINING- MEALS	<u>850.00</u>	<u>0.00</u>	<u>87.62</u>	<u>10.31</u>	<u>0.00</u>	<u>762.38</u>
* SUB-CATEGORY TOTAL *		7,200.00	0.00	2,521.78	35.02	0.00	4,678.22

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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** CATEGORY TOTAL **		78,701.00	6,427.09	70,077.78	89.04	0.00	8,623.22
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200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	0.00	586.92	58.69	0.00	413.08
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	450.00	0.00	114.33	25.41	0.00	335.67
524-215	POSTAGE	<u>0.00</u>	<u>0.00</u>	<u>11.60</u>	<u>0.00</u>	<u>0.00</u>	<u>(11.60)</u>
* SUB-CATEGORY TOTAL *		1,450.00	0.00	712.85	49.16	0.00	737.15

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	25,500.00	0.00	255.36	1.00	0.00	25,244.64
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,000.00</u>	<u>0.00</u>	<u>400.00</u>	<u>20.00</u>	<u>0.00</u>	<u>1,600.00</u>
* SUB-CATEGORY TOTAL *		27,500.00	0.00	655.36	2.38	0.00	26,844.64

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	200.00	0.00	0.00	0.00	0.00	200.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		200.00	0.00	0.00	0.00	0.00	200.00

** CATEGORY TOTAL **		29,150.00	0.00	1,368.21	4.69	0.00	27,781.79
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300-FACILITIES OPERATIONS/MAIN

UTILITIES

524-323	TRUNK TELEPHONE SYSTEM	30.00	0.00	0.00	0.00	0.00	30.00
524-324	CELL PHONES	<u>600.00</u>	<u>50.00</u>	<u>547.00</u>	<u>91.17</u>	<u>0.00</u>	<u>53.00</u>
* SUB-CATEGORY TOTAL *		630.00	50.00	547.00	86.83	0.00	83.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		630.00	50.00	547.00	86.83	0.00	83.00

400-EQUIPMENT OPERATIONS/MAINT

OFFICE EQUIPMENT

524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	<u>1,000.00</u>	<u>55.28</u>	<u>875.51</u>	<u>87.55</u>	<u>0.00</u>	<u>124.49</u>
* SUB-CATEGORY TOTAL *		1,000.00	55.28	875.51	87.55	0.00	124.49
** CATEGORY TOTAL **		1,000.00	55.28	875.51	87.55	0.00	124.49

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	0.00	0.00	0.00	0.00	0.00	0.00
524-539	OTHER CONTRACT SERVICES	<u>0.00</u>	<u>0.00</u>	<u>2,652.47</u>	<u>0.00</u>	<u>0.00</u>	<u>(2,652.47)</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	2,652.47	0.00	0.00	(2,652.47)
** CATEGORY TOTAL **		0.00	0.00	2,652.47	0.00	0.00	(2,652.47)

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
524-714	COMPUTER EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
**	CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
	* SUB-CATEGORY TOTAL *	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
**	CATEGORY TOTAL **	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
***	DEPARTMENT TOTAL ***	<u>113,681.00</u>	<u>6,532.37</u>	<u>75,520.97</u>	<u>66.43</u>	<u>0.00</u>	<u>38,160.03</u>
		=====	=====	=====	=====	=====	=====
***	TOTAL EXPENSES ***	<u>113,681.00</u>	<u>6,532.37</u>	<u>75,520.97</u>	<u>66.43</u>	<u>0.00</u>	<u>38,160.03</u>
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS) ***	<u>(113,681.00)</u>	<u>(6,532.37)</u>	<u>(75,520.97)</u>	<u>66.43</u>	<u>0.00</u>	<u>(38,160.03)</u>
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*** END OF REPORT ***

123-MAIN STREET REVENUE FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>330-INTERGOVERNMENTAL REVENUES</u>							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>430-USE OF MONEY AND PROPERTY</u>							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	0.00	120.00	2,685.00	0.00	0.00	(2,685.00)
440-353	MAIN STREET CAR SHOW	0.00	0.00	28,625.00	0.00	0.00	(28,625.00)
440-354	WINE SWIRL	0.00	0.00	4,439.30	0.00	0.00	(4,439.30)
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	0.00	0.00	1,855.00	0.00	0.00	(1,855.00)
440-357	SALES AND OTHER FUNDRAISINGS	8,000.00	0.00	0.00	0.00	0.00	8,000.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	16,000.00	0.00	0.00	0.00	0.00	16,000.00
440-359	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		24,000.00	120.00	37,604.30	156.68	0.00	(13,604.30)
<u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	10,000.00	0.00	7,500.00	75.00	0.00	2,500.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	3,750.00	75.00	0.00	1,250.00
450-365	TRANSFER FROM GENERAL FUND	<u>14,600.00</u>	<u>0.00</u>	<u>10,950.00</u>	<u>75.00</u>	<u>0.00</u>	<u>3,650.00</u>
** REVENUE CATEGORY TOTAL **		<u>29,600.00</u>	<u>0.00</u>	<u>22,200.00</u>	<u>75.00</u>	<u>0.00</u>	<u>7,400.00</u>
*** TOTAL REVENUES ***		53,600.00	120.00	59,804.30	111.58	0.00	(6,204.30)

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
615-111	REGULAR FULL TIME	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIES

PROGRAM/SPECIAL EVENTS

615-232	FARMERS' MARKET	0.00	0.00	70.09	0.00	0.00	(70.09)
615-233	CITY SPONSORED EVENTS	7,900.00	0.00	0.00	0.00	0.00	7,900.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	0.00	0.00	28,515.21	0.00	0.00	(28,515.21)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
615-237	WINE SWIRL	0.00	0.00	4,473.39	0.00	0.00	(4,473.39)
615-238	CHRISTMAS BAZAAR	0.00	0.00	285.95	0.00	0.00	(285.95)
615-239	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>467.90</u>	<u>0.00</u>	<u>0.00</u>	<u>(467.90)</u>
* SUB-CATEGORY TOTAL *		17,900.00	0.00	33,812.54	188.90	0.00	(15,912.54)

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	0.00	33,812.54	188.90	0.00	(15,912.54)

500-CONTRACT SERVICES AND FEES

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2020

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>4,257.02</u>	<u>0.00</u>	<u>0.00</u>	(4,257.02)
	* SUB-CATEGORY TOTAL *	0.00	0.00	4,257.02	0.00	0.00	(4,257.02)
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	<u>5,000.00</u>	<u>0.00</u>	<u>900.00</u>	<u>18.00</u>	<u>0.00</u>	<u>4,100.00</u>
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	900.00	18.00	0.00	4,100.00
** CATEGORY TOTAL **		5,000.00	0.00	5,157.02	103.14	0.00	(157.02)
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	541.57	16,286.37	111.55	0.00	(1,686.37)
615-813	FACADE GRANT	10,000.00	0.00	3,425.00	34.25	0.00	6,575.00
615-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	24,600.00	541.57	19,711.37	80.13	0.00	4,888.63
** CATEGORY TOTAL **		<u>24,600.00</u>	<u>541.57</u>	<u>19,711.37</u>	<u>80.13</u>	<u>0.00</u>	<u>4,888.63</u>
*** DEPARTMENT TOTAL ***		47,500.00	541.57	58,680.93	123.54	0.00	(11,180.93)
		=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***		47,500.00	541.57	58,680.93	123.54	0.00	(11,180.93)
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2020

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
***	TOTAL PROFIT / (LOSS) ***	6,100.00 =====	(421.57) =====	1,123.37 =====	18.42 =====	0.00 =====	4,976.63 =====

