

## AGENDA

### CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

**August 20, 2020, 5.30 P.M.**

To assist in maintaining the health of Main Street Advisory Board Members, staff and the public, this meeting will be conducted via Zoom.

Join Zoom Meeting

<https://zoom.us/j/94951781804> Meeting ID: 949 5178 1804; One tap mobile: +13462487799,,94951781804# US

#### I. ALL TO ORDER AND DECLARE A QUORUM

#### II. CITIZENS COMMUNICATION

#### III. CONSENT AGENDA

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

1. Review and approve minutes from the meeting on July 15, 2020.
2. Receive the July 2020 financial reports.

#### IV. REGULAR AGENDA: Review, Discuss and Consider Action:

3. Main Street Manager's Reports:
  - a. Manager's Activity Report
  - b. Board Member Attendance Report
  - c. Downtown Property Report
  - d. Downtown Business Report
  - e. Farmers' Market Report
  - f. Update on COVID-19 and its impact on small businesses
4. Discuss and Consider Action on Updates to the Current Sign Ordinance
5. Murals in the Downtown: Clarification of the Roles Played by the MSAB and the PAAB
6. Façade Improvement Grant Request: Deb Cooper for 201 W. 4<sup>th</sup> Street
7. Discuss items for upcoming agendas:
  - a. Signage Design Guidelines
  - b. Work Plan – assisting downtown business' recovery from COVID-19

#### V. ADJOURN

**Next Meeting Date: September 16, 2020**

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 August 20, 2020. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Jan Harris  
Jan Harris, Main Street Manager

Date: Aug 13, 2020

**Main Street Advisory Board**  
**August 19, 2020**

**Agenda Item Cover Sheet**

**Consent Agenda Items:**

1. July 15, 2020 Meeting Minutes
2. July 2020 Financial Reports

## MEETING MINUTES

### MAIN STREET ADVISORY BOARD CITY OF TAYLOR, TEXAS JULY 15, 2020 5:30 P.M.

**MEMBERS PRESENT:** Scott Dean, Chairman; Steve Truex, Erwin Stauffer, and Stacey Smith

**MEMBERS ABSENT:** Michael Van Jones, Sharla Gola, and Shannon Grace

**STAFF PRESENT:** Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager

**OTHERS PRESENT:** None

**I. CALL TO ORDER AND DECLARE A QUORUM:** Chairman Scott Dean called the April meeting of the Main Street Advisory Board to order at 5:46 pm and noted that a quorum was present. All members were present via the Zoom meeting format.

**II. CITIZENS COMMUNICATION:** There was no communication from the citizenry.

#### **III. CONSENT AGENDA**

**1. REVIEW AND APPROVE MINUTES FOR THE JUNE 17, 2020 MEETING.**

**2. RECEIVE THE JUNE 2020 MAIN STREET PROGRAM FINANCIAL REPORTS.**

Jan reported that only routine and ongoing expenses had been paid out from the General Fund budget. She reported that \$1,990 has been collected in fees from the Farmers' Market so far to date. **MOTION TO APPROVE THE CONSENT AGENDA ITEMS AS PRESENTED: E. STAUFFER/ S. SMITH/Approved**

#### **REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER/ACTION:**

**III. MAIN STREET MANAGER'S REPORT AND UPDATE:** In the Main Street Manager's Activity Report, Jan reported on the meetings she'd attended via Zoom and Teams during May. She reported in the Available Property Report that all of the units in the 2<sup>nd</sup> & Main Street Lofts are rented. Jan noted that Tony Gomes has the space at 109 W 3<sup>rd</sup> St for lease and that the restaurant space at 221 N Main was available for lease. Other available space includes 206 N Main owned by Patrick Quinn which formerly housed World Finance. She reviewed the attendance roster for the board's meetings noting the following: Scott Dean: 6 mtgs/1 absence; Stacey Smith: 6 mtgs/1 absence; Sharla Gola: 6 mtgs/2 absences; Shannon Grace: 6 mtgs/3 absences; Steve Truex: 6 mtgs/0 absences; Erwin Stauffer: 6 mtgs/0 absences; Bobby Seiferman: 1 mtg (resigned)/0 absences; and Michael Van Jones: 3 mtgs/3 absences. **NO ACTION WAS REQUIRED BY THE BOARD.**

**IV. UPDATE ON TAYLOR HERITAGE SQUARE FARMERS MARKET, A MAIN STREET PROJECT – 2020 SEASON:** Jan reported that the Market continues to grow. Currently there are 12 Full Season Voting Members (up 3 from last month) and 14

Weekly Members (up 2 from June's report). She reported that masks are required at the Market both for vendor and attendees. She placed signage regarding the requirement in English and Spanish up at the Market and had disposable masks available for customers who forgot their masks at home. **NO ACTION WAS REQUIRED BY THE BOARD.**

- V. UPDATE ON COVID-19, ITS IMPACT UPON SMALL BUSINESSES, AND ASSISTANCE OPPORTUNITIES:** Jan reported that the following special events had been cancelled due to the COVID pandemic: July 4<sup>th</sup> Parade & Car Show (Scott Dean reported that the Legion was planning to hold the Beer Run and shoot the fireworks later in the year and would be announcing that date at a future time.); The Main Street Car Show, the Summer Movie Series; and the Neighborhood Clean-Up. **NO ACTION WAS REQUIRED BY THE BOARD.**

**VI. DISCUSS ITEMS FOR THE UPCOMING AGENDA:**

1. Information on the Sign Ordinance and proposed signage guidelines for the Main Street Program District.
2. Possible façade grant request for 417 W 4<sup>th</sup> St.
3. Update on COVID-19, its impact upon small businesses, and assistance opportunities.

- IX. ADJOURN:** With no further items to be discussed, Chairman Scott called for a motion to adjourn the meeting at 6:03 pm. **MOTION: S. SMITH/E. STAUFFER/UNANIMOUS**

**NEXT MEETING DATE: Wednesday, August 19, 2020 at 5:30 pm**



C I T Y   O F   T A Y L O R  
FINANCIAL STATEMENT  
AS OF:    JULY 31ST, 2020

100-GENERAL FUND  
FINANCIAL SUMMARY

| ACCT #                         | ACCOUNT NAME          | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------------------------------|-----------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <hr/>                          |                       |                  |                   |                 |                |                  |                   |
| <u>REVENUE SUMMARY</u>         |                       |                  |                   |                 |                |                  |                   |
| <hr/>                          |                       |                  |                   |                 |                |                  |                   |
| ***                            | TOTAL REVENUES        | ***              | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
|                                |                       |                  | =====             | =====           | =====          | =====            | =====             |
| <br><u>EXPENDITURE SUMMARY</u> |                       |                  |                   |                 |                |                  |                   |
| <hr/>                          |                       |                  |                   |                 |                |                  |                   |
| 524                            | MAIN STREET PROGRAM   | 113,681.00       | 6,576.95          | 68,988.60       | 60.69          | 0.00             | 44,692.40         |
|                                |                       |                  | =====             | =====           | =====          | =====            | =====             |
| ***                            | TOTAL EXPENDITURES    | ***              | 113,681.00        | 6,576.95        | 68,988.60      | 60.69            | 44,692.40         |
|                                |                       |                  | =====             | =====           | =====          | =====            | =====             |
| <br>                           |                       |                  |                   |                 |                |                  |                   |
| ***                            | TOTAL PROFIT / (LOSS) | ***              | ( 113,681.00)     | ( 6,576.95)     | ( 68,988.60)   | 60.69            | 0.00              |
|                                |                       |                  | =====             | =====           | =====          | =====            | =====             |

C I T Y   O F   T A Y L O R  
FINANCIAL STATEMENT  
AS OF:    JULY 31ST, 2020

100-GENERAL FUND  
REVENUES

| ACCT #                 | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|------------------------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <hr/>                  |              |                  |                   |                 |                |                  |                   |
| *** TOTAL REVENUES *** |              | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
|                        |              | =====            | =====             | =====           | =====          | =====            | =====             |

CITY OF TAYLOR  
FINANCIAL STATEMENT  
AS OF: JULY 31ST, 2020

100-GENERAL FUND  
524-MAIN STREET PROGRAM  
DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|

100-EMPLOYEE SERVICES

WAGES & SALARIES

|                        |                     |           |          |           |       |      |           |
|------------------------|---------------------|-----------|----------|-----------|-------|------|-----------|
| 524-111                | REGULAR FULL TIME   | 57,680.00 | 4,769.24 | 45,615.47 | 79.08 | 0.00 | 12,064.53 |
| 524-114                | OVERTIME            | 0.00      | 0.00     | 0.00      | 0.00  | 0.00 | 0.00      |
| 524-115                | LONGEVITY PAY       | 0.00      | 0.00     | 0.00      | 0.00  | 0.00 | 0.00      |
| 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 * |                     | 57,680.00 | 4,769.24 | 45,615.47 | 79.08 | 0.00 | 12,064.53 |

PAID BENEFITS

|                        |                          |           |          |           |        |      |             |
|------------------------|--------------------------|-----------|----------|-----------|--------|------|-------------|
| 524-120                | UNUM LIFE                | 134.00    | 13.21    | 118.88    | 88.72  | 0.00 | 15.12       |
| 524-121                | FICA SOCIAL SECURITY     | 4,426.00  | 366.04   | 3,384.98  | 76.48  | 0.00 | 1,041.02    |
| 524-122                | WORKERS COMPENSATION     | 131.00    | 37.98    | 167.33    | 127.73 | 0.00 | ( 36.33)    |
| 524-123                | STATE UNEMPLOYMENT TAXES | 162.00    | 0.00     | 152.37    | 94.06  | 0.00 | 9.63        |
| 524-124                | RETIREMENT- TMRS         | 7,337.00  | 618.18   | 5,649.74  | 77.00  | 0.00 | 1,687.26    |
| 524-126                | HEALTH INSURANCE         | 0.00      | 615.11   | 5,535.99  | 0.00   | 0.00 | ( 5,535.99) |
| 524-127                | DENTAL INSURANCE         | 310.00    | 25.85    | 171.42    | 55.30  | 0.00 | 138.58      |
| 524-128                | LONG TERM DISABILITY     | 173.00    | 15.50    | 139.50    | 80.64  | 0.00 | 33.50       |
| 524-129                | VISION INSURANCE         | 48.00     | 3.96     | 35.64     | 74.25  | 0.00 | 12.36       |
| * SUB-CATEGORY TOTAL * |                          | 12,721.00 | 1,695.83 | 15,355.85 | 120.71 | 0.00 | ( 2,634.85) |

