

MINUTES

CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD
October 21, 2020

MEMBERS PRESENT: Steve Truex, Shannon Grace, Sharla Gola, John McRae, Erwin Stauffer (entered the meeting at 6:15 pm)

MEMBERS ABSENT: Scott Dean and Stacey Smith

STAFF PRESENT: Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager

OTHERS PRESENT: Tia Rae Stone, Chamber of Commerce President and Chuck Bush

- I. CALL TO ORDER AND DECLARE A QUORUM:** It was agreed in Chairman Dean's absence, that Sharla Gola would preside as Chairperson. She called the meeting to order at 5:36 pm with a quorum present.
- II. CITIZENS COMMUNICATION:** No communication from the citizenry.
- III. CONSENT AGENDA**
 1. Review and approve minutes from the meeting on August 20, 2020. **MOTION:** To receive the August 20, 2020 meeting minutes as presented made by Shannon Grace/ seconded by Steve Truex/approved unanimously.
 2. Receive the financial reports from August and September 2020. **ACTION:** The financial reports were received by the board as information.
- IV. REGULAR AGENDA: Review, Discuss and Consider Action:**
 1. **Main Street Manager's reports** - Jan presented the following reports to the board:
 - a. **Manager's Activity Report:** Jan reviewed the various meetings she attended in the course of her duties including TDA and Main Street meetings; meetings with the Chamber of Commerce and Public Arts Advisory Board; meetings with downtown stakeholders and departmental meetings.
 - b. **Board Member Attendance Report:** The attendance report was reviewed with the board and attendance was strongly encouraged at all meetings.
 - c. **Downtown Property Report:** Jan reviewed the two reports indicating properties for sale and those for lease in the downtown district. She reported that there are 7 properties for sale at this time comprising almost 52,000 SF of space. There are 11 properties being marketed for lease ranging from a small personal office space to a 16,000 SF building. The total estimated square footage currently offered for lease in the downtown equals just short of 70,000 SF.
 - d. **Downtown Business Report:** Jan reported a net gain of new businesses in the downtown. In September, 2 businesses were lost (Cherry Tree Creative and Ricoco's Latin Grill) while 5 new ventures opened (Monarcas Mexican Restaurant, Hola Aloha, 4th Street Mercantile, Cookies, Cupcakes & More, and Downtown Social). In October, no businesses closed, and Red Rider Studios relocated from the Titworth Building to the Lofts at 2nd & Main.
 2. **Discuss and consider action on updates to the current sign ordinance regarding lighted signs and banners:** **MOTION:** John McRae made a motion to inform Council that the MSAB wants more time to arrive at a decision on the issues presented related to lighted signage and would use the opportunity to encourage dialogue with the business community concerning signage / Sharla Gola seconded the motion/

unanimously approved. **MOTION:** Shannon Grace made a motion to recommend to the Council that feather banners be allowed for short periods of time with a permit / Steve Truex seconded the motion / carried unanimously.

3. **Review signage design guidelines:** Jan presented two versions of sign design guidelines to the board. John McRae suggested that staff obtain 2-3 examples of strong sign ordinances with design guidelines and present them to the board. The cities of Georgetown and Fredericksburg were noted as was the work of Winter & Associates who developed Georgetown's guidelines. **ACTION ITEM:** Staff will provide 2-3 examples of strong sign ordinances with design guidelines and provide the board with links to them.
4. **Review guidelines and checklist for the Façade Improvement Grant:** Jan presented the updated FIG guidelines as requested at the August meeting. She pointed out that it now stated that contractor proposals had to be itemized and that all applicable permits would have to be submitted to staff prior to the award of the reimbursement grant check.
5. **Receive materials from contractor for 201 W. 4th Street FIG application:** An itemized list had been provided by Craig Eulenfeld for the project. However, it has since been determined that the latest list is incorrect. Property owner Mary Linda Hays is submitting a fresh grant application with Eulenfeld providing a correct itemized list for his proposal of work and copies of all applicable permits. After review, it is anticipated that the FIG check will be released.
6. **Set a date and time for a work session to develop 2021 work plan: ACTION ITEM:** After discussion, it was determined that Jan will provide the board with background information relative to work plan development and the incorporation of transformative strategies into the 2021 work plan for downtown Taylor. A meeting can be called to review the role of the Main Street Board in work plan development. **ACTION ITEM:** Jan will also bring 4-5 key issues and seek the board's input at to the program's future actions which will be set down in the work plan.
7. **Discuss items for upcoming agendas**
 - Update on 201 W 4th Street FIG
 - Rental Assistance Program budget
 - Applications for Rental Assistance program
 - Release of funds for Ed Hile's Fire Suppression Grant for 104 E 2nd St
 - Result of public comment requested for internally lit signage
 - Further discussion on sign design guidelines
 - Work plan development

V. **ADJOURN: MOTION:** A motion to adjourn was made by Erwin Stauffer / seconded by John McRae / Unanimous. Meeting adjourned at 7:05 pm

Respectfully submitted:

Jan Harris

Main Street Manager