*** END OF REPORT ***

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

100-GENERAL FUND

REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	57,680.00	7,654.63	58,039.34	100.62	0.00	(359.34)
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	0.00	0.00	0.00	0.00	0.00	0.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		57,680.00	7,654.63	58,039.34	100.62	0.00	(359.34)
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	134.00	14.07	146.16	109.07	0.00	(12.16)
524-121	FICA SOCIAL SECURITY	4,426.00	366.04	4,117.06	93.02	0.00	308.94
524-122	WORKERS COMPENSATION	131.00	0.00	167.33	127.73	0.00	(36.33)
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	152.37	94.06	0.00	9.63
524-124	RETIREMENT- TMRS	7,337.00	992.17	7,260.09	98.95	0.00	76.91
524-126	HEALTH INSURANCE	0.00	0.00	6,151.10	0.00	0.00	(6,151.10)
524-127	DENTAL INSURANCE	310.00	24.82	222.09	71.64	0.00	87.91
524-128	LONG TERM DISABILITY	173.00	15.50	170.50	98.55	0.00	2.50
524-129	VISION INSURANCE	<u>48.00</u>	<u>3.96</u>	<u>43.56</u>	<u>90.75</u>	<u>0.00</u>	<u>4.44</u>
* SUB-CATEGORY TOTAL *		12,721.00	1,416.56	18,430.26	144.88	0.00	(5,709.26)
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>1,100.00</u>	<u>0.00</u>	<u>157.59</u>	<u>14.33</u>	<u>0.00</u>	<u>942.41</u>
* SUB-CATEGORY TOTAL *		1,100.00	0.00	157.59	14.33	0.00	942.41
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
524-142	PROFESSIONAL CONFERENCES	1,900.00	450.00	1,083.36	57.02	0.00	816.64
524-143	MEMBERSHIPS AND DUES	1,550.00	0.00	1,543.00	99.55	0.00	7.00
524-144	SUBSCRIPTIONS AND BOOKS	0.00	0.00	0.00	0.00	0.00	0.00
524-146	TRAINING- TRANSPORTATION	1,000.00	0.00	257.80	25.78	0.00	742.20
524-147	TRAINING- LODGING	1,900.00	0.00	0.00	0.00	0.00	1,900.00
524-148	TRAINING- MEALS	<u>850.00</u>	<u>0.00</u>	<u>87.62</u>	<u>10.31</u>	<u>0.00</u>	<u>762.38</u>
* SUB-CATEGORY TOTAL *		7,200.00	450.00	2,971.78	41.27	0.00	4,228.22

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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** CATEGORY TOTAL **		78,701.00	9,521.19	79,598.97	101.14	0.00	(897.97)
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200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	26.11	633.03	63.30	0.00	366.97
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	450.00	0.00	114.33	25.41	0.00	335.67
524-215	POSTAGE	<u>0.00</u>	<u>0.00</u>	<u>11.60</u>	<u>0.00</u>	<u>0.00</u>	<u>(11.60)</u>
* SUB-CATEGORY TOTAL *		1,450.00	26.11	758.96	52.34	0.00	691.04

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	25,500.00	0.00	255.36	1.00	0.00	25,244.64
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,000.00</u>	<u>0.00</u>	<u>400.00</u>	<u>20.00</u>	<u>0.00</u>	<u>1,600.00</u>
* SUB-CATEGORY TOTAL *		27,500.00	0.00	655.36	2.38	0.00	26,844.64

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	200.00	0.00	0.00	0.00	0.00	200.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		200.00	0.00	0.00	0.00	0.00	200.00

** CATEGORY TOTAL **		29,150.00	26.11	1,414.32	4.85	0.00	27,735.68
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300-FACILITIES OPERATIONS/MAINUTILITIES

524-323	TRUNK TELEPHONE SYSTEM	30.00	0.00	0.00	0.00	0.00	30.00
524-324	CELL PHONES	<u>600.00</u>	<u>50.00</u>	<u>597.00</u>	<u>99.50</u>	<u>0.00</u>	<u>3.00</u>
* SUB-CATEGORY TOTAL *		630.00	50.00	597.00	94.76	0.00	33.00

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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** CATEGORY TOTAL **		630.00	50.00	597.00	94.76	0.00	33.00
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400-EQUIPMENT OPERATIONS/MAINTOFFICE EQUIPMENT

524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	<u>1,000.00</u>	<u>0.00</u>	<u>875.51</u>	<u>87.55</u>	<u>0.00</u>	<u>124.49</u>
* SUB-CATEGORY TOTAL *		1,000.00	0.00	875.51	87.55	0.00	124.49

** CATEGORY TOTAL **		1,000.00	0.00	875.51	87.55	0.00	124.49
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500-CONTRACT SERVICES AND FEESPROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	0.00	0.00	0.00	0.00	0.00	0.00
524-539	OTHER CONTRACT SERVICES	<u>0.00</u>	<u>0.00</u>	<u>2,652.47</u>	<u>0.00</u>	<u>0.00</u>	<u>(2,652.47)</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	2,652.47	0.00	0.00	(2,652.47)

** CATEGORY TOTAL **		0.00	0.00	2,652.47	0.00	0.00	(2,652.47)
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FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
524-714	COMPUTER EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*	SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
**	CATEGORY TOTAL **	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
 <u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
*	SUB-CATEGORY TOTAL *	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
**	CATEGORY TOTAL **	<u>4,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,200.00</u>
***	DEPARTMENT TOTAL ***	<u>113,681.00</u>	<u>9,597.30</u>	<u>85,138.27</u>	<u>74.89</u>	<u>0.00</u>	<u>28,542.73</u>
		=====	=====	=====	=====	=====	=====
***	TOTAL EXPENSES ***	<u>113,681.00</u>	<u>9,597.30</u>	<u>85,138.27</u>	<u>74.89</u>	<u>0.00</u>	<u>28,542.73</u>
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS) ***	<u>(113,681.00)</u>	<u>(9,597.30)</u>	<u>(85,138.27)</u>	<u>74.89</u>	<u>0.00</u>	<u>(28,542.73)</u>
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

AS OF: SEPTEMBER 30TH, 2020

REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>330-INTERGOVERNMENTAL REVENUES</u>							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
 <u>430-USE OF MONEY AND PROPERTY</u>							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
 <u>440-DONATIONS FROM PRIVATE SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	0.00	180.70	2,865.70	0.00	0.00	(2,865.70)
440-353	MAIN STREET CAR SHOW	0.00	0.00	28,625.00	0.00	0.00	(28,625.00)
440-354	WINE SWIRL	0.00	0.00	4,439.30	0.00	0.00	(4,439.30)
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	0.00	0.00	1,855.00	0.00	0.00	(1,855.00)
440-357	SALES AND OTHER FUNDRAISINGS	8,000.00	0.00	0.00	0.00	0.00	8,000.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	16,000.00	0.00	0.00	0.00	0.00	16,000.00
440-359	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		24,000.00	180.70	37,785.00	157.44	0.00	(13,785.00)
 <u>450-INTERFUND OPERATING TRANSE</u>							
450-361	TRANSFER FROM TIF	10,000.00	0.00	7,500.00	75.00	0.00	2,500.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	3,750.00	75.00	0.00	1,250.00
450-365	TRANSFER FROM GENERAL FUND	<u>14,600.00</u>	<u>0.00</u>	<u>10,950.00</u>	<u>75.00</u>	<u>0.00</u>	<u>3,650.00</u>
** REVENUE CATEGORY TOTAL **		<u>29,600.00</u>	<u>0.00</u>	<u>22,200.00</u>	<u>75.00</u>	<u>0.00</u>	<u>7,400.00</u>
 *** TOTAL REVENUES ***							
		53,600.00	180.70	59,985.00	111.91	0.00	(6,385.00)

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

123-MAIN STREET REVENUE FUND
 615-CONTRIBUTE TO CIVIC PROGRA
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
615-111	REGULAR FULL TIME	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*	SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
**	CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIESPROGRAM/SPECIAL EVENTS

615-232	FARMERS' MARKET	0.00	0.00	70.09	0.00	0.00	(70.09)
615-233	CITY SPONSORED EVENTS	7,900.00	0.00	0.00	0.00	0.00	7,900.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	0.00	0.00	28,515.21	0.00	0.00	(28,515.21)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	10,000.00	0.00	0.00	0.00	0.00	10,000.00
615-237	WINE SWIRL	0.00	0.00	4,473.39	0.00	0.00	(4,473.39)
615-238	CHRISTMAS BAZAAR	0.00	0.00	285.95	0.00	0.00	(285.95)
615-239	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>467.90</u>	<u>0.00</u>	<u>0.00</u>	<u>(467.90)</u>
*	SUB-CATEGORY TOTAL *	17,900.00	0.00	33,812.54	188.90	0.00	(15,912.54)