ALLOWANCES/REIMBURSEMENTS

|                        |                          |          |      |        |       |      |        |
|------------------------|--------------------------|----------|------|--------|-------|------|--------|
| 524-133                | BUSINESS- TRANSPORTATION | 0.00     | 0.00 | 0.00   | 0.00  | 0.00 | 0.00   |
| 524-135                | BUSINESS MEALS           | 1,100.00 | 0.00 | 157.59 | 14.33 | 0.00 | 942.41 |
| * SUB-CATEGORY TOTAL * |                          | 1,100.00 | 0.00 | 157.59 | 14.33 | 0.00 | 942.41 |

TRAINING/PROFESSIONAL DEVELOPM

|                        |                          |          |      |          |       |      |          |
|------------------------|--------------------------|----------|------|----------|-------|------|----------|
| 524-141                | WORKSHOP TRAINING        | 0.00     | 0.00 | 0.00     | 0.00  | 0.00 | 0.00     |
| 524-142                | PROFESSIONAL CONFERENCES | 1,900.00 | 0.00 | 633.36   | 33.33 | 0.00 | 1,266.64 |
| 524-143                | MEMBERSHIPS AND DUES     | 1,550.00 | 0.00 | 1,543.00 | 99.55 | 0.00 | 7.00     |
| 524-144                | SUBSCRIPTIONS AND BOOKS  | 0.00     | 0.00 | 0.00     | 0.00  | 0.00 | 0.00     |
| 524-146                | TRAINING- TRANSPORTATION | 1,000.00 | 0.00 | 257.80   | 25.78 | 0.00 | 742.20   |
| 524-147                | TRAINING- LODGING        | 1,900.00 | 0.00 | 0.00     | 0.00  | 0.00 | 1,900.00 |
| 524-148                | TRAINING- MEALS          | 850.00   | 0.00 | 87.62    | 10.31 | 0.00 | 762.38   |
| * SUB-CATEGORY TOTAL * |                          | 7,200.00 | 0.00 | 2,521.78 | 35.02 | 0.00 | 4,678.22 |

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2020

100-GENERAL FUND  
524-MAIN STREET PROGRAM  
DEPARTMENT EXPENSES

| ACCT #               | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|----------------------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| ** CATEGORY TOTAL ** |              | 78,701.00        | 6,465.07          | 63,650.69       | 80.88          | 0.00             | 15,050.31         |

200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

|                        |                         |          |      |        |       |      |          |
|------------------------|-------------------------|----------|------|--------|-------|------|----------|
| 524-211                | GENERAL OFFICE SUPPLIES | 1,000.00 | 0.00 | 586.92 | 58.69 | 0.00 | 413.08   |
| 524-213                | PHOTOGRAPHIC SUPPLIES   | 0.00     | 0.00 | 0.00   | 0.00  | 0.00 | 0.00     |
| 524-214                | COMPUTER SUPPLIES       | 450.00   | 0.00 | 114.33 | 25.41 | 0.00 | 335.67   |
| 524-215                | POSTAGE                 | 0.00     | 6.60 | 11.60  | 0.00  | 0.00 | ( 11.60) |
| * SUB-CATEGORY TOTAL * |                         | 1,450.00 | 6.60 | 712.85 | 49.16 | 0.00 | 737.15   |

PROGRAM/SPECIAL EVENTS

|                        |                       |           |      |        |       |      |           |
|------------------------|-----------------------|-----------|------|--------|-------|------|-----------|
| 524-232                | FOOD/MEALS            | 0.00      | 0.00 | 0.00   | 0.00  | 0.00 | 0.00      |
| 524-233                | CITY SPONSORED EVENTS | 25,500.00 | 0.00 | 255.36 | 1.00  | 0.00 | 25,244.64 |
| 524-234                | FUND RAISING GOODS    | 0.00      | 0.00 | 0.00   | 0.00  | 0.00 | 0.00      |
| 524-235                | PROMOTIONAL SUPPLIES  | 2,000.00  | 0.00 | 400.00 | 20.00 | 0.00 | 1,600.00  |
| * SUB-CATEGORY TOTAL * |                       | 27,500.00 | 0.00 | 655.36 | 2.38  | 0.00 | 26,844.64 |

OPERATIONAL EQUIPMENT (ADMIN)

|                        |                        |        |      |      |      |      |        |
|------------------------|------------------------|--------|------|------|------|------|--------|
| 524-261                | OFFICE FURNITURE       | 200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 200.00 |
| 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 * |                        | 200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 200.00 |

|                      |  |           |      |          |      |      |           |
|----------------------|--|-----------|------|----------|------|------|-----------|
| ** CATEGORY TOTAL ** |  | 29,150.00 | 6.60 | 1,368.21 | 4.69 | 0.00 | 27,781.79 |
|----------------------|--|-----------|------|----------|------|------|-----------|

300-FACILITIES OPERATIONS/MAIN

UTILITIES

|                        |                        |        |       |        |       |      |        |
|------------------------|------------------------|--------|-------|--------|-------|------|--------|
| 524-323                | TRUNK TELEPHONE SYSTEM | 30.00  | 0.00  | 0.00   | 0.00  | 0.00 | 30.00  |
| 524-324                | CELL PHONES            | 600.00 | 50.00 | 497.00 | 82.83 | 0.00 | 103.00 |
| * SUB-CATEGORY TOTAL * |                        | 630.00 | 50.00 | 497.00 | 78.89 | 0.00 | 133.00 |

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: JULY 31ST, 2020

100-GENERAL FUND  
524-MAIN STREET PROGRAM  
DEPARTMENT EXPENSES

| ACCT #               | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|----------------------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| ** CATEGORY TOTAL ** |              | 630.00           | 50.00             | 497.00          | 78.89          | 0.00             | 133.00            |

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 | <u>1,000.00</u> | <u>55.28</u> | <u>820.23</u> | <u>82.02</u> | <u>0.00</u> | <u>179.77</u> |
| * SUB-CATEGORY TOTAL * |                               | 1,000.00        | 55.28        | 820.23        | 82.02        | 0.00        | 179.77        |
| ** CATEGORY TOTAL **   |                               | 1,000.00        | 55.28        | 820.23        | 82.02        | 0.00        | 179.77        |

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

|                        |                             |             |             |             |             |             |             |
|------------------------|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-512                | ENGINEERING SERVICES        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-519                | OTHER PROFESSIONAL SERVICES | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                             | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |

FEES FOR SERVICES

|                        |                  |             |             |             |             |             |             |
|------------------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-523                | OUTSIDE PRINTING | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-528                | ADVERTISING      | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                  | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |

CONTRACT SERVICES

|                        |                         |             |             |                 |             |             |                    |
|------------------------|-------------------------|-------------|-------------|-----------------|-------------|-------------|--------------------|
| 524-539                | OTHER CONTRACT SERVICES | <u>0.00</u> | <u>0.00</u> | <u>2,652.47</u> | <u>0.00</u> | <u>0.00</u> | <u>( 2,652.47)</u> |
| * SUB-CATEGORY TOTAL * |                         | 0.00        | 0.00        | 2,652.47        | 0.00        | 0.00        | ( 2,652.47)        |
| ** CATEGORY TOTAL **   |                         | 0.00        | 0.00        | 2,652.47        | 0.00        | 0.00        | ( 2,652.47)        |

C I T Y   O F   T A Y L O R  
FINANCIAL STATEMENT  
AS OF:    JULY 31ST, 2020

100-GENERAL FUND  
524-MAIN STREET PROGRAM  
DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|

700-CAPITAL OUTLAY

OFFICE FURNITURE/EQUIPMENT

|                        |                    |      |      |      |      |      |      |
|------------------------|--------------------|------|------|------|------|------|------|
| 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 |

800-CONTRIBUTIONS & CONTINGENC

CONTRIBUTIONS/TRANSFERS

|                        |                     |          |      |      |      |      |          |
|------------------------|---------------------|----------|------|------|------|------|----------|
| 524-819                | OTHER CONTRIBUTIONS | 4,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4,200.00 |
| * SUB-CATEGORY TOTAL * |                     | 4,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4,200.00 |
|                        |                     |          |      |      |      |      |          |
| ** CATEGORY TOTAL **   |                     | 4,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4,200.00 |

|                          |            |          |           |       |       |           |
|--------------------------|------------|----------|-----------|-------|-------|-----------|
| *** DEPARTMENT TOTAL *** | 113,681.00 | 6,576.95 | 68,988.60 | 60.69 | 0.00  | 44,692.40 |
|                          | =====      | =====    | =====     | ===== | ===== | =====     |

|                        |            |          |           |       |       |           |
|------------------------|------------|----------|-----------|-------|-------|-----------|
| *** TOTAL EXPENSES *** | 113,681.00 | 6,576.95 | 68,988.60 | 60.69 | 0.00  | 44,692.40 |
|                        | =====      | =====    | =====     | ===== | ===== | =====     |

|                               |               |             |              |       |       |              |
|-------------------------------|---------------|-------------|--------------|-------|-------|--------------|
| *** TOTAL PROFIT / (LOSS) *** | ( 113,681.00) | ( 6,576.95) | ( 68,988.60) | 60.69 | 0.00  | ( 44,692.40) |
|                               | =====         | =====       | =====        | ===== | ===== | =====        |

