

MEETING MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on October 20, 2021

Taylor City Hall Conference Room

Main Street is a grassroots effort of Economic Development through Historic Preservation

The Main Street Movement is based on the 4 Point Process:

1. ORGANIZATION – Bringing together your stakeholders (property & business owners, residents, employees, schools, government, organizations, etc.) to work toward a goal of a revitalized DT.
2. DESIGN – Improving the curb appeal of downtown and creating a safe, welcoming, and inviting environment both in the overall district and in the individual stores.
3. PROMOTION – Telling your downtown's story. So much more than special events – it is marketing to your residents, workers, visitors, and shoppers.
4. ECONOMIC VITALITY – Supporting your existing business mix while actively recruiting new

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

STAFF PRESENT: Jan Harris, Main Street Manager

GUESTS PRESENT: Ian Davis, Texas Beer Company

I. CALL TO ORDER AND DECLARE A QUORUM – Chairman Moss called the meeting to order at 5:31 pm and noted that a quorum was present.

II. CITIZENS COMMUNICATION – None currently.

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

A. Review and approve minutes from the MSAB regular meetings held on August 23, 2021 and September 30, 2021 and the Main Street Board Retreat held on September 30, 2021 – MOTION: A motion was made to approve the August and September minutes as presented. E. STAUFFER / J. MCRAE / UNANIMOUS

B. Receive the financial reports from September 2021 and review the FY 21-22 budgets. MOTION: The board received the financial reports as information.

C. Main Street Manager's reports:

- 1. Manager's Activity Report** – Jan reviewed her monthly activity report with the board.
- 2. Downtown Property Report** – A typographical error was noted in the Available Property Report which will be corrected. Of the 9 properties listed for sale on the report, 3 had been sold, 2 were under contract, and 1 had an interested buyer. There are 14 properties listed for lease in the downtown district – 4 have been leased, and another is being considered for lease.
- 3. Downtown Business Report** – There were no outgoing businesses reported for October, 5 businesses are in the process of opening in the downtown and another property is relocating into the district.
- 4. Board Member Attendance Report** – Jan reviewed the attendance report with the board.

D. Possible changes to Taylor Main Street Grant programs – Jan presented a report on the effectiveness of the Rental Assistance Grant over the past 9 years noting that fewer than 40% of the recipients of the grants are still in business today. She also requested that the board consider increasing the match for the signage grants to help defray the increasing costs of quality signage. **DISCUSSION:** Curie Humphreys noted that the reason the Rental Assistance grants were developed was to encourage new businesses to fill the large number of empty buildings in downtown a decade ago. This is no longer an issue. **MOTION: To eliminate the Rental Assistance grant and to increase the Signage Grant match from \$500 to \$1500 with the balance of the funding from the Rental Assistance Grants being allocated to the Façade Improvement Grants. D. MOSS / J. SNYDER / UNANIMOUS.**

E. Committee report on Signage Design Guidelines project. Jan gave an update on actions taken by the City Council regarding permanent signage and special event signage. Doug Moss reported that the Downtown Sign Guidelines work from Susie Gibson was in its 3rd revision. It was discussed that, while the Main Street Board cannot recommend one sign professional over another, it would be appropriate for a list of sign professionals to be included in the guidelines for business owners to review. **ACTION ITEM: Jan to send out the last revision of the guidelines for the Board's review. ACTION ITEM: Add a listing of sign professionals to the Guidelines packet which would be periodically reviewed and modified.**

F. Committee report on Open Flag project – Ashley Doss discussed with the board ways to divide the number of businesses eligible for the downtown flags between the board members and Jan to prevent the task from being too difficult for any one person. **ACTION ITEM: Ashley will email the businesses in the downtown group and share the applications with them for completion. ACTION ITEM: Jan will send the list of eligible businesses to Curie and Ashley. ACTION ITEM: Jan will ask Rick Jones when he has time to install the flags.**

G. Staff report on Downtown Banner Project – Jan reported that the downtown banners were here and that the red “Welcome” banners were interspersed in the downtown with the Cr Show banners.

H. Update on Music on Main Concert Series

1. Discussion that the Music on Main Concerts adversely impact 3rd Thursday sales – Ian Davis reported that the concerts did attract people to downtown, the September concert which started at 6 pm rather than 7 did hurt businesses by pulling them out of the stores and restaurants.

It was discussed that downtown restaurants could develop Gran & Go meals which would be promoted on Facebook, etc. which could benefit both the concert attendees and the downtown businesses. **MOTION: To recommend to the Public Arts Advisory Board that:**

1. **the downtown businesses be actively included in a plan which involves the downtown restaurants/venues in conjunction with the Music on Main Concert series with the goal of achieving collaborative and mutually supportive series of events.**
2. **that the concerts maintain the 7 pm – 9 pm format to avoid pulling shoppers from the stores and restaurants during Third Thursday prior to 7 pm.**
3. **food trucks be discouraged in favor of encouraging downtown restaurants to either offer pre-boxed concert dinner specials at their locations and/or by having a supply of dinner boxes for sale at the venue.**
4. **advertising for Music on Main (including posters) include cross-promoting efforts with a 3rd Thursday logo and “shop local/shop downtown” logo included in materials. A. DOSS / R. RIVERA / UNANIMOUS**

2. **Plans for Joe Posada concert** – Saturday, November 13th – Jan reported that the last Music on Main Concert for the 2021 season will feature 3-time Grammy Award winner Joe Posada. The concert will run from 7-9 pm in Heritage Square.

I. Update on Main Street Car Show

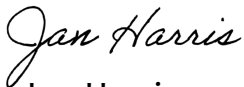
1. **Call for volunteers** – Jan asked the Board members to volunteer for the Car Show and for Spooktacular.

J. Discuss items for upcoming agendas –

- Advertising for 2nd Saturdays
- Report from Jan on the TX MS Managers' Training and the TDA Conference
- Digi maps project
- Revised grant applications
- Cara's report from the Board Retreat

IV. ADJOURN – MOTION: To adjourn the meeting at 7:20 pm. J. MCRAE / E. STAUFFER / UNANIMOUS

Respectfully submitted,



Jan Harris

Main Street Manager