SPECIALTY SUPPLIES

615-259	MISC. SUPPLIES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*	SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
**	CATEGORY TOTAL **	17,900.00	0.00	33,812.54	188.90	0.00	(15,912.54)

500-CONTRACT SERVICES AND FEES

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

123-MAIN STREET REVENUE FUND
 615-CONTRIBUTE TO CIVIC PROGRA
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>4,257.02</u>	<u>0.00</u>	<u>0.00</u>	(<u>4,257.02</u>)
	* SUB-CATEGORY TOTAL *	0.00	0.00	4,257.02	0.00	0.00	(4,257.02)
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	<u>5,000.00</u>	<u>0.00</u>	<u>900.00</u>	<u>18.00</u>	<u>0.00</u>	<u>4,100.00</u>
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	900.00	18.00	0.00	4,100.00
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	0.00	16,286.37	111.55	0.00	(1,686.37)
615-813	FACADE GRANT	10,000.00	0.00	3,425.00	34.25	0.00	6,575.00
615-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	24,600.00	0.00	19,711.37	80.13	0.00	4,888.63
<u>*** DEPARTMENT TOTAL ***</u>							
		<u>47,500.00</u>	<u>0.00</u>	<u>58,680.93</u>	<u>123.54</u>	<u>0.00</u>	(<u>11,180.93</u>)
<u>*** TOTAL EXPENSES ***</u>							
		<u>47,500.00</u>	<u>0.00</u>	<u>58,680.93</u>	<u>123.54</u>	<u>0.00</u>	(<u>11,180.93</u>)

FINANCIAL STATEMENT

AS OF: SEPTEMBER 30TH, 2020

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
***	TOTAL PROFIT / (LOSS) ***	6,100.00	180.70	1,304.07	21.38	0.00	4,795.93
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

Main Street Advisory Board

September 16, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

3. Main Street Manager's Reports
 - a. Manager's Activity Report
 - b. Board Member Attendance Report
 - c. Downtown Property Report
 - d. Downtown Business Report
- e. Information on Upcoming Conferences

Main Street Monthly Report – August 2020

Community Outreach:

- TDA Education & Outreach Committee Meeting – 8/11
- Texas Main Street Managers COVID Call – 8/12
- Regional Main Street Managers Zoom Meeting – 8/12
- Chamber Meeting – 8/17
- Public Arts Advisory Board Meeting – 8/17; 8/26
- MLK Commemoration Committee Zoom Meeting – 8/18
- Main Street Advisory Board Meeting – 8/20

Local Business / Owner Visits:

- Met with Gina Domitrovich (Red Cap Cigar Lounge)
- Met with Tony Gomes several times re: condition of alleys and dumpsters
- Fielded calls re: Farmers Market Vendors
- Worked with fellow development services team members regarding signage in DT

Event Planning:

Other Duties:

- Development Team Meetings – Every Monday at 10am
- Development Team Check-In Meetings – Daily at 4 pm
- Updating Taylor property database on DowntownTX.org - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

Main Street Monthly Report – September 2020

Community Outreach:

- TDA Education & Outreach Committee Meeting – 9/8
- Texas Main Street Managers COVID Call – 9/16
- Regional Main Street Managers Zoom Meeting – 9/23
- Public Arts Advisory Board Meeting – 9/3; 9/23; 9/29
- Main Street Advisory Board Meeting – 9/16 (no quorum)
- Chamber Tourism Committee Meetings – 9/29

Local Business / Owner Visits:

- Met with DT Business Group – 9/9
- Met with Tony Gomes several times re: condition of alleys and dumpsters
- Fielded calls re: Farmers Market Vendors
- Worked with fellow development services team members regarding signage in DT
- Met with Robert Bland – 9/30
- Met with Anayeli Sanchez (Monarchos) – 9/28
- Attended meeting re: plans for Cissy Pierce's National Bank Bldg. Project – 9/30

Event Planning:

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Development Team Check-In Meetings – Daily at 4 pm
- Updating Taylor property database on DowntownTX.org - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

2020

EA = Excused Absence, per Chairman				A = Absent, not excused				P = Present			
Please note: ** = no meeting held 2/19/2020 meeting had no quorum; 3/2/2020 work session cancelled due to COVID; 3/18/2020 meeting cancelled due to COVID											
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member.											

Taylor Downtown Property Inventory Report
September 2020

	A	B	C	D	E	F	G	H	I
1	PROPERTY ADDRESS	PROPERTY NAME	SALE OR LEASE	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER	CONTRACT PENDING
2									
3	201 W 4th Street	Fmr Frills/4th St Grind	sale	4420/SF	\$110/SF	\$485,000.00	Kelly Loessin	tel:+1 (830) 542-9353	
4	119-121 E 3rd Street	Ricocco's	sale	9916/SF	\$87.23/SF	\$865,000	Kelly Loessin	tel:+1 (830) 542-9353	
5	219-221 N Main St	Texas Historic Café Bldg	sale	16,138/SF	\$117.73/SF	\$1,900,000	Tony Gomes	512-784-8712	
6	108-116 E 2nd St	Taylor Sta., Turning Heads Salon, & 3 lots	sale	4310/SF		\$850,000.00	Bo Brasfield	512-365-6500	
7	321-323 N Main St	Presler-Hewitt Building	sale			\$863,000.00	Anya DeNio/Don Quick Realtors	(512) 814-1811	
8									
9	120 W 2nd; 2nd fl; Premium Suite	McCrory Timmerman Bldg	lease	6700/SF	\$14.40/SF	\$8040/mo	Julie Downs	512-365-8563	
10	111 W 3rd St	Richter Furniture Bldg	lease	16,000/SF	TBD	TBD	Ryder Jeanes	512-441-8888	
11	206 N Main Street	fmr World Finance	lease	1750/SF	\$1.35/SF	\$1,300	Patrick Quinn	512-352-6345	
12	109 W 3rd St	fmr C VanderDys Edward Jones office	lease	980/SF	\$1.63.SF	\$1,600	Tony Gomes	512-784-8712	
13	221 N Main St	Texas Hist. Café Restaurant Space	lease	3200/SF	TBD	TBD	Tony Gomes	512-784-8712	
14	323 N Main St	fmr Cherry Tree	lease		TBD	TBD	Anya DeNio	512-814-1811	
15	109 N Main St; 1st floor	Woodsman Inc.	lease	1500/SF	\$1/SF	\$1550/mo	Josh Richards	(512) 846-2535	
16	114 N Main St	2nd & Main Lofts	lease	1260/SF	\$1.34/SF	\$1,700/mo	Julie Downs	512-365-8563	

DOWNTOWN PROPERTY REPORT

October 2020

Properties for Sale

	A	B	C	D	E	F	G	H
1	PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER	CONTRACT PENDING
2								
3	201 W 4th Street	H. Hays Property	4420/SF	\$110/SF	\$485,000.00	Kelly Loessin	tel:+1 (830) 542-9353	
4	700 N Main Street	Office Building			\$828,500.00	Julie Downs	512-365-8563	
5	114 W. 6th St	fmr FPC	11,277/SF			Lance Morris	512-485-0789	
6	119-121 E 3rd Street	Ricocco's	9916/SF	\$87.23/SF	\$865,000	Kelly Loessin	tel:+1 (830) 542-9353	
7	219-221 N Main St	Texas Historic Café Bldg	16,138/SF	\$117.73/SF	\$1,900,000	Tony Gomes	512-784-8712	
8	108-116 E 2nd St	Taylor Sta., Turning Heads Salon, & 3 lots	4310/SF		\$850,000.00	Bo Brasfield	512-365-6500	
9	321-323 N Main St	Presler-Hewitt Building	5868/SF		\$863,000.00	Anya DeNio/Don Quick Realtors	(512) 814-1811	