\*\*\* END OF REPORT \*\*\*

FINANCIAL STATEMENT

AS OF: JULY 31ST, 2020

123-MAIN STREET REVENUE FUND  
FINANCIAL SUMMARY

| ACCT #                     | ACCOUNT NAME              | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|----------------------------|---------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>REVENUE SUMMARY</u>     |                           |                  |                   |                 |                |                  |                   |
| 330-                       | INTERGOVERNMENTAL REV     | 0.00             | 0.00              | 0.00            | 0.00           | 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     | 24,000.00        | 665.00            | 37,484.30       | 156.18         | 0.00             | ( 13,484.30)      |
| 450-                       | INTERFUND OPERATING T     | 29,600.00        | 0.00              | 22,200.00       | 75.00          | 0.00             | 7,400.00          |
| ***                        | TOTAL REVENUES ***        | 53,600.00        | 665.00            | 59,684.30       | 111.35         | 0.00             | ( 6,084.30)       |
|                            |                           | =====            | =====             | =====           | =====          | =====            | =====             |
| <u>EXPENDITURE SUMMARY</u> |                           |                  |                   |                 |                |                  |                   |
| 615-                       | CONTRIBUTE TO CIVIC P     | 47,500.00        | 793.25            | 58,139.36       | 122.40         | 0.00             | ( 10,639.36)      |
| ***                        | TOTAL EXPENDITURES ***    | 47,500.00        | 793.25            | 58,139.36       | 122.40         | 0.00             | ( 10,639.36)      |
|                            |                           | =====            | =====             | =====           | =====          | =====            | =====             |
| ***                        | TOTAL PROFIT / (LOSS) *** | 6,100.00         | ( 128.25)         | 1,544.94        | 25.33          | 0.00             | 4,555.06          |
|                            |                           | =====            | =====             | =====           | =====          | =====            | =====             |

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: JULY 31ST, 2020

123-MAIN STREET REVENUE FUND  
REVENUES

| ACCT #                                | ACCOUNT NAME                  | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL  | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>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         | 0.00             | 0.00              | 0.00             | 0.00           | 0.00             | 0.00              |
| 330-236                               | OTHER CONTRIBUTIONS           | <u>0.00</u>      | <u>0.00</u>       | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>      | <u>0.00</u>       |
| ** REVENUE CATEGORY TOTAL **          |                               | 0.00             | 0.00              | 0.00             | 0.00           | 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    | <u>0.00</u>      | <u>0.00</u>       | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>      | <u>0.00</u>       |
| ** REVENUE CATEGORY TOTAL **          |                               | 0.00             | 0.00              | 0.00             | 0.00           | 0.00             | 0.00              |
| <u>440-DONATIONS FROM PRIVATE SOU</u> |                               |                  |                   |                  |                |                  |                   |
| 440-352                               | FARMERS' MARKET RENTAL FEES   | 0.00             | 575.00            | 2,565.00         | 0.00           | 0.00             | ( 2,565.00)       |
| 440-353                               | MAIN STREET CAR SHOW          | 0.00             | 90.00             | 28,625.00        | 0.00           | 0.00             | ( 28,625.00)      |
| 440-354                               | WINE SWIRL                    | 0.00             | 0.00              | 4,439.30         | 0.00           | 0.00             | ( 4,439.30)       |
| 440-355                               | HERITAGE SQ CHRISTMAS LIGHTS  | 0.00             | 0.00              | 0.00             | 0.00           | 0.00             | 0.00              |
| 440-356                               | CHRISTMAS BAZAAR              | 0.00             | 0.00              | 1,855.00         | 0.00           | 0.00             | ( 1,855.00)       |
| 440-357                               | SALES AND OTHER FUNDRAISINGS  | 8,000.00         | 0.00              | 0.00             | 0.00           | 0.00             | 8,000.00          |
| 440-358                               | TAYLOR BLACKLAND PRAIRIE DAYS | 16,000.00        | 0.00              | 0.00             | 0.00           | 0.00             | 16,000.00         |
| 440-359                               | SPOOKTACULAR                  | <u>0.00</u>      | <u>0.00</u>       | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>      | <u>0.00</u>       |
| ** REVENUE CATEGORY TOTAL **          |                               | 24,000.00        | 665.00            | 37,484.30        | 156.18         | 0.00             | ( 13,484.30)      |
| <u>450-INTERFUND OPERATING TRANSF</u> |                               |                  |                   |                  |                |                  |                   |
| 450-361                               | TRANSFER FROM TIF             | 10,000.00        | 0.00              | 7,500.00         | 75.00          | 0.00             | 2,500.00          |
| 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    | <u>14,600.00</u> | <u>0.00</u>       | <u>10,950.00</u> | <u>75.00</u>   | <u>0.00</u>      | <u>3,650.00</u>   |
| ** REVENUE CATEGORY TOTAL **          |                               | <u>29,600.00</u> | <u>0.00</u>       | <u>22,200.00</u> | <u>75.00</u>   | <u>0.00</u>      | <u>7,400.00</u>   |
| *** TOTAL REVENUES ***                |                               | 53,600.00        | 665.00            | 59,684.30        | 111.35         | 0.00             | ( 6,084.30)       |
|                                       |                               | =====            | =====             | =====            | =====          | =====            | =====             |



FINANCIAL STATEMENT

AS OF: JULY 31ST, 2020

123-MAIN STREET REVENUE FUND  
615-CONTRIBUTE TO CIVIC PROGRA  
DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
|--------|--------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|

100-EMPLOYEE SERVICES

WAGES & SALARIES

|         |                        |      |      |      |      |      |      |
|---------|------------------------|------|------|------|------|------|------|
| 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 |

200-OPERATIONAL SUPPLIES

PROGRAM/SPECIAL EVENTS

|         |                               |           |      |           |        |      |              |
|---------|-------------------------------|-----------|------|-----------|--------|------|--------------|
| 615-232 | FARMERS' MARKET               | 0.00      | 0.00 | 70.09     | 0.00   | 0.00 | ( 70.09)     |
| 615-233 | CITY SPONSORED EVENTS         | 7,900.00  | 0.00 | 0.00      | 0.00   | 0.00 | 7,900.00     |
| 615-234 | FUND RAISING GOODS            | 0.00      | 0.00 | 0.00      | 0.00   | 0.00 | 0.00         |
| 615-235 | MAIN ST CAR SHOW              | 0.00      | 0.00 | 28,515.21 | 0.00   | 0.00 | ( 28,515.21) |
| 615-236 | TAYLOR BLACKLAND PRAIRIE DAYS | 10,000.00 | 0.00 | 0.00      | 0.00   | 0.00 | 10,000.00    |
| 615-237 | WINE SWIRL                    | 0.00      | 0.00 | 4,473.39  | 0.00   | 0.00 | ( 4,473.39)  |
| 615-238 | CHRISTMAS BAZAAR              | 0.00      | 0.00 | 285.95    | 0.00   | 0.00 | ( 285.95)    |
| 615-239 | SPOOKTACULAR                  | 0.00      | 0.00 | 467.90    | 0.00   | 0.00 | ( 467.90)    |
|         | * SUB-CATEGORY TOTAL *        | 17,900.00 | 0.00 | 33,812.54 | 188.90 | 0.00 | ( 15,912.54) |

SPECIALTY SUPPLIES

|         |                        |           |      |           |        |      |              |
|---------|------------------------|-----------|------|-----------|--------|------|--------------|
| 615-259 | MISC. SUPPLIES         | 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 **   | 17,900.00 | 0.00 | 33,812.54 | 188.90 | 0.00 | ( 15,912.54) |

500-CONTRACT SERVICES AND FEES

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: JULY 31ST, 2020

123-MAIN STREET REVENUE FUND  
615-CONTRIBUTE TO CIVIC PROGRA  
DEPARTMENT EXPENSES

| ACCT #                                    | ACCOUNT NAME                | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|-------------------------------------------|-----------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>PROFESSIONAL SERVICES</u>              |                             |                  |                   |                 |                |                  |                   |
| 615-519                                   | OTHER PROFESSIONAL SERVICES | 0.00             | 0.00              | 4,257.02        | 0.00           | 0.00             | ( 4,257.02)       |
|                                           | * SUB-CATEGORY TOTAL *      | 0.00             | 0.00              | 4,257.02        | 0.00           | 0.00             | ( 4,257.02)       |
| <u>FEES FOR SERVICES</u>                  |                             |                  |                   |                 |                |                  |                   |
| 615-523                                   | OUTSIDE PRINTING            | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| 615-528                                   | ADVERTISING                 | 5,000.00         | 0.00              | 900.00          | 18.00          | 0.00             | 4,100.00          |
|                                           | * SUB-CATEGORY TOTAL *      | 5,000.00         | 0.00              | 900.00          | 18.00          | 0.00             | 4,100.00          |
| <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              |
| <u>800-CONTRIBUTIONS &amp; CONTINGENC</u> |                             |                  |                   |                 |                |                  |                   |
| <u>CONTRIBUTIONS/TRANSFERS</u>            |                             |                  |                   |                 |                |                  |                   |
| 615-811                                   | RENTAL ASSISTANCE           | 14,600.00        | 793.25            | 15,744.80       | 107.84         | 0.00             | ( 1,144.80)       |
| 615-813                                   | FACADE GRANT                | 10,000.00        | 0.00              | 3,425.00        | 34.25          | 0.00             | 6,575.00          |
| 615-819                                   | OTHER CONTRIBUTIONS         | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
|                                           | * SUB-CATEGORY TOTAL *      | 24,600.00        | 793.25            | 19,169.80       | 77.93          | 0.00             | 5,430.20          |
| <u>*** DEPARTMENT TOTAL ***</u>           |                             |                  |                   |                 |                |                  |                   |
|                                           |                             | 47,500.00        | 793.25            | 58,139.36       | 122.40         | 0.00             | ( 10,639.36)      |
| <u>*** TOTAL EXPENSES ***</u>             |                             |                  |                   |                 |                |                  |                   |
|                                           |                             | 47,500.00        | 793.25            | 58,139.36       | 122.40         | 0.00             | ( 10,639.36)      |

