

AGENDA

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm – September 21, 2022
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 businesses to bolster your Downtown business stock.**

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)

III. CONSENT AGENDA:

(The Consent Agenda includes non-controversial and routine items that the Commission or 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.)

- A. Review and approve minutes from the MSAB regular meeting held on August 17, 2022 – Chairman Moss

- B. Review and receive the financial reports from August 2022 – Jan Harris

IV. REGULAR AGENDA – New Business:

- A. Recommendation to City Council and Staff regarding adding diagonally strung lights to Potters Alley to highlight the mural project

V. REGULAR AGENDA – Continuing Business:

- A. Main Street Manager's reports – Jan Harris:
1. Manager's activity report
 2. Main Street business & property report
 3. Upcoming special events report
 4. Main Street Car Show update
 5. Heritage Square Farmers Market Report
- B. Membershipware project update
1. Update on database and video/photography

2. Pricing for QR Code window clings

- C. Update on Sidewalk Graphic “stickers” as a directional shopping tool
- D. Discussion and recommendations to Simplicity regarding the City sign ordinance
- E. Discuss items for upcoming agendas
 - 1. Plan Breakfast Bite Programs for the next 12 months
 - 2. Review potential curtailment/improvement of MSAB-sponsored events

V. ADJOURN

Next Meeting Date: October 19, 2022

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 the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By:  Date: 9/13/22
Jan Harris, Main Street Manager

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

Consent Agenda

III-A

Review and approve minutes from the MSAB regular meeting held on
August 17, 2022

MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on August 17, 2022
Taylor City Hall Conference Room

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

STAFF PRESENT: Jan Harris, Main Street Manager

GUEST PRESENT: Monica Luxon, Luxon Realty Services (by phone)

I. CALL TO ORDER AND DECLARE A QUORUM: The meeting was called to order at 5:45 pm by Chairman Moss who noted that a quorum was present.

II. CITIZEN COMMUNICATION: No public comments.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on July 20, 2022 – MOTION: To approve the July 20, 2022 minutes as presented. **E STAUFFER / J McRAE / UNANIMOUS**

B. Review and receive the financial reports from July 2022 – Jan reviewed the reports with the board. She reported that the Assistant Finance Director had informed her that the Main Street Car Show had a negative budget of \$6,056.61 and that funds needed to be moved to bring the line back into the black. Jan requested the following budget adjustments: reduce the Blackland Prairie Days budget by \$4000, reduce the Wine Swirl budget by \$4,000, and reduce the Spooktacular budget by \$893.59 for a total of \$8893.59 which will give the MSCS line a positive budget balance of \$3,705.53. **ACTION:** The board received these reports as information.

IV. REGULAR AGENDA – New Business:

A. Review, discuss, and consider action on Façade Improvement Grant application packet from Luxon Property Management (on behalf of Property owner Calvin Jayroe) for 303 N Main Street – Monica Luxon described the project repairing rotten wood around windows, rebuilding 3 transom window frames and replacing glass, prime & paint front façade, and replace broken glass in the storefront window. Two bids were sought: ATC Contractors (\$44,490.75) and Eulenfeld Construction (\$19,355.00). The difference being Eulenfeld felt some of the window frames could be salvaged instead of ATC seeking to replace all the windows. Monica was seeking the maximum grant of \$5,000.00. **MOTION:** To approve the Façade Improvement Grant for 303 N Main in the amount of \$5,000. **C HUMPHREYS / A DOSS / UNANIMOUS.**

- B. Review, discuss, and consider action on Signage Grant application packet from Luxon Property Management (on behalf of property owner Calvin Jayroe) for 303 N Main Street** – Monica Luxon described the project as a sign for the building rather than for any present or future tenants. They propose a circular sign 4 feet in diameter composed of ACM aluminum substrate replacing the current sign. She presented one bid: Occam Studio – creates and manufactures sign (\$1,250) and Art Office Signs – installs the sign (\$541.25) for a total of \$1791.25. She is seeking 50% of the costs - \$895.63.

The board expressed concern that the size of the sign as presented will not fit within the space between the top of the wall and the tie rod bracket holding the canopy. The sign cannot extend above the top of the wall per the sign ordinance. Two alterations were suggested and feature in the following motion. **MOTION: To approve a Signage Grant for 303 N Main in the amount of \$895.63 with the following criteria: (1) That the owner reduce the size of the sign to remain within the available space between the roofline and the tie rod bracket; and (2) if they do not want to reduce the square footage of the sign, that they alter the shape of the sign from a circle to an oval.** C HUMPHREYS / J SNYDER / UNANIMOUS

- C. Review, discuss, and consider action on Façade Improvement Grant application packet from Jason Simank for 108 E. 2nd Street** – Property owner Jason Simank was not present at the meeting. Jan presented the project: to remove the wood framing from the rear of the building and replace it with glass doors and windows. Also, to replace the existing glass doors at the front of the building. A bid from Floyd's Glass was presented: black anodized finished framing with gray tinted glass for the rear (\$11,116.19) and black anodized door frames installed in existing wood frame with clear tempered glass (\$2294.90) for a total project costing \$13,411.09. The owner is requesting the maximum grant amount of \$5,000.