DOWNTOWN PROPERTY LISTING

October 2020

Properties for Lease

PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER
120 W 2nd; 2nd fl; Premium Suite	McCrory Timmerman Bldg	6700/SF	\$14.40/SF	\$8040/mo	Julie Downs	512-365-8563
201 N.Main St #D	McCrory Timmerman Bldg			\$500/mo	Julie Downs	512-365-8563
111 W 3rd St	Richter Furniture Bldg	16,000/SF	TBD	TBD	Ryder Jeanes	512-441-8888
206 N Main Street	fmr World Finance fmr C VanderDys Edward Jones	1750/SF	\$1.35/SF	\$1,300	Patrick Quinn	512-352-6345
109 W 3rd St	office Texas Hist. Café	980/SF	\$1.63/SF	\$1,600	Tony Gomes	512-784-8712
221 N Main St	Restaurant Space	3200/SF	TBD	TBD	Tony Gomes	512-784-8712
323 N Main St	fmr Cherry Tree loft above Cherry	1200/SF	\$1.33/PSF	\$1600/mo	Any DeNio	512-814-1811
103 N Main St	Tree	2900/SF	\$0.83/PSF	\$2400/mo	Any DeNio	512-814-1811
109 N Main St; 1st floor	Woodsman Inc.	1500/SF	\$1/SF	\$1550/mo	Josh Richards	(512) 846-2535
111 N Main St	Woodsman Inc.	2000/SF	\$0.95/PSF	\$2000/mo	Josh Richards	512-846-2535
717 N Main St	fmr Amy's Attic	1500/SF	\$1/PSF	\$1500/mo	John Jones	512-461-5743
421 N Main St	fmr Hawt Spot	1854/SF	\$1.12/SF	\$1650/mo	Any DeNio	512-814-1811

MAIN STREET TAYLOR DOWNTOWN BUSINESS REPORT

September 2020

	A	B	C	D	E	F
1	BUSINESS NAME	ADDRESS	OWNER/MANAGER	OUTGOING	INCOMING	TYPE OF BUSINESS
2						
3	Cherry Tree Creative	323 N Main St	Curie Humphreys	X		Retail
4	Ricocos	121 E 3rd St	Richard Torres	X		Restaurant
5						
6						
7						
8	Hola Aloha All Natural Treats	118 W 2nd St	Chelia Cardona		X	food
9	Downtown Social	119 E 3rd St	Chris Wiesenhutter		X	food/smoothie shop
10	Cookies, Cupcakes & More	211 N Main	Andre Seawood		X	baked goods
11	4th St Merchantile	201-A W 4th St	Deb Cooper		X	retail
12	Monarcha Mexican Restaurant	121 E. 3td St	Anayeli Sanchez		X	restaurant

MAIN STREET TAYLOR DOWNTOWN BUSINESS REPORT

October 2020

	A	B	C	D	E	F
1	BUSINESS NAME	ADDRESS	OWNER/MANAGER	OUTGOING	INCOMING	TYPE OF BUSINESS
2						
3						
4						
5						
6						
7	Cupcakes, Cookies & More				X	food
8	Red Rider Studios	114 N Main St	Norma Jeane Mahoney		X	service
9	Downtown Social	119 E 3rd St			X	food
10	Cherry Tree	104 E. 2nd St	Allison Holder		X	retail
11	4th St Merchantile	201-A W 4th St	Deb Cooper		X	retail
12	Monarcha Mexican Restaurant	121 E. 3rd St	Anayeli Sanchez		X	restaurant

Main Street Advisory Board

October 21, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

4. Discuss & consider action on updates to the current sign ordinance regarding lighted signs and banners

RECOMMENDED CHANGES/UPDATES TO THE CITY OF TAYLOR SIGN ORDINANCE:

[illegible]

FEATHER BANNERS The current Sign Ordinance reads: Feather banners are not addressed at all	FEATHER BANNERS Recommendation: • Definition of a Feather banner: A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign. • Feather banners should be prohibited in the Downtown Sign District. (Examples of cities prohibiting feather banners include Georgetown, TX; Denton, TX, and Gainesville, GA.)
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Main Street Advisory Board

September 16, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

5. Review signage design guidelines

KEYS TO GOOD SIGNAGE FOR DOWNTOWN BUSINESSES

Signs are as much a part of Main Street as the buildings and streetscape themselves. The primary function of signs is to identify businesses to customers. Because of this, almost every business, professional, and public office has at least one, and many have more than one. In addition to locating businesses for customers, signs also:

- Make an image statement of their respective businesses
- Contribute to the overall look of the individual buildings on which they are located
- Contribute to the overall look of downtown.

Historically, signs were painted directly onto the buildings themselves. Typical locations included:

- Storefront doors and display windows
- The support beam separating the upper and lower façade also called the fascia
- The upper façade, between the support beam and the second-floor windows
- Second floor windows
- The upper façade between second-floor windows and cornices
- On the canopy itself or on a small piece of board hanging beneath the canopy

Generally, speaking, these early signs were well integrated into the overall design of the building. Working within the architectural framework of the building, the sign painter produced a sign that was:

- An appropriate size and scale for the building
- Located in a logical place on the building
- Color coordinated with the rest of the building
- A style that matches the quality of the services or merchandise found within

The building itself served as the signboard, and the sign and the building tended to reinforce one another.

Another important point to consider is that early downtown signs were designed at a time when downtown traffic was limited to pedestrian and horse and wagon. Because traffic moved at a slow pace, there was no need for large, flashy signs.

The automobile changed the face of our towns and changed the face of our signs as well. Smaller signs traditionally found on Main Street were not as effective in identifying businesses along highways. Cars passed too quickly for the passengers to read what was offered.

This resulted in the evolution of the highway sign. These signs were designed to be independent of the building itself and tended to be:

- Quite large
- Located near the street rather than on the building itself
- Loud in color to attract attention
- Constructed with special equipment such as flashing lights and rotating devices to attract attention.

When the first large highway-style sign was put up, the adjacent business put up a larger one so that it would also be seen. This pattern continued right down the road resulting in a loud chorus of competing signs that spelled **CLUTTER** in bold letters.

Unfortunately, the pattern of highway-style signs caught on with Main Street merchants as well. Look around you, even here in Taylor, chances are you will see that historic fabric of the downtown is hidden behind signs that:

- Project from the building at a right angle
- Are large in scale, with one sign larger than the next to assure visibility
- Are modern in materials and design with little relationship to the character of the building
- Are in a state of disrepair

It is ironic that , in an effort to compete with the commercial strip and highway shopping centers, the Main Street merchants have turned their backs on one of their greatest assets: the historic buildings and downtown character that these outlying areas will never have. Bigger is not always better and one does

not have to shout to always be heard. Quality and sensitive design coupled with a sense of place is much more effective in getting one's message across than the visual white noise of shouting, jostling highway signs.

CHARACTERISTICS OF A GOOD SIGN:

Signs need not be large or expensive to be effective. However, they should have the following characteristics:

- **Legibility:** signs must be readable with simple lettering style.
- **Clarity of wording:** the message should be clear and simple so the reader can easily absorb it.
- **Placement:** the sign should be placed where it is easy to see.
- **Attraction:** some element of the sign should catch the eye and hold it long enough to get the message across.
- **Durability:** the materials and construction of a sign should weather well to present a positive, and well-kept image.

Merchants and business owners are not entirely to blame when poor signage choices are made. Most of them have neither the time nor the talent for designing quality signs and have relied on salespeople for assistance. And most sign salesmen lack the knowledge or sensitivity to architectural design. The signs they promote often have little relationship to the buildings on which they will be installed.

