

**MEETING MINUTES
MAIN STREET ADVISORY BOARD
6:00 pm – October 18, 2023
City of Taylor Conference Room**

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

VISITORS PRESENT: Chuck Farr and Mike Hobble

STAFF PRESENT: Jan Harris, Main Street Manager

STAFF ABSENT: Ruby Fisher, Special Events Coordinator

I. CALL TO ORDER AND DECLARE A QUORUM – Chairman Moss called the meeting to order at 6 pm and noted that a quorum was present.

II. CITIZEN COMMUNICATION – There was no citizen communication.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on September 20, 2023
MOTION: To approve the minutes of the September 20, 2023 meeting as presented.
E STAUFFER / J SNYDER / UNANIMOUS

B. Review and receive the financial reports from October 2023 – Jan Harris reviewed the new budget with the board.
ACTION: The financial report was received as information by the board.

IV. REGULAR AGENDA-New Business:

A. Receive information, discuss, and consider action on a Façade Improvement Grant from Mike Hobble for 206 N Main St. – Jan Harris presented the packet for the awning replacement project. The existing awning was rotten from the inside. The new awning is a replica of the old one apart from the top of the new awning is covered with metal rather than the original tar paper & gravel. The height of the fascia board is the same as the width and length of the new awning to the original. The under canopy is heavy duty painted plywood. The cost of the project is \$7,050 and 50% of that is \$3,525.00.
MOTION: To approve the Façade Improvement Grant request as presented and award Mike Hobble a grant in the amount of \$3, 250.00 upon the receipt of proof of payment. J MCRAE / J SNYDER / UNANIMOUS

B. Receive information, discuss, and consider action regarding the purchase of advertising space in the chamber's 2024 Taylor Visitors Guide: Jan Harris presented the board with information on advertising in the Greater Taylor Chamber of Commerce's 2024 Map and Visitors Guide. She suggested that the advertisement could promote the new website www.ShopDowntownTaylorTX.com and feature the QR code accessing the site.
MOTION: To authorize the Main Street Manager to purchase a half panel advertisement for \$435 in the 2024 Taylor Map and Visitors Guide. J LOPEZ / J MCRAE / UNANIMOUS
ACTION ITEM: Chairman Moss appointed Ruby Fisher, Curie Humphreys, and Jan Harris to develop the design for the advertisement.

C. Receive information and discuss board member involvement in upcoming Main Street Special Events: – In Ruby Fisher's absence, Jan Harris reviewed the progress on the following upcoming special events:
a. Main Street Car Show – Jeff Snyder encouraged all the board members to volunteer to

work at the Car Show. They would be needed with checking in the vendors, assisting the vendors as needed with load in and load out of merchandise. He advised the board that they would be needed starting between 6.30 and 6.45 am on Saturday and that they were to gather at City Hall to receive instructions.

- b. **Spooktacular** – This event is on Halloween between 6 pm and 8 pm in Heritage Square. The board members are encouraged to participate and help Main Street staff hand out candy/treats or for them to have their own tables for candy for the children.
- c. **Duck Buck Raffle** – Ruby Fisher has developed a sponsorship packet for businesses seeking to help underwrite this new event which will launch on Shop Small Saturday and culminate on December 9th at the Shop Small Sip & Stroll.
- d. **Shop Small Sip & Stroll** – Ruby has developed a sponsorship packet for this new event as well as a business participation sign-up sheet.

ACTION: The report was received by the board as information.

V. REGULAR AGENDA - Continuing Business:

A. Main Street Manager's reports – Jan Harris gave the following information to the board:

- 1. **Manager's activity report** - During September 1 – October 13, the Manager attended 8 board and committee meetings, participated in 7 different training sessions/meetings for professional development, held a second meeting with 1 group interested in purchasing a downtown property, and met with 2 downtown property/business owners interested in grants, and issued 1 Film Project Permit.
- 2. **Main Street business & property report** - During September 1 - October 13, there have been 7 properties listed for sale for a total square footage of 42,138, 15 building/spaces are for lease (some are small spaces within large buildings) for 37,019 SF; no properties were leased. The Neighborhood Bottle Shop opened on Saturday, October 14th. No businesses closed during the reporting period.