During discussion, the board pointed out that there were no current nor proposed images provided by the owner. Jeff Snyder pulled up a 1925 photograph of downtown Taylor and was able to zoom in on the rear façade of the building which showed an awning and 3 window openings. **MOTION: To approve the Façade Improvement Grant application as presented for \$5,000 with the following stipulations, (1) staff review the proposed glass tint to ensure it is not opaque for the rear façade, (2) that the front façade glass be clear, (3) and if the original brick window casements are still in place beneath the current wood, that they be utilized and filled with new frames and glass.** J McRAE / D MOSS / UNANIMOUS

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager's reports –

- 1. Manager's activity report:** Jan reviewed the report she also submits to the Council with the board.
- 2. Main Street business & property report:** Jan reported that 119-121 E 3rd was no longer listed as for sale; 408 W 2nd was now an Airbnb; SooBrie which was going to go into 109 W 3rd appears to have backed out on the lease; and Blue Sage is not closing as earlier reported. Mixtape is a restaurant/bar that will be going into 108 E 2nd St and will be owned & operated by Ryan Dale Davenport. **ACTION ITEM: Chairman Moss requested that staff add the number of businesses and employees gained or lost in the downtown.**
- 3. Upcoming special events report:** Jan reported that between August 17 and the beginning of November, there are 20 planned special events 13 of which require a permit coordinated by the Main Street office.

B. Sign Grant revision:

1. Discuss the possibility of requesting that Council approve partially waiving sign permit fees for businesses seeking Sign Grants as an incentive to properly permitting signage.
2. Discuss and approve the changes to the Sign Grant packet.

ACTION: This item was tabled until a future meeting.

C. Reclaiming Main Street (HWY 95) as a street rather than a highway – Doug Moss

1. Review the results of board members research into other Texas cities with a Main Street that is also a highway.

ACTION: This item was tabled until a future meeting.

D. Breakfast Bites:

1. Review the outcome of the August Breakfast Bites – signage, sign permitting, and the pending revision of the sign ordinance. **Action:** This item was tabled.
2. Review future Breakfast Bites topics: Jan sought direction from the board regarding which topics they would recommend having at future Breakfasts. She suggested that the September topic be Getting Your Business on Google Maps and the Digi Map project. The board also suggested that attendees be encouraged to sign up for committees and special events. Instead of a Wine Stroll, the event could be more of a Taste, Sip and Stroll so that collaborators other than the area wineries which are difficult to coordinate with could be found such as local restaurants, etc.

F. Receive staff update on the MembershipWare Digital Map Project – Jan reported that she had received input from 41 downtown businesses which has helped her work with the database.

G. Demolition & Demolition by Neglect Historic Preservation Ordinance – Jan Harris:

1. Receive information and discuss future action on this project.

ACTION: This item was tabled until a future meeting.

H. Discuss items for upcoming agendas – Chairman Moss requested that sidewalk stickers be placed on the next agenda.

V. ADJOURN: MOTION: To adjourn the meeting at 7.35 pm until the board reconvenes on September 21st at 5.30 pm. **R RIVERA / A DOSS / UNANIMOUS**

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

Consent Agenda

III-B

Review and receive the financial reports from August 2022

C I T Y O F T A Y L O R
F I N A N C I A L S T A T E M E N T
A S O F : A U G U S T 3 1 S T , 2 0 2 2

PAG 1

100-GENERAL FUND
FINANCIAL SUMMARY

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	0.00
<u>EXPENDITURE SUMMARY</u>							
	524-MAIN STREET PROGRAM	121,376.00	6,553.30	107,606.97	88.66	0.00	13,769.03
***	TOTAL EXPENDITURES ***	121,376.00	6,553.30	107,606.97	88.66	0.00	13,769.03
***	TOTAL PROFIT / (LOSS) ***	(121,376.00)	(6,553.30)	(107,606.97)	88.66	0.00	(13,769.03)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022100-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