STEPS TO OBTAINING THE BEST SIGN FOR YOUR BUSINESS:

1. **Contact the Taylor Main Street Office for assistance by calling 512-352-3463.** The Main Street Manager has information and will provide technical assistance to help you in your decision-making process. In addition, the Main Street Program has a grant program (the Façade Improvement Grant or FIG) which can help with the costs of obtaining a quality sign.
2. When meeting with the Main Street Manager, certain things will be established:

- a. **COST:** You will need to determine what your sign budget is and how much you are willing to spend for your business sign.
- b. **SIGN PLACEMENT:** The Main Street Manager will meet with you to study your business location and make recommendations for sign placement and whether more than one sign is needed to adequately convey your message. For example: you may want a fascia sign to attract vehicular traffic and customers across the road. You may also need to consider a window sign or a hanging sign under the awning or canopy to attract shoppers as they walk down the sidewalk.
- c. **MATERIALS:** The range of signs considered appropriate for downtown buildings includes those made from traditional materials, such as:
 - Painted and carved wooden signs
 - Painted wall or window signs
 - Raised-letter signs
 - Signs applied to awnings

It also includes signs made from newer, modern materials, such as:

- Plastic or plastic-lettered signs
- Neon signs
- Vinyl-lettered signs

When determining what materials are chosen for your sign consider quality rather than uniform materials and standardized placement is what establishes a strong relationship among downtown signs.

Primary considerations in choosing sign material should be:

- Durability
- Quality
- Appropriateness to the individual business and building

d. **ILLUMINATION:** Many business owners wish to have their signs illuminated at night, whether the business is open or not. There are several ways to achieve this:

- Spotlights shining on the sign board. This can be by up lighting or by shaded lights shining down onto the sign face.
- Neon signs. Neon requires a higher degree of skill to produce and can be expensive. Good neon can be very dynamic, and some businesses may be able to justify the expense. A good example of new neon in an older building would be spelling out a restaurant's name in neon to hang inside the front window.
- Keep in mind that another effective way to advertise your business, especially if it is a retail store, is to leave key lights on even when you are closed. Allowing passersby to view your merchandise which has been thoughtfully and creatively arranged in your display windows and your store layout often results in those same people returning when you ARE open!

e. **COLOR AND CONTRAST:** Contrast in color and tone between letters and background makes a sign more readable. A dark background with light letters is most easily read but the reverse is also effective. Keep in mind that the lower the contrast between the letters and the background the harder it is for the viewer to read.

It is also of key importance to take the color of your building into consideration when selecting colors for your sign. Select colors that compliment your building – allow the building work with your sign to promote your message.

Generally speaking, a simple color scheme, limited to three colors, will produce the best results. Avoid flashy, “glow-in-the-dark” colors – these belong on the highway and not in downtown.

- f. **LETTERING STYLE:** This largely determines how easily a sign can be read. Because the objective of a good sign is to have its message read and absorbed quickly by the viewer, clear, simple lettering styles are best.

There are three types of lettering:

- **Decorative**
- **Sans serif**
- **Serif**

Decorative styles, such as Old English, tend to be too complex and difficult to read for signs.

Serif and sans serif styles have been in use for centuries and both are appropriate today.

Serif letters feature small spurs, or serifs, attached to each letter and project a more formal, decorative look. They are timeless and classic enough for use on any business or building. For example, this paragraph is written in Times New Roman, a serif style.

Sans Serif letters lack the spurs and are simpler and more modern but equally appropriate for all types of businesses and buildings. This paragraph and the rest of this document is written in a sans serif font called Candara.

- g. **SIZE OF SIGN AND LETTERS:** Consider your audience for each sign you plan to install – is it for pedestrians or vehicular traffic on the road.

- Pedestrian signs should have letters no smaller than three inches.
- Signs for automobile passengers should have letters no smaller than nine inches.
- Generally, 40% of a sign surface should be covered with lettering leaving 60% for background.

- h. **APPROPRIATENESS:** Consider these factors before commissioning a sign:

- Simple is often best. A simple sign exhibiting quality workmanship speaks far better than an elaborate sign that is sloppily crafted.
- A sign should always be appropriate for the business it advertises. A high-quality jewelry store would not want a temporary hand-lettered window sign. But a discount house should not have its name etched into the stone lintel over the door. The appearance and craftsmanship of the sign should reflect the quality of merchandise as well as the type of customer it hopes to attract.
- Your sign should reflect the personality of your business. A design that is more sophisticated than the business can be misleading and will not attract the types of customers you are seeking.

i. **QUALITY OVER QUANTITY IS IMPORTANT:** Once your sign is determined and installed, consider the other signs that should be included.

- Look at your main door, you may have your business name located there but also consider the other signs posted on doors and windows, i.e.: store hours, promotions, menus, and social media icons. All this information is important to the marketing of your business, and if done well can add to the professional look of the storefront and the community.
- On the other hand, too many signs, or hand-written, crooked, outdated and/or faded signs taped to the windows, all detract from the business and add to visual pollution on the street.
- Add in community posters promoting all the good doings and happenings going on around town...and you have what we call in Main Street, 'sign creep'. Over time the windows and storefronts become a repository of information, new, old, and outdated.

- REMEMBER: less equals more when it comes to signage. Pedestrians usually do not stop to read a lot of signs, especially if weather is very hot or inclement. Simple signs are more effective as pedestrians can quickly absorb the information as they pass by.
- Consider putting certain information in specific locations to train visitors to look for it there. For instance, store hours and website address belong on the door, and community posters should be installed in the bottom right of a display window. Pedestrians will soon know where to look for this type of information on each storefront.

Key Takeaways: The Do's and Don'ts of Storefront Signage:

- **Do** use few words. Customers will not read a lot. They are bombarded with visual symbols and design elements every second they are on the street. Keeping signs simple is the way to attract attention and impart information. Try using fewer words and more symbols, photos, and graphic images to communicate messages.
- **Do not** put handwritten signs on storefronts unless it is a chalkboard menu for a café that changes its menu daily. Often, handwritten signs take away from the professional look of a business.
- **Do not** tape business signs to windows. This cheapens the image of the business and often the signs end up misaligned, or the tape stays on the window long after the sign has been removed. Instead, put the signs in acrylic sign holders with suction cups. It creates a more professional look.
- **Do** display your logo at eye level or below for pedestrian traffic, as well as high on the façade for automobile traffic.

DESIGN GUIDELINES FOR SIGNS

This document presents design guidelines for the design of signs. The design guidelines are organized into a series of relevant design topics. Within each category, individual policies and design guidelines are presented, which the City will use in determining the appropriateness of the work proposed. Traditionally, a variety of signs were seen in a downtown. Five different types occurred:

- Small, freestanding signs mounted on a pole or post; located near the sidewalk because the primary structure or business was set-back from the street (e.g., an area with residential character); printed on both sides
- Medium-sized, square or rectangular shaped signs that projected from the building above the awnings or canopies; printed on both sides
- Small, horizontally-oriented rectangular signs that protruded from the building below the awnings or canopies but above pedestrians' heads; printed on both sides
- Medium- to large-sized, horizontally-oriented rectangular signs attached flat against the building, above and/or below the awnings; printed on one side only
- Window signs, painted on glass; used at the street level and on upper floors

Signs that were mounted on the exterior advertised the primary business of a building. Typically, this use occupied a street level space and sometimes upper floors as well. In the case of a large structure that included several businesses on upper floors, the name of the building itself was displayed on an exterior sign. Tenants relied on a directory at the street level.

In addition, signs were mounted to fit within architectural features. In many cases, they were mounted flush above the storefront, just above moldings. Others were located between columns or centered in "panels" on a building face. This method also enabled one to perceive the design character of individual structures.

In This Chapter:

- Sign context
- Appropriate signs
- Sign character

Each nonresidential structure in the Downtown Main Street may have up to five types of signs in use at any given time: primary, secondary, window, portable, and temporary. Multi-tenant buildings shall share signage through co-locating the various businesses' advertising on directories and monument or other approved signs via an approved Master Sign Plan.

- A primary sign represents the owner's largest sign expense and is likely the most important of the five sign types. Only one primary sign will be allowed per business per building. The primary sign's audience is specifically the viewer driving past in a vehicle.
- Secondary signs are utilized in addition to the primary building sign. Typically, a secondary sign protrudes from the building below the awnings or canopies but above pedestrian heads, printed on both signs. This may also be a small to medium free-standing sign mounted on a pole or post. The secondary sign is generally intended to capture the attention of the pedestrian walking on the sidewalk.
- Window signs are painted or applied to the glass used at street level and/or on upper floors. The window signage is intended for the pedestrian walking on the sidewalk and conveys specific information about the business offered.
- Portable signs are intended for the pedestrian walking on the sidewalk. Portable signs include sandwich boards, signs mounted on easels, or freestanding frames with sign inserts.
- Temporary signs are used for a special purpose, such as limited-time offer or a sale. Development Services Department staff may approve temporary signs for up to 30 days. I

The applicable sign standards shall be those contained within these design guide-lines. The sizing, placement, manner, and overall aesthetics of a sign shall be regulated to conform to other guidelines in this chapter. A business logo cannot be altered if it is federally trademarked.