C I T Y   O F   T A Y L O R  
FINANCIAL STATEMENT  
AS OF:    JULY 31ST, 2020

123-MAIN STREET REVENUE FUND  
615-CONTRIBUTE TO CIVIC PROGRA  
DEPARTMENT EXPENSES

|        |                              | ANNUAL   | CURRENT         | Y-T-D    | % OF   | Y-T-D   | BUDGET   |
|--------|------------------------------|----------|-----------------|----------|--------|---------|----------|
| ACCT # | ACCOUNT NAME                 | BUDGET   | PERIOD          | ACTUAL   | BUDGET | ENCUMB. | BALANCE  |
| <hr/>  |                              |          |                 |          |        |         |          |
| ***    | TOTAL PROFIT / (LOSS)    *** | 6,100.00 | (       128.25) | 1,544.94 | 25.33  | 0.00    | 4,555.06 |
|        |                              | =====    | =====           | =====    | =====  | =====   | =====    |

\*\*\* END OF REPORT \*\*\*

## **Main Street Advisory Board**

**August 19, 2020**

### **Agenda Item Cover Sheet**

#### **Regular Agenda Item IV – Main Street Manager’s Reports**

- a. Manager’s Activity Report
- b. Board Member Attendance Report
- c. Downtown Property Report
- d. Downtown Business Report
- e. Farmers’ Market Report
- f. Update on COVID-19 and its impact on small businesses

## **Main Street Monthly Report – July 2020**

### **Community Outreach:**

- TDA Education & Outreach Committee Meeting – 7/14
- Texas Main Street Managers COVID Call – 7/8
- Public Arts Advisory Board Meeting – 7/22
- Main Street Advisory Board Meeting – 7/15

### **Local Business / Owner Visits:**

- Reached out to Harvey Patsche (Ideal Barber Shop) regarding issue with mud at the catch basin near his shop.
- Fielded calls re: Farmers Market Vendors from Elizabeth Fritz, Maria Newman, and Rick Allard
- Acted between Tony Gomes and Waste Connection on 3 occasions re: dumpsters in alley between Potters Alley and alley to 3<sup>rd</sup> St.
- Provided technical assistance to gentleman (Malik) who wants to place a food truck in DT Taylor

### **Event Planning:**

### **Other Duties:**

- Development Team Meetings – Every Monday at 10am
- Development Team Check-In Meetings – Daily at 4 pm
- 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:**

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

| TAYLOR MAIN STREET ADVISORY BOARD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  | 2020              |                       |                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|------------|------------|--|-------------------|-----------------------|-----------------------------------------|
| MEMBER NAME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1/15/2020 | 2/19/2020 | 2/25/2020 | 3/2/2020                | 3/18/2020 | 4/15/2020 | 5/20/2020 | 6/17/2020 | 7/15/2020 | 8/19/2020 | 9/16/2020 | 10/21/2020  | 11/18/2020 | 12/16/2020 |  | TOTAL MTGS CALLED | TOTAL MEETINGS ABSENT | Met Attendance Requirement per handbook |
| Scott Dean, Chairman                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | P         | EA        | P         | **                      | **        | P         | P         | P         | P         |           |           |             |            |            |  | 7                 | 1                     |                                         |
| Stacey Smith                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | P         | EA        | P         | **                      | **        | P         | P         | P         | P         |           |           |             |            |            |  | 7                 | 1                     |                                         |
| Sharla Gola                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | P         | P         | EA        | **                      | **        | A         | P         | P         | A         |           |           |             |            |            |  | 7                 | 3                     |                                         |
| Shannon Grace                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | P         | A         | EA        | **                      | **        | EA        | P         | P         | A         |           |           |             |            |            |  | 7                 | 4                     |                                         |
| Steve Truex                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | P         | P         | P         | **                      | **        | P         | P         | P         | P         |           |           |             |            |            |  | 7                 | 0                     |                                         |
| Bobby Seiferman                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | P         | Resigned  |           |                         |           |           |           |           |           |           |           |             |            |            |  | 1                 | 0                     |                                         |
| Erwin Stauffer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | EA        | P         | P         | **                      | **        | P         | P         | P         | P         |           |           |             |            |            |  | 7                 | 1                     |                                         |
| Michael Van Jones                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |           |           |                         | **        | A         | A         | A         | A         |           |           |             |            |            |  | 4                 | 4                     |                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |
| EA = Excused Absence, per Chairman                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |           |           | A = Absent, not excused |           |           |           |           |           |           |           | P = Present |            |            |  |                   |                       |                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |
| Please Note: ** = No Meeting Held                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |
| <b>Attendance Requirement:</b> Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member. |           |           |           |                         |           |           |           |           |           |           |           |             |            |            |  |                   |                       |                                         |

Taylor Downtown Property Inventory Report  
August 2020

|    | A                                | B                                          | C             | D         | E           | F            | G                             | H                     | I                |
|----|----------------------------------|--------------------------------------------|---------------|-----------|-------------|--------------|-------------------------------|-----------------------|------------------|
| 1  | PROPERTY ADDRESS                 | PROPERTY NAME                              | SALE OR LEASE | # SF      | PRICE/SF    | PRICE        | CONTACT NAME                  | CONTACT NUMBER        | CONTRACT PENDING |
| 2  |                                  |                                            |               |           |             |              |                               |                       |                  |
| 3  | 201 W 4th Street                 | Fmr Frills/4th St Grind                    | sale          | 4420/SF   | \$110/SF    | \$485,000.00 | Kelly Loessin                 | tel:+1 (830) 542-9353 |                  |
| 4  | 119-121 E 3rd Street             | Ricocco's                                  | sale          | 9916/SF   | \$87.23/SF  | \$865,000    | Kelly Loessin                 | tel:+1 (830) 542-9353 |                  |
| 5  | 219-221 N Main St                | Texas Historic Café Bldg                   | sale          | 16,138/SF | \$117.73/SF | \$1,900,000  | Gregory Cooper                | 512-565-0499          |                  |
| 6  | 108-116 E 2nd St                 | Taylor Sta., Turning Heads Salon, & 3 lots | sale          | 4310/SF   |             | \$850,000.00 | Bo Brasfield                  | 512-365-6500          |                  |
| 7  | 321-323 N Main St                | Presler-Hewitt Building                    | sale          |           |             | \$863,000.00 | Anya DeNio/Don Quick Realtors | (512) 814-1811        |                  |
| 8  |                                  |                                            |               |           |             |              |                               |                       |                  |
| 9  | 120 W 2nd; 2nd fl; Premium Suite | McCrory Timmerman Bldg                     | lease         | 6700/SF   | \$14.40/SF  | \$8040/mo    | Julie Downs                   | 512-365-8563          |                  |
| 10 | 111 W 3rd St                     | Richter Furniture Bldg                     | lease         | 16,000/SF | TBD         | TBD          | Ryder Jeanes                  | 512-441-8888          |                  |
| 11 | 211-B N Main St.                 | next to Hawt Spot                          | lease         | 1500/SF   | \$8.52/SF   | \$1,800      | Julie Downs                   | 512-365-8563          |                  |
| 12 | 206 N Main Street                | fmr World Finance                          | lease         | 1750/SF   | \$1.35/SF   | \$1,300      | Patrick Quinn                 | 512-352-6345          |                  |
| 13 | 109 W 3rd St                     | fmr C VanderDys Edward Jones office        | lease         | 980/SF    | \$1.63.SF   | \$1,600      | Tony Gomes                    | 512-784-8712          |                  |
| 14 | 221 N Main St                    | Texas Hist. Café Restaurant Space          | lease         | 3200/SF   | TBD         | TBD          | Tony Gomes                    | 512-784-8712          |                  |
| 15 | 323 N Main St                    | fmr Cherry Tree                            | lease         |           | TBD         | TBD          | Anya DeNio                    | 512-814-1811          |                  |
| 16 | 109 N Main St; 1st floor         | Woodsman Inc.                              | lease         | 1500/SF   | \$1/SF      | \$1550/mo    | Josh Richards                 | (512) 846-2535        |                  |

# MAIN STREET TAYLOR DOWNTOWN BUSINESS REPORT

August 2020

|    | A                             | B               | C                | D        | E        | F                  |
|----|-------------------------------|-----------------|------------------|----------|----------|--------------------|
| 1  | BUSINESS NAME                 | ADDRESS         | OWNER/MANAGER    | OUTGOING | INCOMING | TYPE OF BUSINESS   |
| 2  |                               |                 |                  |          |          |                    |
| 3  | Cherry Tree Creative          | 323 N Main St   | Curie Humphreys  | X        |          | Retail             |
| 4  |                               |                 |                  |          |          |                    |
| 5  |                               |                 |                  |          |          |                    |
| 6  |                               |                 |                  |          |          |                    |
| 7  |                               |                 |                  |          |          |                    |
| 8  | Hola Aloha All Natural Treats | 118 W 2nd St    | Chelia Cardona   |          | X        | food               |
| 9  | Good Strangers                | 114 W 2nd St    | Sarah Fisher     |          | X        | coffee shop        |
| 10 | Yipiokya                      | 117-A N Main St | Julie Bennett    |          | X        | retail             |
| 11 | 4th St Merchantile            | 201-A W 4th St  | Deb Cooper       |          | X        | retail             |
| 12 | Texas Comfort Air             | 114 N Main St   | Mark Scarborough |          | X        | service            |
| 13 | Name TBD                      | 116 N Main St   |                  |          | X        | food/smoothie shop |



