

MONUTES

CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

5:30 pm – September 21, 2022
Taylor City Hall Conference Room

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

STAFF PRESENT: Jan Harris, Main Street Manager

OTHERS PRESENT: None

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Doug Moss called the meeting to order at 6:20 pm with a quorum present.

II. CITIZEN COMMUNICATION: There were no citizen communications.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on August 17, 2022 –
MOTION: To approve the August 17th minutes as presented. J SNYDER / R RIVERA /
UNANIMOUS

B. Review and receive the financial reports from August 2022 – Jan Harris reviewed the minutes with the board.

ACTION: The financial reports were received as information by the board.

IV. REGULAR AGENDA – New Business:

Recommendation to City Council and Staff regarding adding diagonally strung lights to Potters Alley to highlight the mural project: PAAB Chairman Richard Stone had approached City Manager, Brian LaBorde about installing festival lights in Potters Alley to highlight the repainted murals there. 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.

MOTION: The MSAB supports the PAAB murals and think that the mural repaint project is a good one, but the following questions must be answered before it can make a recommendation on the alley illumination project:

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

D MOSS / C HUMPHREYS / UNANIMOUS

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager’s reports – Jan Harris presented the following reports to the board:

1. **Manager’s activity report:** She has met with Ujjal Ghoshtagore, the new owner of 221 N Main St. A meeting was held with Aaron Vollmer and Ryder Jeanes regarding the possible renovation of the Richter Furniture building (111 W 3rd St). Film is picking back up with a Valvoline commercial filmed on 8/27 and another commercial filming soon.
2. **Main Street business & property report:** There are 3 properties actively for sale in the downtown with 313 N Main being the most recent – this property is also offered for lease. A new bicycle shop is coming in at 204 N Main – the former location of Toledo Loans which has been consolidated into the Round Rock office with the lose of 2 employees. Other business closings are 46 & 2 Apothecary with 2 employees and Trade Up with 1 employee. New businesses coming soon include Mixtape at 108 E 2nd St and the Taylor Bicycle Company at 104 N Main.
3. **Upcoming special events report:** There are 19 special events on the calendar at this time with 12 of those requiring Special Event Permits initiated by the Main Street Office.
4. **Main Street Car Show update:** At the time of this report, there have been 30 mail/walk in registrations for vehicles and 92 on Eventbrite. There are 25 registered vendors and \$13,750 pledged by sponsors. The bands for the Car Show include The Blaggards, Honey Made, Gabor Nicholson, Brother Stone, and Elvis. Changes from last year include: (1) early voting will also be on the 29th and parking for voting will be on the south side of City Hall; (2) while food vendors will be in City Hall parking lot like last year, all other vendors will be in the Citizens Bank parking lot. (3) Car show vehicles will enter from W 2nd onto Talbot and E 4th at Washburn, food vendors will enter at E 5th & Washburn, and all other vendors come in at E 4th & Washburn. All vendors must be in place by 8 am. (4) CoT will cover City costs (personnel & O/T, equipment, etc. All other costs are the responsibility of the Car Show Committee thru sponsorships and vendor fees.
5. **Heritage Square Farmers Market Report:** No report was provided by ON Site Market Manager Molly Pantalone.

A. Membershipware project update

1. **Update on database and video/photography:** Jan Harris had little to report on progress with the photography. The board suggested using Arsenal but the cost might not be doable at this time. Jas was asked to approach Arsenal to obtain their assistance with the project. Terry Skyler was also mentioned as someone who is a videographer and who also has a drone.

MOTION: To authorize staff to spend up to \$2,500 to obtain still and video photography for the website. J SNYDER / A DOSS / UNANIMOUS

2. **Pricing for QR Code window clings:** Jan presented the cost for window clings serving 2 purposes: (1) a 2-sided cling to place on windows/doors so that customers will see them and use the QR code and the other was 1-sided for use at tills and countertops

- B. Update on Sidewalk Graphic “stickers” as a directional shopping tool: Jan Harris reported that the project could be rolled into the Downtown Signage capital Improvement Project as a change order. Doug Moss reported that Carlos Menchaca and Nick Ramos have agreed to produce designs for \$500 each.

