

MEETING MINUTES

CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

5:30 pm – October 19, 2022
Taylor City Hall Auditorium

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

Guests Present: Chuck Farr and Nick Ramos

Staff Present: Jan Harris, Main Street Manager

- I. **CALL TO ORDER AND DECLARE A QUORUM:** Chairman Moss called the meeting to order at 5.30 pm and declared a quorum to be 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 21, 2022:** Chairman Moss asked for a motion to approve the minutes.
MOTION: To approve the minutes as presented. A DOSS / J McRAE / UNANIMOUS
 - B. **Review and receive the financial reports from September 2022 and the new FY 2023 budget:** Jan Harris reviewed the September budget report ending the FY22 year and presented the new FY 23 budget to the board.
ACTION: The board received the financial reports as information.
- IV. **REGULAR AGENDA – New Business:**
 - A. **Sign Grant Request – Mixtape – 108 E 2nd St:** Ryan Dale Davenport is the owner of this new restaurant. Mr Davenport was seeking a grant for the window signs which will say “Mixtape” on both storefront windows and “Food / Drink” and “Fire / Smoke” on either window above “Mixtape.” The signs will be in gold leaf and will cost a total of \$3,606. Mr. Davenport is seeking a \$1,500 reimbursement grant.
Jan reported that the business does not have a Certificate of Occupancy as renovations still have not been completed and the building inspected. The CO is required for a sign permit which is required for a Sign Grant from the Main Street Board.
MOTION: To approve the sign grant as presented for \$1,500 pending the receipt of a Certificate of Occupancy by the building at 108 E. 2nd Street and a sign permit for the proposed signage from the City of Taylor. J McRAE / A DOSS / UNANIMOUS
 - B. **Plan Breakfast Bite Programs for the next 12 months:**

DATE	TOPIC:	LEAD/SPEAKER:
October 5, 2022		
November 9, 2022	Tips for Small Business Saturday / Black Friday / Pink Friday	

December 7, 2022	Reducing Shoplifting	
January 4, 2023	Together We Are Strong – for committee to develop events designed to drive traffic	Molly Alexander – The Own in Elgin
February 1, 2023	MembershipWare	
March 1, 2023	Improve Businesses Curb Appeal – attracting customers from the outside in	
April 5, 2023	Parking – encouraging employees to park on the outskirts of the district to free up prime spaces for shoppers	
May 3, 2023	SimpleCities – signage and graphic design	
June 7, 2023	NO MEETING	
July 5, 2023	NO MEETING	
August 2, 2023	CARTS	
September 6, 2023	Volunteers	
October 4, 2023		

- C. Review potential curtailment/improvement of MSAB-sponsored events:** Taylor Main Street presents 5 special events during the year: Blackland Prairie Days, Easter Egg Hunt, Spooktacular, Main Street Car Show, and the Wine Swirl. They discussed how the Easter and Halloween events could be made to encourage shopping while parents & children are in downtown. The idea of turning Blackland Prairie Days into an Arts Fest was discussed with Ruth, John, Curie and Ashley agreeing to serve on a committee.

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager's reports:

- 1. Manager's activity report:** Jan reviewed the report she also presents to City Council with the Board. Highlights included being a speaker at Taylor Area Business Women, a THC design team visit on Sept. 14, a meeting with Billie Logiudice from Temple College to discuss a partnership plan between the College and Main Street activities, and a meeting with Ryan Dale Davenport regarding his sign grant application. Jan led a walking tour for the Bastrop Main Street Board during their annual board retreat held in Taylor. There were 14 special events in Taylor between September 1st and October 7th. Two film projects were filmed in September.
- 2. Main Street business & property report:** Jan reported that there are 3 properties for sale in the downtown district – 115 W 2nd, 417 W 2nd, and 313 N Main. Five properties are for lease. Tony Gomes' building at 219-220 N Main has sold for \$4M and 204 N Main has been leased for the Taylor Bicycle Shop. The building renovation project at Talbot Commons, though outside of the Main Street District will positively impact the downtown as this is a pocket hotel project. The district did lose one business – Blue Sage (415 N Main) decided to be an online only business.
- 3. Upcoming special events report:** Jan reported as of October 6th, there are 45 special events on the calendar most of which require special event permits and approval.

4. **Main Street Car Show update:** Jan reported that the number of pre-registered vehicles has increased since the packet was sent out and that 325 pre-registered entries have been received. There are 50 vendors registered up from 25 on September 21st. Ten sponsors have paid \$11,750 so far with an additional \$2,500 pending and further hope of between \$4-\$4,500 from 2 potential sponsors. A huge crowd is expected, and early voting will be held in City Hall. Parking convenient to City Hall is being set aside for voters.

B. Membershipware project update

1. **Update on database and video/photography:** Nothing to report at this time.
2. **Pricing for QR Code window clings:** Jan sought and received direction from the board regarding the preferred sizes for window clings.

MOTION: To authorize staff to proceed with design and pricing for 250 stickers. R RIVERA / A DOSS / UNANIMOUS

- C. Update on Sidewalk Graphic “stickers” as a directional shopping tool:** Mr. Ramos was one of two graphic artists selected by the board to develop sidewalk stickers to help drive traffic throughout the district in conjunction with the wayfinding project. He presented 3 different designs. The duck design was selected by the board and will have male and female duck graphics. There will be 19 total stickers developed.

MOTION: To recommend increasing the stipend for 2 separate stickers from Nick Ramos from \$500 to \$1,000. J SNYDER / C HUMPHREYS / UNANIMOUS

- D. Discuss items for upcoming agendas:** There were no recommendations made for new business in November.

V. ADJOURN: The meeting was adjourned at 7.50 pm.

Next Meeting Date: November 16, 2022

Respectfully submitted,



Jan Harris, Main Street Manager