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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	65,780.00	5,059.67	57,431.70	87.31	0.00	8,348.30
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	100.00	0.00	96.00	96.00	0.00	4.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	65,880.00	5,059.67	57,527.70	87.32	0.00	8,352.30
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	140.00	15.64	173.15	123.68	0.00	(33.15)
524-121	FICA SOCIAL SECURITY	5,050.00	379.41	4,518.65	89.48	0.00	531.35
524-122	WORKERS COMPENSATION	130.00	0.00	130.96	100.74	0.00	(0.96)
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	9.00	5.56	0.00	153.00
524-124	RETIREMENT- TMRS	8,870.00	0.00	6,866.92	77.42	0.00	2,003.08
524-126	HEALTH INSURANCE	7,750.00	630.99	7,571.88	97.70	0.00	178.12
524-127	DENTAL INSURANCE	320.00	24.39	292.68	91.46	0.00	27.32
524-128	LONG TERM DISABILITY	200.00	16.17	194.04	97.02	0.00	5.96
524-129	VISION INSURANCE	50.00	0.00	39.60	79.20	0.00	10.40
	* SUB-CATEGORY TOTAL *	22,672.00	1,066.60	19,796.88	87.32	0.00	2,875.12
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	800.00	0.00	644.59	80.57	0.00	155.41
	* SUB-CATEGORY TOTAL *	800.00	0.00	644.59	80.57	0.00	155.41
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	350.00	0.00	0.00	0.00	0.00	350.00
524-142	PROFESSIONAL CONFERENCES	1,400.00	0.00	1,102.00	78.71	0.00	298.00
524-143	MEMBERSHIPS AND DUES	1,325.00	0.00	1,210.00	91.32	0.00	115.00
524-144	SUBSCRIPTIONS AND BOOKS	1,824.00	0.00	1,427.18	78.24	0.00	396.82
524-146	TRAINING- TRANSPORTATION	1,400.00	0.00	865.20	61.80	0.00	534.80
524-147	TRAINING- LODGING	2,200.00	0.00	1,625.50	73.89	0.00	574.50
524-148	TRAINING- MEALS	850.00	0.00	349.37	41.10	0.00	500.63
	* SUB-CATEGORY TOTAL *	9,349.00	0.00	6,579.25	70.37	0.00	2,769.75

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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 **		98,701.00	6,126.27	84,548.42	85.66	0.00	14,152.58
 <u>200-OPERATIONAL SUPPLIES</u>							
OFFICE SUPPLIES							
524-211	GENERAL OFFICE SUPPLIES	1,000.00	64.30	931.70	93.17	0.00	68.30
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	650.00	0.00	164.75	25.35	0.00	485.25
524-215	POSTAGE	100.00	0.00	7.42	7.42	0.00	92.58
* SUB-CATEGORY TOTAL *		1,750.00	64.30	1,103.87	63.08	0.00	646.13
 PROGRAM/SPECIAL EVENTS							
524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	17,000.00	0.00	17,000.00	100.00	0.00	0.00
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	2,100.00	0.00	20.00	0.95	0.00	2,080.00
* SUB-CATEGORY TOTAL *		19,100.00	0.00	17,020.00	89.11	0.00	2,080.00
 OPERATIONAL EQUIPMENT (ADMIN)							
524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	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 **		20,850.00	64.30	18,123.87	86.93	0.00	2,726.13

300-FACILITIES OPERATIONS/MAIN

UTILITIES

524-323	TRUNK TELEPHONE SYSTEM	25.00	0.00	0.00	0.00	0.00	25.00
524-324	CELL PHONES	600.00	48.31	461.98	77.00	0.00	138.02
* SUB-CATEGORY TOTAL *		625.00	48.31	461.98	73.92	0.00	163.02

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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 **		625.00	48.31	461.98	73.92	0.00	163.02
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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	1,000.00	314.42	1,383.33	138.33	0.00	(383.33)
* SUB-CATEGORY TOTAL *		1,000.00	314.42	1,383.33	138.33	0.00	(383.33)

** CATEGORY TOTAL **		1,000.00	314.42	1,383.33	138.33	0.00	(383.33)
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500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	1,383.75	0.00	0.00	(1,383.75)
524-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *		0.00	0.00	1,383.75	0.00	0.00	(1,383.75)

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	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

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	200.00	0.00	146.07	73.04	0.00	53.93
524-539	OTHER CONTRACT SERVICES	0.00	0.00	1,559.55	0.00	0.00	(1,559.55)
* SUB-CATEGORY TOTAL *		200.00	0.00	1,705.62	852.81	0.00	(1,505.62)

** CATEGORY TOTAL **		200.00	0.00	3,089.37	544.69	0.00	(2,889.37)
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C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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	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 **	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	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 **	0.00	0.00	0.00	0.00	0.00	0.00
***	DEPARTMENT TOTAL ***	121,376.00	6,553.30	107,606.97	88.66	0.00	13,769.03
***	TOTAL EXPENSES ***	121,376.00	6,553.30	107,606.97	88.66	0.00	13,769.03
***	TOTAL PROFIT / (LOSS) ***	(121,376.00)	(6,553.30)	(107,606.97)	88.66	0.00	(13,769.03)