Policy: Design a sign to be in balance with the overall character of the property.



The overall facade composition, including ornamental details and signs, should be coordinated.

A sign typically serves two functions: first, to attract attention, and second to convey information, essentially identifying the business or services offered within. If it is well designed, the building front alone can serve the attention-getting function, allowing the sign to be focused on conveying information in a well-conceived manner. All new signs should be developed with the overall context of the building and of the area in mind.

1 Consider the building front as part of an overall sign program.

- Coordinate a sign within the overall façade composition.
- A sign should be in proportion to the building, such that it does not dominate the appearance.
- Develop a master sign plan for the entire building; this should be used to guide individual sign design decisions.

2 A sign shall be subordinate to the overall building composition.

- A sign should appear to be in scale with the facade.
- Locate a sign on a building such that it will emphasize design elements of the facade itself.
- Mount a sign to fit within existing architectural features. Use the shape of the sign to help reinforce the horizontal lines of moldings and transoms seen along the street.



A sign should be in proportion to the building, such that it does not dominate the appearance.

Policy: Appropriate signs include freestanding, flush mounted, window, projecting, hanging, awning, and directory signs.

Well-designed signs are needed in downtown Taylor for communication and identifying goods and services available in the Downtown. But signs are artifacts in themselves. They are a significant component of the environment. Signs affect the quality, image, and cohesiveness of the entire historic District.

The placement or location of a sign is a critical factor in maintaining the order and integrity of the Historic Downtown District. Consistent placement of signs according to building type, size, location, and even building materials create a visual pattern that the pedestrian can easily interpret and utilize to the mutual benefit of merchants, tourists, and customers.



Freestanding or pole mounted signs may be considered.

3 A primary sign should identify the services or business offered within.

- To avoid driver confusion, the information on the primary sign should be in a large enough font or design that it is easily viewable from a vehicle.
- The sign should contain only enough information to alert the viewer in a vehicle to the location of the business or entity at the building.
- Whenever possible, other signs should be utilized for information geared towards pedestrian or other viewers.
- The primary sign should be easily viewable from a vehicle with as little visual clutter as possible.

4 A secondary sign should identify the services or business offered within.

- Typically, a secondary sign is intended to capture the attention of pedestrians walking on the sidewalk.
- The sign should contain only enough information to alert the viewer on a sidewalk to the location of the business or entity at the building.
- The secondary sign should be easily viewable from the sidewalk with as little visual clutter as possible.

5 Freestanding or pole mounted signs may be considered.

- A freestanding sign may be used in the front yard of a former residence with a commercial use.
- A freestanding sign may also be used in areas where the primary use is set back from the street edge.

6 A flush-mounted wall sign may be con-sidered.

- In many cases, turn-of-the century building types common in Taylor have a fascia, which is a panel by trim that sits just above the transom. This is the ideal location for the primary building sign. The fascia is typically located above the transom and below the second-floor windows.
- When utilizing the fascia as the sign placement location, it is important to respect the fascia's borders. In other words, the sign should not overlap or crowd the top, bottom, or ends of the frieze.
- When feasible, place a wall sign such that it aligns with others on the block.

7 A flush-mounted wall sign shall not exceed one square foot for every one foot of linear facade width.

- For instance, a building with twenty feet of street frontage would be eligible for a sign of twenty square feet ($20 \times 1 = 20$). In true sign dimensions, this would be a sign of approximately two feet by ten feet.
- Note that the formula establishes the maximum permitted sign area, when all other factors of scale, proportion, and compatibility are met. A sign does not have to be as large as this equation allows. The first consideration shall be compatibility with the size and character of the facade.
- In a case where a building has more than one face exposed to a public way, the allowed sign area may not be combined.



Locate a flush-mounted sign such that it fits within a panel formed by moldings or transom panels.



When utilizing the sign frieze as the sign placement location, it is important to respect the frieze borders.



A window sign may be considered. A window sign may be painted on or hung just inside a window. (Wichita, KS)

8 A window sign may be considered.

- A window sign may be considered in addition to the primary building sign to convey specific information regarding contact information (i.e. telephone number, email, or web address of a business), other business locations, or list more than one (1) specific product or service.
- A window sign should cover no more than thirty percent (30%) of the total window area.
- It may be painted on the glass, attached with flush vinyl, or hung within 3' inside a window using appropriate attachment materials.
- While window displays are not reviewed by the Development Services Department, their use is very important to retailers. The attractiveness of a display is likely the highest contributing factor to whether or not a pedestrian will enter a store, and its design should be carefully planned.

9 A hanging sign may be considered.

- A small hanging sign is easier for a pedestrian to read than other sign types and is encouraged.
- A small hanging sign should be located near the business entrance, just above the door or to the side of it.
- A hanging sign installed under a canopy should be a maximum of ____ of the canopy's width.
- A hanging sign should be mounted perpendicular with the building facade.
- A hanging sign should provide a minimum of seven feet clearance between the sidewalk surface and the bottom of the sign. However, a hanging sign mounted under a canopy may provide a minimum clearance of seven feet.
- A hanging sign shall be no more than ____ square feet in size.



A small hanging sign should be located near the business entrance.

10 A projecting sign may be considered.

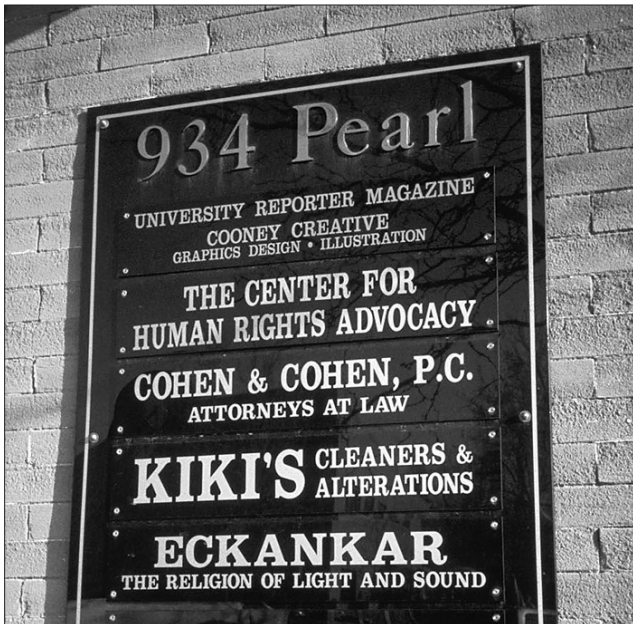
- A projecting sign should appear to be in proportion with the building. It should not overwhelm the appearance of the building or obscure key architectural features.
- A projecting sign shall provide a minimum clearance of seven feet between the sidewalk surface and the bottom of the sign.
- A projecting sign shall be no more than ____ square feet in size with a maximum sign height of ____ feet.
- Additionally, a projecting sign shall in no case project beyond ____ of the sidewalk width.
- Signs should not obscure the view of any windows, existing signs, and/or adjacent buildings to an unreasonable extent.
- A large projecting sign is not permitted unless other types of signage are not appropriate for the building.
- A large projecting sign, if approved, should be mounted higher, and centered on the facade or positioned at the corner of a building. Generally, a projecting sign should not be located above the second floor.
- "Blade" signs are considered projecting signs and should follow the guidelines for projecting signs.
- Any two-sided sign shall be designed to be back to back and in no case shall both sides of the sign be visible at any time to the reader.



A larger projecting sign should be mounted higher, and centered on the facade or positioned at the corner of a building.



Awning and canopy signs may be considered.