ACTION: The report was received as information by the board.

B. Special Events Coordinator's report – Jan Harris presented the Special Events Coordinator's monthly report in Ruby Fisher's absence. Between September 1 and October 13, the SE Coordinator attended 5 meetings, visited 7 businesses, active in planning 5 special events, held one special event, had 10 special event permits either issued or pending approval, and attended 1 professional development meeting.

ACTION: The report was received as information by the board.

C. Review the Action Item List and receive updated reports on the items listed. Jan Harris reviewed the Action Item List with the board. The following changes were made:

- 1. Ad Hoc Committee for the Justice Center/City Hall Project – Committee Chairman John McRae reported that he'd sent a list of questions to Assistant City Manager Tom Yantis and he hopes that the Committee will be able to meet with him soon. He also reported that a 3-day trip is proposed for the committee and other staff members to visit City Halls around Texas and more information would be available soon.
- 2. Determine the photos for inclusion on the backs of the DT Directory maps – Item marked as completed.
- 3. Review and make recommendations to improve the DT Business survey. Curie Humphreys will submit suggestions to the Main Street Manager.
- 4. Plan the 2024 Blackland Prairie Day festival – The committee composed of Erwin Stauffer, Jeff Snyder, Jenn Lopez, and Ruby Fisher will begin to meet soon.
- 5. Assist with the planning & implementation of Small Business Sat-Wine Stroll events – The committee composed of John McRae, Curie Humphreys, Ruth Rivera, and Ruby Fisher will begin to meet soon.

ACTION ITEM: Provide a link to the board to the City Council meeting where the new City Hall architectural firm made a presentation – Jan Harris responsible.

ACTION ITEM: Send out an email requesting that the Main Street Board provide their own input to the questions John McRae presented to Assistant City Manager Tom Yantis – Jan

Harris responsible.

ACTION: The report was received as information by the board.

- D. Staff update on downtown directory signage** – Jan Harris reported that Art Office Signs would print and install the adhesive updates to the map for \$250/each. There is adequate funding to cover the cost of the first update, but she advised the board to adopt a motion to ask for underwriting support from the TIF.
ACTION ITEM: Chairman Moss asked for a timetable of exact dates when the maps would be updated during the year. Jan Harris is responsible.
MOTION: To request funding from the TIF Board to cover the cost of the backs of the Downtown Directory Maps and for the quarterly updating of the maps. D MOSS / J SNYDER / UNANIMOUS
- E. Staff update on shop downtown Taylor website** – Jan Harris showed the board the new website: www.ShopDowntownTaylorTX.com and reviewed the various pages with them.
ACTION: The report was received by the board as information.
- F. Discuss items for upcoming agendas** – The following items will be added to future agendas.
1. Call a special meeting of the Main Street Board to consider the sign grant application from Mark Thompson of Edward Jones Investments for their new offices located at 104 E 2nd Street. The meeting will be held on Monday, October 23, 2023 at 6 pm.
 2. Update of the Action Items Report
 3. Discussion of recommendations as to the best utilization of proceeds from the Main Street Car Show
 4. Change the December board meeting from December 20th to December 13th.
 5. Resolution of the sidewalk sticker project
 6. Provide a list of topics for Breakfast Bites meetings for the coming year.
- ACTION ITEM:** Update the City calendar to show the change in the MSAB and TIF meetings in December – Jan Harris responsible.
ACTION ITEM: Submit a TL for the Sidewalk Sticker project at the November 9th City Council meeting – Jan Harris responsible.

VI. ADJOURN – Meeting adjourned at 8:12 pm.

Respectfully submitted,

Jan Harris
Main Street Manager

Date: 10/19/2023