*** END OF REPORT ***

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2022

123-MAIN STREET REVENUE FUND
 FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
330-INTERGOVERNMENTAL REV		17,000.00	0.00	17,000.00	100.00	0.00	0.00
430-USE OF MONEY AND PROP		0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT		51,500.00	430.00	48,642.00	94.45	0.00	2,858.00
450-INTERFUND OPERATING T		39,600.00	0.00	29,700.00	75.00	0.00	9,900.00
*** TOTAL REVENUES ***		108,100.00	430.00	95,342.00	88.20	0.00	12,758.00
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		108,100.00	1,644.81	83,840.01	77.56	0.00	24,259.99
*** TOTAL EXPENDITURES ***		108,100.00	1,644.81	83,840.01	77.56	0.00	24,259.99
*** TOTAL PROFIT / (LOSS) ***		0.00	(1,214.81)	11,501.99	0.00	0.00	(11,501.99)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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	17,000.00	0.00	17,000.00	100.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		17,000.00	0.00	17,000.00	100.00	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	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOU</u>							
440-351	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
440-352	FARMERS' MARKET RENTAL FEES	6,000.00	180.00	6,234.00	103.90	0.00	(234.00)
440-353	MAIN STREET CAR SHOW	25,000.00	250.00	22,988.00	91.95	0.00	2,012.00
440-354	WINE SWIRL	4,500.00	0.00	0.00	0.00	0.00	4,500.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	2,000.00	0.00	1,595.00	79.75	0.00	405.00
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	14,000.00	0.00	17,825.00	127.32	0.00	(3,825.00)
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		51,500.00	430.00	48,642.00	94.45	0.00	2,858.00
<u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	20,000.00	0.00	15,000.00	75.00	0.00	5,000.00
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	14,600.00	0.00	10,950.00	75.00	0.00	3,650.00
** REVENUE CATEGORY TOTAL **		39,600.00	0.00	29,700.00	75.00	0.00	9,900.00
*** TOTAL REVENUES ***		108,100.00	430.00	95,342.00	88.20	0.00	12,758.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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	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 **	0.00	0.00	0.00	0.00	0.00	0.00
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
615-231	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
615-232	FARMERS' MARKET	6,000.00	840.24	3,141.49	52.36	0.00	2,858.51
615-233	CITY SPONSORED EVENTS	5,225.00	0.00	3,600.97	68.92	0.00	1,624.03
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	25,000.00	(14.62)	31,056.51	124.23	0.00	(6,056.51)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	25,000.00	0.00	17,294.47	69.18	0.00	7,705.53
615-237	WINE SWIRL	4,000.00	0.00	0.00	0.00	0.00	4,000.00
615-238	CHRISTMAS BAZAAR	1,000.00	0.00	498.84	49.88	0.00	501.16
615-239	SPOOKTACULAR	1,550.00	0.00	656.41	42.35	0.00	893.59
	* SUB-CATEGORY TOTAL *	67,775.00	825.62	56,248.69	82.99	0.00	11,526.31
<u>PUBLIC SAFETY SUPPLIES</u>							
615-240	CITY PARADES	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
<u>SPECIALTY SUPPLIES</u>							
615-259	MISC. SUPPLIES	2,500.00	0.00	6,782.55	271.30	0.00	(4,282.55)
	* SUB-CATEGORY TOTAL *	2,500.00	0.00	6,782.55	271.30	0.00	(4,282.55)
	** CATEGORY TOTAL **	70,275.00	825.62	63,031.24	89.69	0.00	7,243.76

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2022

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>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	0.00	0.00	1,993.76	0.00	0.00	(1,993.76)
	* SUB-CATEGORY TOTAL *	0.00	0.00	1,993.76	0.00	0.00	(1,993.76)
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	3,225.00	0.00	626.95	19.44	0.00	2,598.05
	* SUB-CATEGORY TOTAL *	3,225.00	0.00	626.95	19.44	0.00	2,598.05
** CATEGORY TOTAL **		3,225.00	0.00	2,620.71	81.26	0.00	604.29
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	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 **		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	819.19	12,505.56	85.65	0.00	2,094.44
615-813	FACADE GRANT	20,000.00	0.00	5,682.50	28.41	0.00	14,317.50
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	34,600.00	819.19	18,188.06	52.57	0.00	16,411.94
** CATEGORY TOTAL **		34,600.00	819.19	18,188.06	52.57	0.00	16,411.94

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: AUGUST 31ST, 2022

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
***	DEPARTMENT TOTAL ***	108,100.00	1,644.81	83,840.01	77.56	0.00	24,259.99
***	TOTAL EXPENSES ***	108,100.00	1,644.81	83,840.01	77.56	0.00	24,259.99
***	TOTAL PROFIT / (LOSS) ***	0.00	(1,214.81)	11,501.99	0.00	0.00	(11,501.99)

*** END OF REPORT ***

Main Street Advisory Board

September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

NEW BUSINESS

IV-A

Recommendation to City Council and Staff regarding adding diagonally strung lights to Potters Alley to highlight the mural project

***Main Street Advisory Board
September 21, 2022
Transmittal Letter***

Agenda Item #: 007
Agenda Title: *Recommendation to City Council and Staff regarding adding diagonally strung lights to Potters Alley to highlight the mural project*
Board Action to be taken: Consider and take action

STRATEGIC PILLAR

- ☒ Design
☐ Promotion
☐ Organization
☐ Economic Vitality

Staff: Jan Harris, Main Street Manager

1. PURPOSE/DESCRIPTION

To discuss and make a recommendation to Council regarding the PAAB's proposal to have festival lights added to Potters Alley for the purpose of showcasing the murals.