|    |                     | C                   | D                        | E                 | F                 | G                  | H                      | I          | J               | K                 | O               |
|----|---------------------|---------------------|--------------------------|-------------------|-------------------|--------------------|------------------------|------------|-----------------|-------------------|-----------------|
|    | Market Date         | # Vendors on Roster | Total # Vendor s Present | # Submitt ed Data | Missing Data From | # Farmer / Growers | # Cottage Food Vendors | # Artisans | # transact ions | Total Sales \$    |                 |
| 1  | 3/7/2020            | 18                  | 9                        | 9                 |                   | 3.5                | 2                      | 3.5        | 112             | \$1,700.75        |                 |
| 2  | 3/14/2020           | 18                  | 7                        | 7                 |                   | 2                  | 3                      | 2          | 59              | \$1,173.50        |                 |
| 3  | 3/21/2020           | 18                  | 4                        | 4                 |                   | 2                  | 2                      | 0          | 97              | \$2,436.54        | Covid-19 Market |
| 4  | 3/28/2020           | 18                  | 4                        | 4                 |                   | 3                  | 2                      | 0          | 91              | \$1,952.73        | Covid-19 Market |
| 5  |                     | Avg.                | Avg.                     | Avg.              |                   | Avg.               | Avg.                   | Avg.       | Total           | Total             | Total           |
| 6  | <b>March Totals</b> | 18                  | 6                        | 6                 |                   | 3                  | 2                      | 1          | 359             | <b>\$7,263.52</b> | 4               |
| 7  | 4/4/2020            | 20                  | 7                        | 7                 |                   | 4.5                | 2.5                    | 0          | 89              | \$1,003.68        | Covid-19 Market |
| 8  | 4/11/2020           | 20                  | 4                        | 4                 |                   | 2                  | 2                      | 0          | 33              | \$244.00          | Covid-19 Market |
| 9  | 4/18/2020           | 20                  | 5                        | 5                 |                   | 3                  | 2                      | 0          | 108             | \$1,653.51        | Covid-19 Market |
| 10 | 4/25/2020           | 20                  | 6                        | 6                 |                   | 3                  | 2.5                    | 0.5        | 79              | \$1,920.17        | Covid-19 Market |
| 11 |                     | Avg.                | Avg.                     | Avg.              |                   | Avg.               | Avg.                   | Avg.       | Total           | Total             | Total           |
| 12 | <b>April Totals</b> | 20                  | 6                        | 6                 |                   | 3                  | 2                      | 0          | 309             | <b>\$4,821.36</b> | 4               |
| 13 | 5/2/2020            | 20                  | 8                        | 7                 |                   | 4                  | 3                      | 1          | 148             | \$2,457.50        | Covid-19 Market |
| 14 | 5/9/2020            | 14                  | 12                       | 12                |                   | 5                  | 4                      | 2          | 165             | \$1,762.41        | Covid-19 Market |
| 15 | 5/16/2020           | 22                  | 10                       | 10                |                   | 5                  | 3.5                    | 1.5        | 211             | \$1,867.54        | Covid-19 Market |
| 16 |                     |                     |                          |                   |                   |                    |                        |            |                 |                   |                 |

|   |                |       |       |      |                       |      |       |       |       |                 |                     |
|---|----------------|-------|-------|------|-----------------------|------|-------|-------|-------|-----------------|---------------------|
| 1 | 5/23/2020      | 22    | 13    | 13   |                       | 7    | 4     | 2     | 442   | \$2,931.6<br>1  | Covid-19 Market     |
| 7 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 1 | 5/30/2020      | 23    | 14    | 13   | Lorraine<br>Rossmeyer | 7.5  | 4     | 2.5   | 350   | \$3,610.3<br>1  | Covid-19 Market     |
| 8 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 1 | May<br>Totals  | Avg.  | Avg.  | Avg. |                       | Avg. | Avg.  | Avg.  | Total | Total           | Total               |
| 9 |                | 20    | 11    | 11   |                       | 5    | 4     | 2     | 966   | \$12,629.<br>37 | 5                   |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 0 | 6/6/2020       | 20    | 10    | 10   |                       | 5    | 3     | 2     | 281   | \$2,853.9<br>6  | Covid-19 Market     |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 1 | 6/13/2020      | 15    | 16    | 15   | Butler<br>Botanicals  | 15   | 15    | 15    | 15    | \$2,759.0<br>0  | Covid-19 Market     |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 2 | 6/20/2020      | 20    | 16    | 15   | Larry<br>Beran        | 8.5  | 5     | 2.5   | 320   | \$3,471.8<br>5  | Covid-19 Market     |
| 3 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 2 | 6/27/2020      | 22    | 13    | 10   |                       | 5.5  | 5.5   | 0     | 268   | \$2,415.1<br>4  | Covid-19 Market     |
| 4 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 2 | June<br>Totals | Avg.  | Avg.  | Avg. |                       | Avg. | Avg.  | Avg.  | Total | Total           | Total               |
| 5 |                | 19.25 | 13.75 | 12.5 |                       | 8.5  | 7.125 | 4.875 | 884   | \$11,499.<br>95 | 4                   |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 7 | 7/4/2020       | 22    |       |      |                       |      |       |       |       |                 | Closed for July 4th |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 8 | 7/11/2020      | 22    | 11    | 10   | Uwe<br>Wendel         | 5.5  | 5.5   | 0     | 266   | \$2,511.3<br>6  | Covid-19 Market     |
| 2 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 9 | 7/18/2020      | 21    | 14    | 13   | Reagan's<br>Produce   | 8    | 5     | 2     | 238   | \$2,289.4<br>9  | Covid-19 Market     |
| 3 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 0 | 7/25/2020      | 21    | 10    | 6    |                       |      |       |       |       |                 | Covid-19 Market     |
| 3 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 1 |                | Avg.  | Avg.  | Avg. |                       | Avg. | Avg.  | Avg.  | Total | Total           | Total               |
| 3 |                |       |       |      |                       |      |       |       |       |                 |                     |
| 2 | July<br>Totals | 21    | 13    | 12   |                       | 7    | 6     | 2     | 1388  | \$4,800.8<br>5  | 3                   |

### HELPFUL TIPS FOR SMALL BUSINESS OWNERS

While there are federal guidelines for reopening state economies, stay-at-home orders and the reopening of small businesses will be left to each state to decide. As such, reopening will occur over the course of many months, with each state operating independently with its own set of guidelines and recommendations for small business operations. It is also safe to say that consumers will ultimately dictate what reopening looks like in commercial districts through their actions.

As such, Main Street programs and other community-based organizations and small business owners should **first** follow guidelines as established by local and state officials, which outline conditions for reopening. Many may also have specific guidelines based on industry sector, for example restaurants and fitness centers. The following represent other elements to consider as operating practices for small business owners:



#### 1. Develop Safe Practices for your Business.

There remains very limited information on how reopening guidelines will address safe shopping practices. Absent having federal or statewide requirements, we would suggest, in conjunction with guidance from local public health officials developing a set of safe shopping practices.

Practices could include:

- Consider having a designated queue area outside of stores with markers on the ground spaced six feet apart to maintain social distancing recommendations.
- Consider criteria that limit the number of customers inside at any one time. This should be based on store layout and size that assures some social distancing practice. Some states are also providing guidance as to percent of occupancy allowable in phased reopening situations.

- Develop and promote store cleaning protocols.
- Educate your employees on how to keep the space clean. Provide personal protection equipment for employees, like masks and gloves.
- Incorporate touchless pay systems through your point of sale.
- Provide the following for your customers:
  - Hand wipes
  - Hand sanitizer stations
  - Personal protection equipment

**2. Understand Industry Specific Guidance.** Look for guidance from your industry sector association. For example, the Georgia State Board of Cosmetology and Barbers has [issued guidance](#) to their members across the state. The Occupational Safety and Health Agency has also developed [safe operating guidelines](#) that, while geared to larger-scale businesses, have helpful guidance.

**3. Create a safe work environment for your employees.** Employees who are sick should be advised to stay home. Employers should provide training, educational materials, and put in place strong protocols for cleaning the premises and personal hygiene practices.

a. Consider asking screening questions: Have you had a cough? Have you had a fever? Have you been around anyone exhibiting these symptoms within the past 14 days? Are you living with anyone who is sick or quarantined?

b. Consider using contactless thermometers to test employees each day

**4. Evaluate your Vendors.** Businesses will likely need to be much more focused on lead times for inventory. Given that many suppliers will also be ramping up, distribution channels may be slow to respond with product orders.

Also, note that many businesses may need to find new suppliers as some unfortunately may be out of business.

**5. Deepen your Online Presence.** E-commerce was growing at nearly 15 percent annually prior to the pandemic, which has only accelerated during stay-at-home orders. Even with reopening, foot traffic will lag. Now is the time to dedicate some time and resources to developing your social media and e-commerce presence. There are many low-cost starter options, like eBay, Etsy, Facebook, Shopify, etc. that can quickly help you obtain an e-commerce presence in the short-term, while you explore your e-commerce and social media marketing strategies.

**6. Partner with other local businesses and community organizations.** Work with businesses in your local community to promote reopening and find ways to work together to reach customers. Consider working with your local Main Street Program or community-based organization and municipal government to dedicate certain parking spaces as delivery/pick-up zones for downtown businesses. It is likely that many customers will have become used to delivery and pick-up options, and they will still prefer those shopping options for safety and convenience after reopening.



## **Main Street Advisory Board**

**August 19, 2020**

### **Agenda Item Cover Sheet**

#### **Regular Agenda Item:**

4. Discuss and Consider Action on updates to the current sign ordinance





## MEMORANDUM

TO: Main Street Advisory Board  
FROM: Jan Harris, CMSM  
RE: Proposed changes to the Taylor Sign Ordinance  
DATE: 8/7/2020

The current sign ordinance needs revisions. The following 5 signage types are the first in which staff is seeking the input and buy-in from the Main Street Advisory Board before these same signage types are taken before City Council. These 5 signage types are window signs, projecting signs, hanging signs, illuminated/neon signs, and banners/feather banners.