Where several businesses share a building, coordinate the signs. (Boulder, CO)

11 Awning and canopy signs may be considered.

- An awning or canopy sign shall not exceed one square foot for every one linear foot of facade width. In no case should an awning or canopy sign exceed the size of the awning or canopy surface to which it is applied.
- The size of an awning or canopy sign shall be calculated by its actual area and shall be included in the calculation for total allowable building signage.
- Consider mounting a sign centered on top of a building canopy where a flush-mounted sign would obscure architectural details.
- A sign mounted on top and affixed to a building canopy, and located perpendicular to the building shall not be allowed.
- Appearance of a sign as viewed from an upper level out must be considered.

12 A directory sign for multi-tenant buildings must be considered.

- A Master Sign Plan is required for multi-tenant buildings.
- Where several businesses share a building, coordinate the signs. Align several smaller signs, or group them into a single panel as a directory.
- Use similar forms or backgrounds for the signs to tie them together visually and make them easier to read.
- The manner in which a directory sign is mounted to a building, either flush to or projecting from a wall, will determine the maximum allowable sign area.
- Electronic message centers are not allowed.
- Signage allocation must be considered when setting up a building for multiple tenants, and the appropriate distribution of allowable sign square footage and sign sizes and locations planned for the various tenants.
 - For the maximum area of a flush-mounted sign see design guideline 7.
 - For the maximum area of a projecting sign see design guideline 10.

13 A portable sign may be considered, in the Downtown Overlay District.

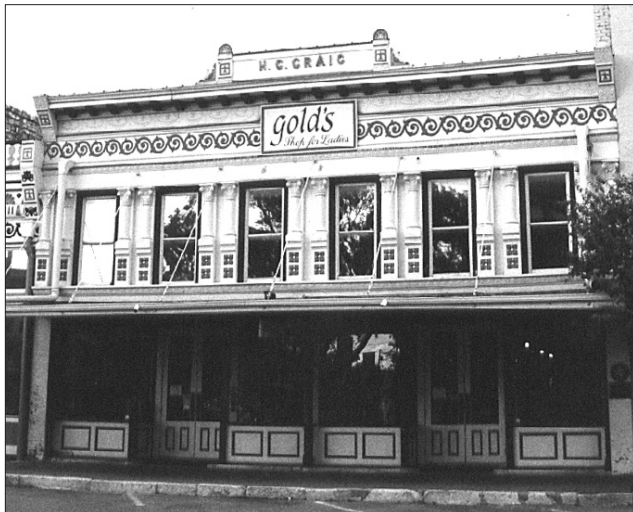
- Portable signs are intended for pedestrian traffic on the sidewalk and can convey specific information regarding contact information.
- A portable sign may list more than one specific product or service and/or promotional information (i.e., daily specials, sales, or business related announcements.)
- Portable signs include A-frame, sandwich boards, signs mounted on easels or free-standing frames with sign inserts.
- An A-frame or sandwich board sign should be limited to 12 square feet of surface per side and should in no case exceed four feet in height and three feet in width.
- A sign mounted on an easel or a free-standing frame with a sign insert should be limited to six square feet of surface per side and should in no case exceed five feet in height and three feet in width.
- A portable sign should not interfere with pedestrian traffic.
- The sign shall be internally weighted rather than secured with sand bags or other external means.
- Portable signs shall be taken inside when the business being advertised is not open.
-



A portable sign may be considered, in the the Downtown Main Street District.



This position keeps details visible.



Although this sign is appropriately designed and scaled to fit this traditional building, it is mounted in a manner that obscures architectural details.

14 A temporary sign may be considered.

- A temporary sign (including banners) should be limited to a maximum of twenty-four square feet in area with a maximum height of three feet.
- A temporary sign, when installed, should not obscure windows or other architectural details of a building.
- In no case will a temporary sign be allowed to substitute as a permanent sign.
- Development Services Department staff may approve temporary signs for up to 30 days.
- Temporary signs should respect the design and color guidelines for permanent signs.

15 A sign should not in any way obscure or compete with architectural details of an historic building facade.

- This is especially important for a building with historic significance.
- A sign should be designed to integrate with the architectural features of a building not distract attention from them.

Policy: A sign should be in character with the material, color, and detail of a building.

16 Signs that are out of character with those seen historically and that would alter the historic character of the street are inappropriate.

- Animated signs are prohibited.
- Any sign that visually overpowers the building or obscures significant architectural features is inappropriate.



Painted wood and metal are appropriate materials for signs.

17 Sign materials should be compatible with that of the building facade.

- A simple, easy-to-read sign design is preferred.
- Typefaces that are in keeping with those seen in the area traditionally are encouraged.
- Select letter styles and sizes that will be compatible with the building front. Generally, these are typefaces with serifs.
- Avoid hard-to-read or overly intricate typeface styles.
- Painted wood and metal are appropriate materials for signs. Their use is encouraged. Unfinished materials, including untreated wood, are discouraged because they are out of character with the context of the Historic District.
- Plastic is not permitted, except for flush, adhesive, professionally installed lettering.
- Highly reflective materials that will be difficult to read are inappropriate.
- Painted signs on blank walls were common historically and may be considered.



Symbol signs add interest to the street, are quickly read and are remembered better than written words. (Durango, CO)

18 Using a symbol for a sign is encouraged.

- A symbol sign adds interest to the street, can be read quickly and is remembered better than written words.

19 Use colors for the sign that are compatible with those of the building front.

- Sign colors should be limited. In general, no more than three colors should be used. For these Guidelines, black and white are not counted as colors.
- Signs with photo images, including multiple colors, are appropriate on A-frame/sandwich board type signs only.



Symbol signs, like this barber's pole, were used historically and their use is encouraged today.

20 The light for a sign should be an indirect source.

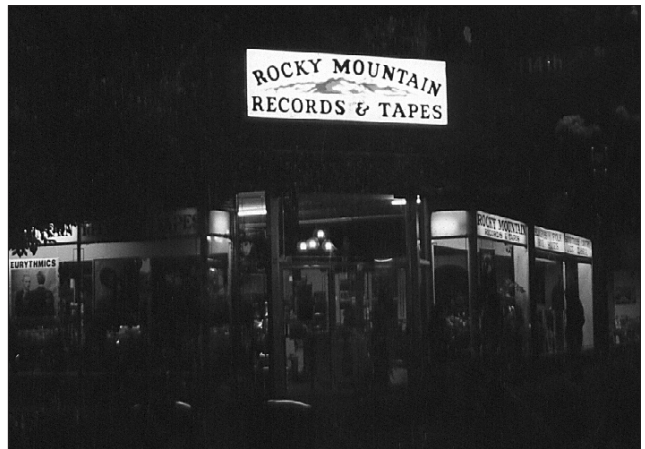
- Light should be directed at the sign from an external, shielded lamp.
- The fixture should have a sense of design, which is coordinated with the sign surface and appropriate to building style and character.
- A warm light, similar to daylight, is appropriate.
- Light should not shine directly or reflect into the eyes of pedestrians.
- Exposed up-lights are inappropriate.



Lighting that is directed at a sign from an external, shielded lamp, is preferred.

21 If internal illumination is used, it should be designed to be subordinate to the overall building composition.

- Internal illumination of an entire sign panel is discouraged. If internal illumination is used, a system that backlights only the sign text is preferred.
- Neon and other tubular illumination may be considered. However, use neon in limited amounts so it does not become visually obtrusive.
- Internal illumination of an awning is inappropriate.



Internal illumination of an entire sign panel is discouraged.

22 Neon signs may be considered in limited situations.

- The use of neon signs is more appropriate to new construction, non-historic structures, and historic structures built after 1930. These signs should have an historic character.



Signs should have a professional quality and a finished appearance.

23 Sign brackets and hardware should be compatible with the building and installed in a workman-like manner.

24 Maintenance of signs shall be required.

- Re-secure sign mounts to the building front.
- Repaint faded graphics.
- Repair worn wiring.
- Replace burned out bulbs.
- Remove non-historic, obsolete signs.
- Preserve historic painted signs in place as decorative features.