2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS

The replacement of the existing murals in Potters Alley has been a project of the PAAB since its formation in 2018. The PAAB has discussed adding lighting to the alley to showcase the murals. Because this project is in the Main Street Downtown Improvement District, it is appropriate for the MSAB to consider the proposal and to make a recommendation to the city Council regarding it.

There are several questions to be answered before this project can take place:

1. The PAAB must formally make a recommendation to have festival lighting added to Potters Alley.
2. The MSAB must review the project and make a recommendation.
3. Does the PAAB have the project budgeted for FY23?
4. PAAB must obtain easements from the affected property to install lighting on private property.
5. ONCOR must set an electric meter to provide the power with the bill being sent to CoT.
6. Who is the Project Manager? The City recommends using the HDR engineer for this project if it moves forward.

3. PROS and CONS

<u>PROS</u>	<u>CONS</u>
• Lighting an alley is good because it reduces the opportunity for crime in that area. • Would provide an area of visual interest after the sun sets as pedestrians walk past the alley and see the murals.	• The alleys are vehicular and not pedestrian. – the road surface is made of loose gravel and asphalt. This could pose a tripping hazard to pedestrians at night. • This project will have long-term maintenance issues associated with it.

4. RECOMMENDATION

That the board discuss the proposed project and determine their recommendation to City Council.

5. FUNDING SOURCE

PAAB budget

6. TIMELINE

FY23 – after the murals have been refreshed

7. OTHER OPTIONS (In order of preference)

8. ATTACHMENTS

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-A-1

Main Street Manager's reports:
Manager's activity report

**Main Street Monthly Report
for August activities through September 9th**

Community Outreach:

- Farmers Market Meeting – 8/8
- Main Street Advisory Board meeting – 8/17
- TIF Board meeting – 8/17
- TAB Meeting – 8/23
- Public Arts Advisory Board meeting – 8/24
- Code Advisory Team Meeting – 9/8
- Chamber Tourism Committee – no Tourism Committee meeting

Local Business / Owner Visits:

- Worked with City staff to continue installation of downtown OPEN flags
- Breakfast Bites Meeting – 8/3 – Topic: Signage (cont.)
- Met with Ujjal Ghoshtagore new owner of 221 N Main St – 8/19
- First Step Meeting with Aaron Vollmer & Ryder Jeanes re: possible renovation of 111 W 3rd St – 8/31
- Breakfast Bites – 9/7 – Topic: Get your business on Google Maps

Event Planning:

- Mamma Jamma Meeting – 8/4; 9/8
- Main Street Car Show Social Media Meeting – 8/15
- THS Homecoming Parade & Pep Rally planning meeting – 8/22
- Main Street Car Show Committee meeting – 9/7

Special Events:

- Every Saturday – check on Farmers Market
- Movie in the Park – 8/13
- Taylor International BBQ Cook Off – 8/18-8/20

Film Friendly Taylor – May Film Events:

- Valvoline Commercial – 8/27

Professional Development:

- TX Main Street Managers' Annual Retreat – 8/10-8/12
- TDA – Education & Outreach Committee – 8/16
- Discrimination/Harassment Training – 9/7

Other Duties:

- Development Team Meetings – Every Monday at 9am

- 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:

- Digital map & Main Street business directory project underway
- Breakfast Bites downtown business meetings will be monthly (1st Wednesday of each month) starting in April

Upcoming Calendar of Events:

- **Every Saturday 10am-2pm – Taylor Farmers Market – Heritage Square Pavilion**
- 2nd Saturday – 8/13
- Movie in the Park – 8/13
- Michelle's Hot Peeps 5 & 10 K – 8/13
- Taylor International BBQ Cook Off – August 18-20
- 2nd Saturday – 8/10
- Saturday Tardeada & Kickoff for Hispanic Heritage Month – 8/10
- 9-11 Parade and Memorial – 9/11
- St. Mary's Fall Fest – 9/11
- 3rd Thursday – 9/15
- Music on Main Concert – 9/13
- Mamma Jamma Bike Ride – 9/17
- Kid Fish Event – 9/17
- THS Homecoming Parade & Pep Rally – 9/21
- The First Baptist Church of Taylor Music in the Park – 9/24
- National Night Out – 10/4
- Good Life 5K – 10/8
- Empty Bowl Project – 10/8
- 3rd Thursday – 10/20
- Music on Main Concert – 10/20
- 9th Annual Main Street Car Show – 10/29
- Spooktacular – Scare on the Square – 10/30
- 2nd Saturday – 11/12
- 3rd Thursday – 11/17
- Music on Main Concert – 11/17
- Christmas Fair on the Square – 12/3
- Christmas Parade & Tree Lighting – 12/3
- 2nd Saturday – 12/10