This packet contains charts of the types of signage in question with definitions, descriptions, and regulations included in the current Sign Ordinance along with proposed changes and additions for the Main Street Advisory Board's review. A Power Point Presentation is also included in the packet. The Power Point will be discussed in depth during the meeting.

| SIGN TYPE                                                       | CURRENT SIGN/ZONING ORDINANCE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | PROPOSED CHANGES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>I. WINDOW SIGNS (both primary and secondary / ancillary)</p> | <ul style="list-style-type: none"> <li>• <i>Window sign</i> means a sign affixed to the <b>interior or exterior</b> of a window or <b><u>placed immediately behind</u></b> a windowpane. </li> <li>• Requires a sign permit before installation.</li> <li>• <i>Window signs.</i> The coverage area shall not exceed 30% of the window area. </li> <li>• Ancillary (secondary) signs convey messages about the products or services available inside the business. </li> </ul> | <ul style="list-style-type: none"> <li>• <i>Window sign</i> means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane. within 3 feet of a window for the purpose of being visible from the exterior of the window. Merchandise displays shall not be considered window signs.</li> <li>• Make clear which types of signs are to be considered as a part of the 30% signable area and require a permit..</li> <li>• Ancillary (secondary) contribute to the visual clutter in a storefront window. They <b><u>should</u></b> count as a part of the 30% of signable area allowed.</li> </ul> |

| SIGN TYPE             | CURRENT SIGN/ZONING ORDINANCE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | PROPOSED CHANGES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| II. PROJECTING SIGNS: | <ul style="list-style-type: none"> <li>• <u>Projection sign means a sign which is supported by an exterior corner of a building.</u></li> <li>• <u>Corner projection sign. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet.</u></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Projecting sign</i> is a two-sided sign projecting from a building and is placed perpendicular to the building's front façade <b>or</b> placed at the building's exterior corner.</li> <li>• Projecting signs should be hung no higher than the bottom of 2<sup>nd</sup> story windows.</li> <li>• Projecting signs should relate in size and location to the store they represent. On a multiple story building, do not hang the sign any higher than the fascia of the building for a ground floor business.</li> </ul> |



| SIGN TYPE            | CURRENT SIGN/ZONING ORDINANCE:                                                                                                                                                                                                                                                                                                                                                                                                                                            | PROPOSED CHANGES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| III. HANGING SIGNS:  | <ul style="list-style-type: none"> <li><i>Hanging sign</i> means a sign attached to underneath the canopy or awning.</li> <li>Shall not exceed eight square feet in area and provide a minimum of <b>8' clearance</b> between the sidewalk surface and the bottom of the sign. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.</li> </ul>                                                                               | <ul style="list-style-type: none"> <li>TxDOT Regulations place the bottom of hanging signs at 7' above the grade of the sidewalk. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.</li> </ul>                                                                                                                                                                                                                                                                                             |
|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| IV. LIGHTED SIGNAGE: | <ul style="list-style-type: none"> <li><i>Internally illuminated signs.</i> Not permitted.</li> </ul> <p><b>In addition, the Taylor Zoning Ordinance says:</b></p> <ul style="list-style-type: none"> <li><i>Neon Signs.</i> There shall be no neon signs on the exterior of any structures.</li> <li>Interior neon signs shall be restricted to "Open" and "Closed," may not exceed six (6) square feet in size and may not have movement or changing colors.</li> </ul> | <ul style="list-style-type: none"> <li>Neon signage is an historic sign form and has been traditionally used in downtown historic commercial districts since the mid-20<sup>th</sup> C. Therefore, neon signage should be considered on a case-by-case basis taking into consideration the architecture of the building where the sign will be located.</li> <li>Neon "Open" and "Closed" signs have less historical standing than do traditional neon business signs and are inappropriate for the downtown historic district.</li> </ul> |

| SIGN TYPE   | • CURRENT SIGN/ZONING ORDINANCE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | • PROPOSED CHANGES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| V. BANNERS: | <ul style="list-style-type: none"> <li>• <i>Banner</i> means a temporary sign, either attached or freestanding, with or without characters, letters, illustrations, or ornamentations, applied to cloth, paper, flexible plastic or fabric of any kind, attached to the exterior of the structure or free standing on the site with temporary fastening devices such as rope, string, wire, twine, or similar materials, which is in addition to the permitted permanent signs, announcing a special event for a business, i.e., business openings, grand openings, sales or promotion events.</li> <li>• Approved banner signs shall be displayed for a maximum of 90 days per calendar year.</li> <li>• Banners require permits.</li> <li>• According to the Zoning Ordinance, portable, temporary, or banner signs are prohibited.</li> <li>• Feather banners are not addressed at all.</li> </ul> | <ul style="list-style-type: none"> <li>• Keep the definition as is.</li> <li>• Keep the display time allowed per banner as is.</li> <li>• <b>Definition of a Feather banner:</b> A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign.</li> <li>• Feather banners should be prohibited in the Downtown Sign District. (Examples of cities prohibiting feather banners include Georgetown, TX; Denton, TX, and Gainesville, GA.)</li> </ul> |
|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



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## A bit of background on types of signs



**SYMBOLS:** Symbols or emblems of the business or trade were the earliest types of signs when large portions of the populace were unable to read. For example, the red/white of a barber pole harkens back to the days when barbers were also surgeons (bloody bandages!)



**HANGING SIGNS:** As literacy increased among the population, hanging signs became popular. However, they had drawbacks: they creaked in the wind, knocked people off horses, and sometimes fell. In 1762, English law prohibited large hanging signs and in 1797, this was extended to all hanging signs.



**FLAT/WALL SIGN:** These solved the hazardous sign problem and became a go-to choice for signage then as now.

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**FASCIA SIGNS:** By the 19<sup>th</sup> C, signs placed in the fascia (or horizontal area between the storefront and the 2<sup>nd</sup> floor) became popular.



**PAINTED SIGNS:** As improvements in glass allowed for larger plate glass surfaces, the use of gold leaf or painted signs began being found in downtowns. Much later, vinyl lettering became a popular and less expensive option.



**AWNING SIGNS:** Awnings became places for signage as people used the fringe or skirt of the awning as well as the panel on the side to promote their business to the public.



**NEON SIGNS:** In the 20<sup>th</sup> C, neon and argon gas encapsulated in glass tubes shaped into letters or symbols became popular. It offered sign makers an opportunity to mold light into an infinite variety of shapes, colors, and images. Neon signs can be appropriate for businesses in buildings built during the early to mid-1900s.

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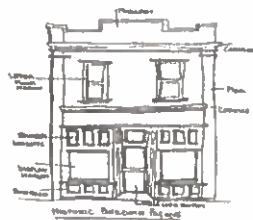
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Before we start...a bit about commercial storefronts and traditional signage placement....




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## Traditional Areas for Signage

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## I. Let's tackle WINDOW SIGNS!

- Effective window signs can be vinyl letters or those painted by hand (the latter being the most historically accurate method).
- They can also be stained glass either in the transom or hung directly behind the storefront window.

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### What the Taylor Sign Ordinance Says:

- Window sign means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane.
- Requires a sign permit before installation.
- Window signs. The coverage area shall not exceed 30% of the window area.
- HOWEVER, small signs regarding hours of operation and types of credit cards accepted are not considered as part of the 30% signable area nor do they require permits.

### Suggested Changes:

- Make clear which types of signs are to be considered as a part of the 30% signable area.




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**Issues for your input:**

1. The current definition of a window sign specifies that it is placed immediately behind a windowpane.

- BUT how far is "immediately behind"?
- **SUGGESTION** Window sign means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane, within 3 feet of a window for the purpose of being visible from the exterior of the window. Merchandise displays shall not be considered window signs.



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2. What is a window sign? Should these signs be counted as a part of the 30%?

- **PROPOSED** – These are window signs and because they inform the public of the business' products and they contribute to the visual clutter in a storefront window. They should count as a part of the 30% of signable area allowed.
- They also require sign permits before placement.

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II. Projecting and Hanging Signs

- Projecting signs are generally two-sided signs, suspended from an iron bracket or building element, mounted perpendicular to the face of the building. Both lettered and symbolic projecting signs, have been used in commercial areas for hundreds of years, and are an important component to the traditional downtown streetscape. Projecting signs are sometimes paired with another at a 45-degree angle for increased visibility.

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EXAMPLES OF  
PROJECTING SIGNS  
IN HISTORIC  
DOWNTOWN  
SETTINGS.

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### Suggestion to update the wording in the sign ordinance concerning projecting signs:

#### WHAT THE TAYLOR SIGN ORDINANCE SAYS:

- Projection sign means a sign which is supported by an exterior corner of a building.
- Corner projection sign. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet.
- ISSUE: What about businesses located mid-block buildings?

#### PROPOSED UPDATES:

- Projecting sign is a two-sided sign projecting from a building and is placed perpendicular to the building's front facade or placed at the building's exterior corner.
- Projecting signs should be hung no higher than the bottom of 2<sup>nd</sup> story windows.
- Projecting signs should relate in size and location to the store they represent. On a multiple story building, do not hang the sign any higher than the fascia of the building for a ground floor business.

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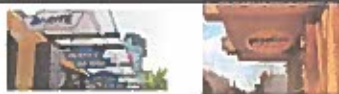
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### Hanging Signs:



#### What the Current Sign Ordinance Says:

- Hanging sign means a sign attached to underneath the canopy or awning.
- Shall not exceed eight square feet in area and provide a minimum of 8' clearance between the sidewalk surface and the bottom of the sign. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.

#### Suggested Changes to the Sign Ordinance:

- TxDOT Regulations place the bottom of hanging signs at 7' above the grade of the sidewalk. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.

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### III. LIGHTED SIGNS

vary in how they are illuminated: external illumination, halo lit (back, lighted) signage, internally lit cabinet signage, and neon:



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### Types of Lighted Signs Common in Commercial Historic Districts:

#### Externally Lit Signs:

- Often employ gooseneck light fixtures that shine light directly on the sign face. It does not impede either the visibility of vehicular or pedestrian traffic at night.
- Enables the business to be passively promoted when closed at night.

#### Neon:

- First demonstrated in a modern form in December 1910 by Georges Claude at the Paris Motor Show. While they are still used worldwide, neon signs were most popular in the United States from about 1920–1960.

#### Internally-Lit Cabinets:

- Plastics enable these relatively inexpensive signs to be illuminated by bulbs within the frame. Their use is discouraged in many commercial historic downtown districts.

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### SUGGESTIONS TO UPDATE THE WORDING IN THE SIGN AND ZONING ORDINANCE:

#### What the Taylor Sign Ordinance Says:

- Internally illuminated signs. Not permitted.

In addition, the Taylor Zoning Ordinance says:

- Neon Signs. There shall be no neon signs on the exterior of any structures. Interior neon signs shall be restricted to "Open" and "Closed" may not exceed six (6) square feet in size and may not have movement or changing colors.