MOTION: To contract with Carlos Menchaca and Nick Ramos for 1 design for a sticker at \$500/each. D MOSS / J SNYDER / UNANIMOUS

MOTION: To discuss with Tom how to purchase 40 stickers for the upcoming Christmas season. D MOSS / A DOSS / UNANIMOUS

- C. **Discussion and recommendations to Simplicity regarding the City sign ordinance:** Jan Harris presented the results from the downtown stakeholders at the August Breakfast Bites. The MSAB made additional recommendations to the recommendations. All are presented below:

RESULTS FROM AUGUST BREAKFAST BITES MEETING DISCUSSING SIGNAGE/SIGN ORDINANCE (with Main Street Advisory Board comments in red):

I. SANDWICH BOARD / A-FRAME SIGNS:

- a. Not in favor of uniformity (such as in required design palette)
- 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
- f. *Recommend signs to be 36”-42” to remain pedestrian-focused*

II. UNDER-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.~~
(MSAB did not agree with this recommendation – too regulatory in nature.)

III. WINDOW SIGNAGE:

- a. They questioned the 30% rule in the current ordinance *(MSAB recommends keeping the 30% rule.)*
- b. Wanted to let businesses do what they want as long as it’s tasteful. *(MSAB felt this was drifting into guidelines territory and away from the regulatory.)*

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.~~ *(The MSAB did not agree with this point.)*

- d. *MSAB recommends allowing signage in alleys where businesses have their primary entrance or at the entrance to the alley itself with a directing arrow – ex: Art Off Center’s physical address is 116 W. 2nd St, # 108 but it’s primary access is via Potters Alley.*
 - e. *MSAB recommends that the recent update to the sign ord. to allow projecting signage mid-block be kept in the new ordinance.*
 - f. *MSAB recommends that no signs be allowed to extend over the roofline.*
- 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.*
 - d. *MSAB recommends that exterior neon signs be limited to true neon and not LED.*
- 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.)*
 - b. *MSAB recommends signage be screen-printed on the valance only of cloth awnings.*
- 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.) (MSAB strongly disagreed with this recommendation from the Breakfast Bite attendees.)*
 - b. *MSAB recommends that no signs be allowed to extend over the roofline.*
- VIII. **DIGITAL SIGNS:**
- a. *Did not express an opinion (JH: They are usually discouraged in historic downtown districts.)*
 - b. *MSAB recommends no digital signs in the downtown district. If the currently existing digital signs are damaged more than 51%, they should not be replaced with like signage.*
 - c. *MSAB recommended that the small LED “OPEN” signs be allowed if they neither blink nor change text.*
- IX. **FEATHER SIGNS:**
- a. *Still a sore point with a few businesses but there was not a definite feeling that these should be allowed.*
 - b. *MSAB is in favor of removing these and the blow up “Gumby” displays from the downtown district entirely.*
- X. **REMOVING SIGNAGE AFTER A BUSINESS LEAVES:**
- a. *The MSAB recommended that outgoing businesses be required to remove their signage within 6 weeks of closing their doors.*

These results will be sent to Matt Lewis with SimpleCities.

E. Discuss items for upcoming agendas:

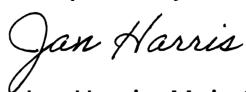
1. Plan Breakfast Bite Programs for the next 12 months
2. Review potential curtailment/improvement of MSAB-sponsored events

V. ADJOURN: There being no further business before the MSAB, Chairman Moss asked for a motion to adjourn.

MOTION: To adjourn the September 21st MSAB meeting at 8:00 pm. J McRAE / C HUMPHREYS / UNANIMOUS.

Next Meeting Date: October 19, 2022

Respectfully Submitted,



Jan Harris, Main Street Manager