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-A-2

Main Street Manager's reports:
Main Street business & property report

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

August 2022

	A	B	C	D	E	F	G
1	PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	STATUS
2	Texas Historic Café Bldg	219-221 N Main St	Tony Gomes/Sloan Spaeth	512-656-4034	16,138SF	\$3,900,000	
3	old Taylor Bedding Co.	417 W. 2nd St	Taylor Second LLC/Ryan Perry; Asterra Properties	512-694-5426	Bldg: 23,100SF; land: 103,398SF	serious enquiries only	
4	fmr 46 & 2 Apothecary	313 N Main St	Ian Reddy/JB Goodwin Properties	512-502-7715	3278SF	\$875,000	
5	PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	
6	Vacant lot	104 N Main St	Public Sketch/Julie Downs	(512) 365-8563	6600SF	\$30/SF/Y	will build 2-800-SF buildings to suit
7	fmr. Location of Rhinestone Cowgirl	123 W 4th St	Rick Pfeil	rick.von.pfeil@gmail.com	1521sf		
8	LAMP	717 N Main	John Jones		3845SF		OWNER SAYS THIS WILL BE FOR LEASE END OF AUG
9	fmr. Longhorn Title	309 N Main St	Sam Dowdy/ReMax Assoc	512-365-8563	2750SF	\$1.24/SF \$3,500/mo	
10	fmr 46 & 2 Apothecary	313 N Main St	Ian Reddy/JB Goodwin Properties	512-502-7715	3278SF	NNN - \$3800/mo	
11	SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
12	Texas Historic Café Building	219-221 N Main St	Ujjal Ghoshtagore	ujjieg@gmail.com	upstairs office/TBD		
13							
14	LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
15	old Toledo Loans bldg	204 N Main St			bicycle sales & repair		
16	fmr Southern Hospitality	105 E 3rd	TBA		sports bar/restaurant	\$1.35/SF	
17							
18	PROPOSED NEW CONSTRUCTION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

August 2022

	A	B	C	D	E	F	G
19	vacant lots betw. Turning Heads & fmr. Taylor Station	110-112 E. 2nd St	Jason Simak	512-696-0239	Retail/Food Service/Bar		
20							
21							
22	NEW CONSTRUCTION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
23	None						
24							
25							
26	NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
27	Twin Palms Airbnb	408 W 2nd St	Dapper Dog LLC				
28	Flake Bakery & Larder	103 W 5th St		512-643-5989	bakery	TBD	
29	Mixtape	108 E. 2nd St	Ryan Dale Davenport	ryandaletunes@gmail.com ; 512-293-3136	restauant/bar	TBD	
30	Tayor Bike Company	104 N Main St	John Chisholm	512-815-4297	bicycles sales & service	3	partner is owner of Clown Dog bicycles in Austin
31	NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
32							
33							
34	BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	
35	Toledo Loans	204 N Main St	Greg Borland	512-218-1467	service	2	
36	Forty-six & Two Apothecary & Boutique	311 N. Main St	Jenn Grittith	info@46and2tx.com	retail	2	
37	Trade Up	123 W 4th St	Sam Adams		retail	1	
38	BUSINESS EXPANDING	ADDRESS	OWNER	CONTACT INFO		GAINED OR	
39	None					0	
40							

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

August 2022

	A	B	C	D	E	F	G
							# EMPLOYEES GAINED OR LOST
41	BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS		
42	None						
43							
							# EMPLOYEES GAINED OR LOST
44	BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER		
45	None						

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-A-3

Main Street Manager's reports:
Upcoming special events report

SPECIAL EVENTS IN TAYLOR

September 2022

MONTH	DATE	NAME OF EVENT	PRESENTOR(S)	LOCATION	PPW SUBMITTED	EVENT APPROVED
SEPTEMBER						
	9/10/2022	2nd Saturday	DT Businesses	DT Taylor	n/a	n/a
	9/10/2022	Saturday Tardeada-Hisp. Month Kick Off	Jose Orta	Heritage Square	6/1/2022	8/22/2022
	9/11/2022	9-11 Parade & Commemoration	CoT	DT Taylor & Heritage Square	7/21/2022	8/4/2022
	9/11/2022	St. Mary's Fall Festival	St. Mary's Church	St. Mary's properties	6/14/2022	7/28/2022
	9/15/2022	3rd Thursday	DT Businesses	DT Taylor	n/a	n/a
	9/15/2022	Music on Main Concert	PAAB	Heritage Square	8/8/2022	8/22/2022
	9/17/2022	2nd Mamma Jamma Bike Ride	DT Taylor/Heritage Square	Mamma Jamma Committee/Lone Star Circle of Care		9/8/2022
	9/17/2022	KidFish	P&R	Bull Branch Park	n/a	n/a
	9/21/2022	THS Homecoming Parade & Pep Rally	Taylor ISD/High School	DT and Heritage Square		9/8/2022
	9/24/2022	The 1st Bapt Ch of Taylor Music on the Park	The FBC of taylor	Heritage Square	8/8/2022	
OCTOBER						
	10/4/2022	National Night Out	TPD	in neighborhoods	n/a	n/a
	10/8/2022	2nd Saturday	DT Businesses	DT Taylor	n/a	n/a
	10/8/2022	Good Life 5/10K	Bull Branch Park	CoT/Good Life Comm		
	10/8/2022	Empty Bowl Project	Art Off Center/Shepherd's Heart	Potter's Alley	8/5/2022	
	10/20/2022	3rd Thursday	DT Businesses	DT Taylor	n/a	n/a
	10/20/2022	Music on Main Concert	PAAB	Heritage Square		