#### Suggested Changes:

- Neon signage is an historic sign form and has been traditionally used in downtown historic commercial districts since the mid-20<sup>th</sup> C. Therefore, neon signage should be considered on a case-by-case basis taking into consideration the architecture of the building where the sign will be located.
- Neon "Open" and "Closed" signs have less historical standing than do traditional neon business signs and are inappropriate for the downtown historic district.

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#### IV: Banners as a sign form in downtown:



- Banners are inexpensive TEMPORARY solutions for issues such as sales, celebrations, grand openings, etc. They should not be used as a permanent or ongoing sign form for businesses in the downtown district.

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**SUGGESTIONS TO UPDATE THE WORDING AND ADDRESS FEATHER BANNER SIGNS:**

**What the Taylor Sign Ordinance says:**

- Banner means a temporary sign, either attached or freestanding, with or without characters, letters, illustrations, or ornamentations, applied to cloth, portable plastic panels, or other materials, and, if attached, to the exterior of the structure or free standing on the site with temporary fastening devices, for the purpose of advertising, or similar materials, which is in addition to the permitted permanent signs, announcing a special event for a business, business openings, grand openings, sales or promotion events.
- Approved banner signs shall be displayed for a maximum of 90 days per calendar year.
- According to the Zoning Ordinance, portable, temporary, or banner signs are prohibited.
- Banners require permits.
- Feather banners are not addressed at all.

**Suggested Revisions & Additions:**

- **Definition of a Feather Banner:** A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a hump-on-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes signs of any shape, including T-shaped, board-shaped, banner-shaped, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign.
- **Feather banners shall be prohibited in the Downtown City District.** (Examples of cities prohibiting feather banners include Georgetown, TX; Denton, TX, and Galvestone, GA.)
- **Viable alternative:** A-Frame or Sandwich Board signage is allowed in the DT Sign District.

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With signage, as with conversation, if everyone is shouting – can anyone actually listen?



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Choosing the correct sign for a business is one of the most important decisions for a business owner to make!



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Because....



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In addition, having the wrong sign or deferring maintenance can have disastrous(ly funny) results!!



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## **Main Street Advisory Board**

**August 19, 2020**

### **Agenda Item Cover Sheet**

#### **Regular Agenda Item:**

5. Murals in the downtown: Clarification of the roles played by the MSAB and the PAAB



## MEMORANDUM

TO: Main Street Advisory Board  
FROM: Jan Harris, CMSM  
RE: Murals in the Downtown: Clarification of the Roles Played by the MSAB and the PAAB  
DATE: 8/4/2020

Staff was asked for clarification of the roles played by the Main Street Advisory Board and the Public Arts Advisory Board respectively concerning murals in the downtown. **The MSAB oversees murals commissioned by private property owners for installation on their commercial buildings:**

*Mural.* Covers all or substantially all of wall. Must have design content approval from [the] main street advisory board. (Taylor Code of Ordinances Section 24-3 (t) (4) c)

In December of 2018, the Public Arts Advisory Board was established by Ordinance 2018-21. At the Sept 11, 2019 meeting of the PAAB, two projects were developed: the mural at the 50/50 Skate Park wall and the formalization of autonomous art in Potter's Alley.

**The PAAB plays the lead role in mural projects installed on public property and/or projects which are commissioned by them.**

**Main Street Advisory Board**  
**August 19, 2020**

**Agenda Item Cover Sheet**

**Regular Agenda Item:**

6. Façade Improvement Grant Request: Deb Cooper for 201 W.  
4<sup>th</sup> Street



**TAYLOR MAIN STREET  
FAÇADE IMPROVEMENT GRANT  
Initial Application**

Applicant Name: Harlan D. Hays

Business Name or Building Name: The Old Frills Bldg

Physical Address: 201 West Fourth Street

City Taylor State Tx ZIP 76574

Mailing address (if different from business address):

1117 Howard Street, Taylor, Tx 76574

Deb Cooper Harlan (512) 630-1753  
Email 4thstmercantile@gmail.com Phone Deb Cooper (512) 657-8383

Type of Business Retail / Restaurant

Date Business Opened ~~Is~~ Incoming business to open Sept. 1<sup>st</sup>

Are you the Property Owner? (yes or no) Yes

The Taylor Main Street Manager will follow up with you to discuss your project  
and other services we may be able to assist you with.

If you have any questions, contact Jan Harris at the Taylor Main Street Office by calling 512-352-3463 or by  
email at Jan.Harris@TaylorTX.gov.

You may mail, email, or hand deliver this initial request.

**TAYLOR MAIN STREET**  
**Façade Improvement Grant (FIG) Program Application**

Please return completed the application with necessary attachments and signatures to the Main Street Office in Taylor City Hall. If you have any application questions, please contact the Main Street Manager at 512-352-3463.

Harlan D Hays 8/10/2020  
 Applicant Name Date

Business Name The Old Frills Bldg

Mailing Address 1117 Howard Street Harlan (512) 630-1753  
Taylor, Tx 76574 Deb Cooper (512) 657-8383  
 Contact Phone Email Address 4thstmercantile@gmail.com

|                                              |                                                          |
|----------------------------------------------|----------------------------------------------------------|
| Building Owner (if different from applicant) | <u>same as above</u>                                     |
| Historical/Current Building Name             |                                                          |
| Project Site/Address                         | <u>201 West Fourth Street</u><br><u>Taylor, Tx 76567</u> |

Type of Work: (check all that apply)

☐ Paint Only

☐ Signage

☐ Masonry Cleaning/Paint Removal

☒ Facade & Building Renovation

☐ Awning/Canopy

☒ Uncovering/Replacing Windows

☐ Other: \_\_\_\_\_

Details of planned improvements relating to grant request (attach additional information if necessary).

Replace sidewalk due to water washing away  
Foundation - slope away from building  
Repair brick / Replace brick  
Restore original double doors  
Replace broken windows



How will this project benefit Downtown?

Allow new tenants & current tenant to grow business in downtown area

| Project Categories           | Estimated Costs | Grant Requested |
|------------------------------|-----------------|-----------------|
| Facade/Building Rehab        |                 |                 |
| Awning/Canopy                |                 |                 |
| Signs                        |                 |                 |
| Masonry Clean/Paint Removal  |                 |                 |
| Paint                        | 1500            |                 |
| Uncovering/Replacing Windows |                 |                 |
| Other:                       |                 |                 |
| Totals                       |                 |                 |

TOTAL COST OF PROPOSED PROJECT

\$ 26,454.00

TOTAL GRANT REQUEST

(May not exceed 50% of TOTAL COST up to \$5,000)

\$ 5000.00

List Contractor Proposals and Total Amounts (please attach original proposals):

1. Eulenfeld Construction \$26,454.00
2. RDR Construction \$29,500
3. \_\_\_\_\_

Attach all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building's exterior facade, roof and foundation.

Barlan D Hays  
Applicant's Signature

8/10/2020  
Date

OFFICE USE ONLY:

Date completed packet was received: \_\_\_\_\_

|                                                                                                              |  |        |           |
|--------------------------------------------------------------------------------------------------------------|--|--------|-----------|
| Eulenfeld Construction and Interiors<br>604 E. Lake Dr.<br>Taylor, TX 76574<br>512-365-7174 Fax 512-352-7174 |  |        |           |
| Harlan Hays<br>203 W. 4th St.<br>Taylor, TX 76574<br>512-630-1753                                            |  | Page 1 | Proposal  |
|                                                                                                              |  |        | 7/23/2020 |

**Front of Building Repairs**

Replace approx. 32'x4' of front sidewalk on east end of building which is sloping back toward the building and allowing water to get under building. Includes replacing damaged concrete floor which has collapsed because of the water infiltrating from backwards sloping sidewalk.

Repair, as best as possible, lower brick of exterior wall at east end of building where water has been coming in due to sidewalk sloping the wrong direction.

Remove glass and lower brick, down to concrete slab, in old opening, to make way for new dbl glass doors.

Install new dbl glass doors in old opening. 3rd opening from the east end of the building.

Replace approx. 10'6" x 2'9" glass window. 2nd opening from the east end of the building.

Replace approx. 10' of wood fascia bd on front of building.

Prime and paint new fascia bd.

Paint over signage with owner provided paint.

Materials and Labor

\$ 24,438.00

Sales Tax

\$ 2,016.00

**Total:**

**\$ 26,454.00**

Any details not specified, will be left to the discretion of the contractor.

This proposal, may be withdrawn, full or in part, at any time.

50% down, 25% upon completion of concrete work. Balance due upon initial completion of work, with no more than 5% holdback for touchups and punchout.

Thank You!

*Craig J. Eulenfeld*

Harlan Hays

Date:

## **QUOTE RDR CONSTRUCTION**

**TO: Harlan Hays  
201 West 4th St  
Taylor, TX 76574**

**Date: 7-30-2020  
Location - 201 W 4Th St  
Taylor**

**Description: Building Repairs**

**Remove & haul off concrete  
Add fill material to bring up to grade.  
Install 1/2 rebar 16" spacing.  
5 sack line pump mix.  
Repour 4" concrete using a line pump.  
Remove and replace front sidewalk to keep water from entering under slab.  
Replace few bricks to keep water from entering building.  
Installed dbl glass entire doors at old opening front of building.  
Replace 1 window glass 11'x3'.  
Replace and pain 12' of facia board in front of building.  
Paint over existing sign with owner providing pain.**

### **Labor & Materials**

|                                                                  |                 |
|------------------------------------------------------------------|-----------------|
| <b>Draws will be asked for as needed for labor and materials</b> | <b>\$29,500</b> |
|------------------------------------------------------------------|-----------------|

**Thank you,  
Richard Reyes  
952 CR 437  
Thorndale, Tx 76577  
512-567-0698**

## DOWNTOWN REINVESTMENT GRANT AGREEMENT FORM

Please complete and return with the Façade Improvement Grant Application to the Main Street Office in City Hall; 400 Porter Street. If you have any questions, please contact the Main Street Manager at 512-352-3463.

Please place your initials where indicated so show you have read, understand and agree to each statement.