25 Signage should have a professional quality and a finished appearance.

- Signs that appear to be temporary, unfinished, or homemade are not allowed.
- A change in a portion of a multi-tenant sign should be consistent with the original, approved design.

26 Changing tenants in buildings with approved multiple tenant signs.

- Staff may approve sign face changes if they are the style of the approved multi-tenant sign.

Main Street Advisory Board

October 21, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

6. Review guidelines for FIG

TAYLOR MAIN STREET
Façade Improvement Grant (FIG) Program Application

Please return completed the application with necessary attachments and signatures to the Main Street Office in Taylor City Hall. If you have any application questions, please contact the Main Street Manager at 512-352-3463.

Applicant Name

Date

Business Name

Mailing Address

Contact Phone

Email Address

Building Owner (if different from applicant)
--

Historical/Current Building Name

Project Site/Address

Type of Work: (check all that apply)

☐ Paint Only

☐ Signage

☐ Masonry Cleaning/Paint Removal

☐ Facade & Building Renovation

☐ Awning/Canopy

☐ Uncovering/Replacing Windows

☐ Other: _____

Details of planned improvements relating to grant request (attach additional information if necessary).

How will this project benefit Downtown?

Project Categories	Estimated Costs	Grant Requested
Facade/Building Rehab		
Awning/Canopy		
Signs		
Masonry Clean/Paint Removal		
Paint		
Uncovering/Replacing Windows		
Other:		
Totals		

TOTAL COST OF PROPOSED PROJECT \$ _____

TOTAL GRANT REQUEST \$ _____
(May not exceed 50% of TOTAL COST up to \$2,500)

List Contractor Proposals and Total Amounts (please attach original proposals):

1. _____
2. _____
3. _____

Attach all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building 's exterior facade, roof and foundation.

Applicant's Signature

Date

OFFICE USE ONLY:

Date completed packet was received: _____

DOWNTOWN REINVESTMENT GRANT AGREEMENT FORM

Please complete and return with the Façade Improvement Grant Application to the Main Street Office in City Hall; 400 Porter Street. If you have any questions, please contact the Main Street Manager at 512-352-3463.

I have met with the Main Street Manager, and I have read and fully understand the Façade Improvement Grant procedures established by the Taylor Main Street Advisory Board. I intend to use this grant program for the aforementioned renovation projects to advance the efforts of revitalization and historic preservation of Taylor's historic downtown. *I have not received, nor will I receive insurance monies for this revitalization project.*

I understand that if I am awarded a Façade Improvement Grant by the City of Taylor, any deviation from the approved project may result in the partial or total withdrawal of the grant. (If I am awarded a reinvestment grant for facade, awning or sign work and the facade, sign or awning is altered for any reason within **one (1) year** from construction, I may be required to reimburse the City of Taylor immediately for the full amount of the grant.)

Business/Organization Name

Applicant's Signature

Printed Name

Date

*Building Owner's Signature
(if different from applicant)*

Printed Name

Date

This section is to be completed by Taylor Main Street staff:

Date considered by TMS

Recommendation

Staff Signature

*Date considered by Main Street
Advisory Board*

Recommendation

Staff Signature

REVIEW PROCESS

Factor	Weight	Points	Score
Improvement needs and type of work being proposed for grant funding	20%		
Consistency with Secretary of the Interior's 10 Standards for Rehabilitation	20%		
Recommendations of the Texas Main Street Design Team	15%		
Recommendations of the Taylor Main Street Manager	15%		
Overall impact of the project on the Downtown District.	15%		
Amount of investment by the property owner (a higher percentage of owner investment will be given a higher weight)	10%		
Willingness to adhere to renovation guidelines for buildings listed on the National Register of Historic Places	5%		
Total Score			



Façade Improvement Grant Applicant Checklist

Date _____

Name of Applicant _____

_____ Application Received

_____ Meeting – overview of process _____ (date)

_____ Grant is not retroactive; must be approved prior to start of work

_____ Applicant is current on all taxes, utilities, and fees

_____ Permission from Property Owner, if needed _____ Yes _____ No

_____ TMS Guidelines (if applicable) _____ (date emailed)

_____ Submit overview of work/façade renderings to Main Street Office

_____ Submit Bids for work/who is conducting the work

_____ Permits pulled (provide verification to the Main Street Office)

_____ Additional applications as needed

_____ Improvements must be maintained for a minimum of one year

_____ Final meeting/MOU/approval to begin after all conditions are met

_____ Closeout statement signed by both parties _____ (date)

If you have any questions, please do not hesitate to contact Jan Harris at 512-352-3463 or via email at Jan.Harris@TaylorTX.gov. We look forward to working with you!

Main Street Advisory Board

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Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

7. Review of FIG for 201 W 4th St

Eulenfeld Construction and Interiors
604 E. Lake Dr.
Taylor, TX 76574
512-365-7174 Fax 512-352-7174

Harlan and Mary Linda Hays

201 W. 4th St.
Taylor, TX 76574
512-630-1753

Page 1

Proposal

8
18
2020

Front of Building Repairs

Attempt to install 1 pushed piling pier under front structural beam and lift slightly to level front, east end of building between 2 long windows.	\$	1,600.00
Replace approx. 32'x4' of front sidewalk on east end of building which is sloping back toward the building and allowing water to get under building. Includes replacing damaged concrete floor which has collapsed because of the water infiltrating from backwards sloping sidewalk.	\$	15,000.00
Repair, as best as possible, lower brick of exterior wall at east end of building where water has been coming in due to sidewalk sloping the wrong direction.	\$	400.00
Replace approx. 10'6" x 2'9" glass window, split in the middle to make 2 pcs. 2nd opening from the east end of the building.	\$	650.00
Replace approx. 6' x 3'6" glass window. 3rd opening from the east end of the building.	\$	250.00
Replace approx. 10' of wood fascia bd on front of building.	\$	900.00
Prime and paint new fascia bd.	\$	260.00
Paint over signage with owner provided paint.	\$	570.00
Trim 2 oak trees on East end of building. (Woodsman)	\$	800.00

Widen West Entry

Install 2 cedar 2x12x8' long on either side of wall above existing door opening. Drill through wall and use long bolts with nuts and large washers to sandwich the brick together while temporarily supporting the roof and brick wall load. These 2x12 headers will also be used to mount tenant provided railing for tenant provided, 4', horse stall, sliding door.	\$	1,000.00
Cut brick out widen the existing opening to the south out to approx. 45". Brick height in the door way, will remain the same. All brick to remain unfinished.	\$	1,000.00
Remove existing wood door support and paneling, south of door opening on both sides of wall.	\$	200.00
Install tenant provided 8"x8"x4' beam with cedar 2x materials to support beam on each side of doorway.	\$	550.00
Move existing S hand rail over to accommodate new width of doorway.	\$	50.00
Build ramp wider to cover width of new opening. Install old 1x4 t&g flooring (rustic) on top of ramp. Ramp will remain same length.	\$	500.00
Install tenant provided railing and tenant provided, 4', horse stall, sliding door. Add hasp on each side of door for locks.	\$	500.00
Move electrical pipes, wires, plugs and switches as needed. Does not include any prime or paint.	\$	800.00

Materials and Labor

\$ 25,030.00

Sales Tax

\$ 2,065.00

Total:

\$ 27,095.00

Any details not specified, will be left to the discretion of the contractor.

This proposal, may be withdrawn, full or in part, at any time.

50% down, balance upon completion.

Thank You!

Craig J. Eulenfeld

Harlan Hays

Mary Linda Hays

Date:

Date:

Main Street Advisory Board

October 21, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

8. Date for Work Session to develop 2021 work plan



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Main Street's Role in Planning for recovery
DATE: 8/4/2020

Downtowns and urban commercial districts across the U.S. will not recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event will all be greatly dependent on having an informed and strategic recovery plan. A Recovery Work Plan will position Main Street Taylor with a road map, a leadership position in the recovery, and an opportunity to secure implementation resources through advocacy.

This is what I would advocate as our work plan for the coming year:



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



Main Street Advisory Board

October 21, 2020

Agenda Item Cover Sheet

REGULAR AGENDA ITEMS

9. Upcoming Agenda Items