SPECIAL EVENTS IN TAYLOR

September 2022

	10/28/2022	Nosferatu screening & performance	CoT/PAAB	Heritage Square		
	10/29/2022	MainStreet Car Show	Main Street/MSCS Comm	DT/Heritage Square		
	10/31/2022	Spooktacular - Scare on the Square	Main Street/Library	Heritage Square		
NOVEMBER						
	11/12/2022	2nd Saturday	DT Businesses	DT Taylor	n/a	n/a
	11/17/2022	3rd Thursday	DT Businesses	DT Taylor	n/a	n/a
	11/17/2022	Music on Main Concert	PAAB	Heritage Square		
DECEMBER						
	12/3/2022	Christmas Fair on the Square	Main Street	Heritage Square/City Hall		
	12/3/2022	Christmas Parade/Tree Lighting	CoT/Taylor Ministerial Assn	DT/Heritage Square		
	12/10/2022	2nd Saturday	DT Businesses	DT Taylor	n/a	n/a
	12/10/2022	OLG Mini Jaimaica	Our Lady of Guadalupe Church	streets around OLG		
	12/15/2022	3rd Thursday	DT Businesses	DT Taylor	n/a	n/a

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-A-4

Main Street Manager's reports:
Main Street Car Show update

Main Street Car Show Report – September 2022

PRE-REGISTRATIONS:

Mail/Walk In: 25 vehicles
Eventbrite: 92 vehicles

VENDORS:

25 registered

SPONSORS:

\$13,750 pledged by 7 sponsors

SOUND SERVICES:

Currently seeking bids – due September 23rd

BANDS:

The Blaggards	Gabor Nicholson
Honey Made	Elvis

T-SHIRTS:

Currently seeking bids – due September 23rd

CHANGES FROM LAST YEAR:

Early voting will be held on that day – parking for voting will be on the south side of City Hall parking lot and the voters enter thru the south sliding door closest to Council Chambers

Vendors (other than food which will still be in the City Hall parking lot) will be located into the Citizens National Bank parking lot.

Car Show vehicles will enter from W 2nd St onto Talbot and W 4th St at Washburn

Food Vendors will come in on W 5th from Washburn

All Other Vendors will come in W 4th at Washburn

All vendors must be in place by 8 am

CLARIFICATION FROM LAST YEAR:

The MSCS is a City event headed by a core committee and Main Street

The CoT will cover the costs for City services: personnel, equipment, etc. All other expenses (entertainment, advertising, sound, etc.) must be covered by funds raised by the committee through fees/registrations and sponsorships.

PROCEEDS DONATION:

The Committee discussed providing any proceeds to be used for downtown beautification/street furniture, etc.

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet
REGULAR AGENDA
CONTINUING BUSINESS
V-A-5

Main Street Manager's reports:
Heritage Square Farmers Market Report

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-B

Membershipware project update
Update on database and video/photography

PRICING FOR PROMOTIONAL WINDOW/CASH REGISTER CLINGS:

I. DOUBLE-SIDED STATIC WINDOW CLINGS:

4-IMPRINT:

- a. 4.5" X 6" – 7236-L – 150 units @ \$6.07/ea = \$910.50
- b. 5" x 5" – 7236-L – 150 units @ \$6.07/ea = \$910.50

II. SINGLE-SIDED STATIC WINDOW CLING (CASH REGISTERS/COUNTER TOPS):

4-IMPRINT:

a. Rectangular:

- i. 3" x 5" – 112-191-35-FC – 150 units @ \$3.03/ea = \$454.50
- ii. 4" x 6" – 112-191-46-FC – 150 units @ \$3.17/ea = \$475.50

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet
REGULAR AGENDA
CONTINUING BUSINESS
V-C

Update on Sidewalk Graphic “stickers” as a directional shopping tool

SIDEWALK DIRECTIONAL “STICKERS” PROJECT:

DESIGN:

Carlos Menchaca and Nick Ramos can design the stickers for \$500/each – TOTAL COST: \$1,000

PRODUCTION:

Jan has spoken with Tom about adding this printing project into the DT Wayfinding Project as a change order. This is do-able with Council approval.

NEXT STEPS:

1. Get an agreement in writing/invoice for the artists to produce the agreed-upon designs
2. Artists will need to supply W-9 forms to Jan for payment
3. The original Wayfinding Signage/downtown capital improvements project is out to bid – wait until that bid has been awarded.
4. Take these designs and our proposal to City Council for approval to add the project as a change order to the Wayfinding Signage project.
5. Get the stickers printed.

FYI: CITY OF TAYLOR’S PURCHASING POLICIES:

Purchasing procedures that are made with the intention of avoiding the competitive bidding requirements are in violation of State Law: (Purchasing and Contracting Authority of Municipalities Chapter 252.001). The following is a partial list of unacceptable practices:

- ❑ **COMPONENT PURCHASES:** *Purchasing of the component parts of an item separately that in normal purchasing practices would have been purchased in one purchase.*
- ❑ **SEPARATE PURCHASES:** *Purchasing an item in a series of separate purchases that in normal purchasing practices would have been purchased in one purchase.*
- ❑ **SEQUENTIAL PURCHASES:** *Purchases made over a period of time that in normal purchasing practices would have been made as one purchase.*

*Any commitment to acquire goods or services without department approval **and an authorized purchase order is prohibited.** Anyone authorizing an expenditure of funds for goods or services prior to securing an approved purchase order may be held personally responsible for the payment.*

Please make sure your staff responsible for purchasing understands that purchases of \$1,000 or more requires an approved PO prior to committing to the purchase/service. The only exception to this requirement is for an emergency expenditure as defined in the Policy, in which case the PO and Emergency Purchase Justification Form can be submitted after the fact.

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet

REGULAR AGENDA

CONTINUING BUSINESS

V-D

Discussion and recommendations to Simplecity regarding the City
sign ordinance

RESULTS FROM AUGUST BREAKFAST BITES MEETING DISCUSSING SIGNAGE/SIGN ORDINANCE

- I. SANDWICH BOARD / A-FRAME SIGNS:
 - a. Not in favor of uniformity (required designs)
 - b. Make the sign forms/shapes unique to each business
 - c. Are in favor of standardized size
 - d. Agree that weighting signs is important
 - e. Definitely keep this sign type in the ordinance
- II. CANOPY SIGNS:
 - a. Keep them as a sign option in the ordinance
 - b. Instead of the requirement to have under-canopy signs within 6' of the front door, enable them to fall anywhere within the property frontage.
 - c. Agree with the height requirement – 7' in the current ordinance.
 - d. Add a caveat to require a series of signs under canopies to stagger their placement under the canopy – some x" from wall, then the next just beyond the outer edge of the 1st sign and so on to the end of the canopy.
- III. WINDOW SIGNAGE:
 - a. They questioned the 30% rule in the current ordinance
 - b. Wanted to let businesses do what they want as long as it's tasteful.
- IV. PROJECTING SIGNS:
 - a. Ensure that they are securely fastened to the façade
 - b. Agree with limiting the size of the signs
 - c. Suggested having standardized hardware that the City would install – this was challenged by others in the business community that were there.
- V. NEON:
 - a. Want to keep neon as an option
 - b. Want to respect the historic integrity of the downtown while allowing each business to be promoted.
 - c. Want a requirement that neon signage must be maintained.
- VI. AWNING SIGNS:
 - a. Wanted signs above the canopy. (JH: not sure what they mean by this – awnings are very expensive and screen printing a business name is a risky venture if the business changes – the awning would then be redundant.)
- VII. WALL / FASCIA SIGNS:
 - a. Wanted interior illuminated signage (JH: Interesting in that they wanted to preserve the historic integrity of the DT with Neon but to use a sign medium

that is universally discouraged in Main Street Cities around the nation is a departure from this idea of respect & preservation.)

VIII. DIGITAL SIGNS:

- a. Did not express an opinion (JH: They are usually discouraged in historic downtown districts.)

IX. FEATHER SIGNS:

- a. Still a sore point with a few businesses but there was not a definite feeling that these should be allowed.

X. REMOVING SIGNAGE AFTER A BUSINESS LEAVES:

- a. (JH: This was not discussed, but in other Cities in my experience, there is a requirement in the Ordinance that all signage must be removed within 6 months of a business leaving a location. Prevents out of date signage and promotes a cleaner look to downtown.)

Main Street Advisory Board
September 21, 2022

Agenda Item Cover Sheet
REGULAR AGENDA
CONTINUING BUSINESS
V-E

Discuss items for upcoming agendas

DATE	TOPIC:	LEAD/SPEAKER:
October 5, 2022		
November 2, 2022		
December 7, 2022		
January 4, 2023		
February 1, 2023		
March 1, 2023		
April 5, 2023		
May 3, 2023		
June 7, 2023		
July 5, 2023		
August 2, 2023		
September 6, 2023		
October 4, 2023		

Suggested Topics:

Reducing shoplifting – loss prevention

Increasing your store's flow for better sales results

Improve your curb appeal to shoppers with storefront window display design

Customer Service tips and techniques

Retaining customers with that personal touch

Ideas for themes/sales promotions to bring customers inside

CARTS,

MembershipWare project,

Parking (after the restriping, DT will have 16% more spaces than Taylor Wal-Mart,

Historic Tax Credits,

Wine Swirl,

the Quality of Graphic Design for Signage and its Economic Impact on Downtown and Individual Businesses.

Review potential curtailment/improvement of MSAB-sponsored events:

Choosing what to do so everything is done well without exhausting the DT community, the MSAB or the Main Street Manager

Discuss the various types of Special Events and determine where the MSAB should focus its energies.