I have met with the Main Street Manager, and I have read and fully understand the Façade Improvement Grant procedures established by the Taylor Main Street Advisory Board. HDH

I intend to use this grant program for the aforementioned renovation projects to advance the efforts of revitalization and historic preservation of Taylor's historic downtown. HDH

I have not received, nor will I receive insurance monies for this revitalization project. HDH

I understand that if I am awarded a Façade Improvement Grant by the City of Taylor, any deviation from the approved project may result in the partial or total withdrawal of the grant. (If I am awarded a reinvestment grant for facade, awning or sign work and the facade, sign or awning is altered for any reason within one (1) year from construction, I may be required to reimburse the City of Taylor immediately for the full amount of the grant.) HDH

---

Business/Organization Name (please write legibly)

Harlan D Hays  
Applicant's Signature

HARLAN HAYS  
Printed Name

8.10.2020  
Date

---

Building Owner's Signature  
(if different from applicant)

Printed Name

Date







201























  
**CORE35**  
REALTY  
COMMERCIAL • RESIDENTIAL • PROPERTY MANAGEMENT  
**KELLY LOESSIN**  
**512-426-2721**

  
GUARDIAN



This section is to be completed by Taylor Main Street staff:

|                                   |                       |                        |
|-----------------------------------|-----------------------|------------------------|
| <i>Date considered by MS Mgr.</i> | <i>Recommendation</i> | <i>Staff Signature</i> |
|-----------------------------------|-----------------------|------------------------|

|                                                          |                       |                           |
|----------------------------------------------------------|-----------------------|---------------------------|
| <i>Date considered by Main Street<br/>Advisory Board</i> | <i>Recommendation</i> | <i>Chairman Signature</i> |
|----------------------------------------------------------|-----------------------|---------------------------|

#### REVIEW PROCESS

| Factor                                                                                                             | Weight | Points | Score |
|--------------------------------------------------------------------------------------------------------------------|--------|--------|-------|
| Improvement needs and type of work being proposed for grant funding                                                | 20%    |        |       |
| Consistency with Secretary of the Interior's 10 Standards for Rehabilitation                                       | 20%    |        |       |
| Recommendations of the Texas Main Street Design Team                                                               | 15%    |        |       |
| Recommendations of the Taylor Main Street Manager                                                                  | 15%    |        |       |
| Overall impact of the project on the Downtown District.                                                            | 15%    |        |       |
| Amount of investment by the property owner (a higher percentage of owner investment will be given a higher weight) | 10%    |        |       |
| Willingness to adhere to renovation guidelines for buildings listed on the National Register of Historic Places    | 5%     |        |       |
| Total Score                                                                                                        |        |        |       |





## **Taylor Main Street Façade Improvement Grant (FIG) Program**

Taylor Main Street is excited to launch the Façade Improvement Grant (FIG) Program. This program is designed to assist property and business owners in rehabilitating the commercial facades of their buildings for the purpose of creating a positive visual impact, stimulating private investment, and complementing other community development efforts.

Our goal is simple. We want to provide you with the resources needed to improve the exterior appearance of your business. Research has shown that exterior building improvements result in an increase in sales in the year after the improvements are made (and this increase is often sustained for several years). Additionally, improvements will motivate owners/tenants of other properties in surrounding areas to make similar investments.

### **APPLICATION PARAMETERS, PROCESS AND PROCEDURES:**

#### **A. ELIGIBILITY AREA:**

In order to be eligible for the FIG Program, you must be located within the Taylor Main Street Program boundaries. (See Attachment 1 – Map)

#### **B ELIGIBLE AND INELIGIBLE GRANT USES:**

***Eligible Improvement include but are not limited to:***

- Complete façade rehabilitation
  - Repair and/or replacement of broken windowpanes, aluminum or wooden windows, and broken storefront window glass
  - Repair and/or replacement of original building materials and decorative details that are deteriorated or missing (cornices, eaves, parapets, and other architectural features)
  - Cleaning and/or re-pointing of brick, and other masonry by the gentlest means possible.
- Sandblasting is not an option for brick surfaces.



- Repair, restoration, or replacement of façade masonry, brickwork or wood.
- Repair or replacement of entrances, doors, display windows, transoms or upper story windows
- Removal of metal slipcovers to expose original materials
- Painting of brick facades where the brick has been previously painted
- Roof repair
- Signage
- Removal and/or installation of awnings, canopies or shutters
- Outdoor lighting (installation of new exterior lighting fixtures, repair or replacement of existing lighting fixtures)
- Work on cornices, gutters and down spouts

***Ineligible Improvements include but are not limited to:***

- New construction
- Structural additions to existing buildings
- Murals
- Interior improvements and modifications not related to building facades
- Non-façade improvements such as billboards, security systems, non-permanent fixtures, parking lots, landscaping, security bars, interior window coverings
- Items related to business operations (i.e. inventory, business equipment, etc.)
- Property acquisition
- Expansion of building area
- Conversion of use
- Refinance of existing debt
- Payment of delinquent taxes
- Improvements to structures outside of the Façade Improvement Grant boundary

**C WHAT YOU NEED TO KNOW:**

- A total of \$5,000 is available to be awarded in *matching* grant funding. Grants are required to have a 1:1 match (50% up to \$5,000).
- Grants will be awarded up to \$5,000 per business or property (the maximum a single business or property can receive).



- A business or property owner/tenant may apply for a grant from \$500 to \$5,000 but please note that the business or property owner/tenant must spend an equal amount or more on the project.
- The FIG is a reimbursement grant. The Main Street Program will reimburse eligible expenses that have been paid for by the grantee. In order to obtain a reimbursement, the grantee must submit copies of receipts clearly itemizing eligible expenses and indicating that they have been paid. Taylor Main Street will not advance funds for work that has not been completed.
- Applications will be considered by the Main Street Manager to determine grant recipients and to ensure, through an equitable process, that the application meets all applicable design-guidelines.
- Applicants will also be required to adhere to all requirements as prescribed by the City of Taylor, including review by the Taylor Main Street Advisory Board prior to any work being done and any permits that are required. Taylor Main Street staff will assist you in this process.
- The completed work must adhere to the final design plans agreed to with the Main Street Advisory Board to ensure final payment.
- All improvements must meet local, state and federal codes. All applicable permits **MUST** be obtained before work begins! Applicants will have the grant rescinded if work is begun without the proper permits.
- Grants must be submitted and obtain all approvals from Taylor Main Street Advisory Board and Staff as well as the City of Taylor before work begins.
- **Taylor Main Street will not reimburse for work on a building that was commenced prior to the approval of the grant.**
- Unless the applicant receives an extension from the Main Street Office, work approved for grant funding must be completed within one year of the approval of the grant.
- A minimum period of three (3) years must lapse before an owner or tenant may apply for a new façade grant for a specific building or property.
- -Applicants who own multiple buildings in the allowable area may submit multiple Façade Improvement Grant Applications.
- Applicants must have a signed Grant Agreement with Taylor Main Street prior to commencing work on the primary facade. Funds spent on primary façade before the Grant Agreement is signed by both parties are not eligible for reimbursement.
- Funding awards cannot be increased after the Grant Agreement is signed. However, if a grant recipient reduces the level of investment, Taylor Main Street must reduce the grant amount



previously approved, for a grant cannot equal more than 50% of the façade grant project.

- Applicants delinquent in property taxes, fees, and/or fines owed to the City of Taylor are disqualified from applying for the Façade Improvement Grant Program unless delinquency is remedied.

#### **D. APPLICATION PROCESS:**

1. Applicant obtains application and a copy of the Secretary of the Interior's Standards from Taylor Main Street.
2. Applicant must consult with the Texas Main Street Design Team for renderings and technical assistance with the proposed project. The Taylor Main Street Office has files on many of our downtown properties with renderings and design information from the TX Main Street Office.
3. Applicant should obtain at least 2 project bids from their contractors of choice. All bids submitted must be current and must be dated no earlier than 30 days prior to the application request.
4. Upon receipt of a completed application, the Main Street Manager will review the application and supporting documents to ensure it meets the design standards and eligibility requirements.
5. The Taylor Main Street Advisory Board will review the proposed project using the evaluation criteria set forth below and decide as to whether to recommend the approval of the grant request. It may receive recommendations from committees, such as the Design Committee. Committee recommendations shall be advisory only and no recommendation shall be binding to the Main Street Advisory Board.
6. Upon approval, Taylor Main Street will notify the Applicant of the award, and a letter of commitment will be issued. The Applicant may then begin work on the project. If the application is not approved, the Applicant will be notified of the reasons for rejection, and what, if any, steps may be taken to obtain approval.

#### **E. EVALUATION CRITERIA:**

Façade grant applications will be reviewed and evaluated based on the criteria listed below. Proposed improvements that meet these criteria and are "shovel-ready" will be most competitive for grant funding.

| Factor                                                                       | Weight | Points | Score |
|------------------------------------------------------------------------------|--------|--------|-------|
| Improvement needs and type of work being proposed for grant funding          | 20%    |        |       |
| Consistency with Secretary of the Interior's 10 Standards for Rehabilitation | 20%    |        |       |
| Technical and Design Input from the Texas Main Street Design Team            | 15%    |        |       |



|                                                                                                                    |     |  |  |
|--------------------------------------------------------------------------------------------------------------------|-----|--|--|
| Recommendations of the Taylor Main Street Manager                                                                  | 15% |  |  |
| Overall impact of the project on the Downtown District.                                                            | 15% |  |  |
| Amount of investment by the property owner (a higher percentage of owner investment will be given a higher weight) | 10% |  |  |
| Willingness to adhere to renovation guidelines for buildings listed on the National Register of Historic Places    | 5%  |  |  |
| Total Score                                                                                                        |     |  |  |

**F. POST APPLICATION PROCEDURE:**

1. Projects **MUST** be started within 2 months of approval and completed within 12 months, unless otherwise agreed to, in writing, between the parties. Failure to do so may result in the loss of the grant award. It is strongly recommended that projects be "shovel-ready" at the time of application.
2. Changes in the approved work specifications must be approved, in writing, by Taylor Main Street.
3. Taylor Main Street shall be notified within 10 days of the completion of the project, so that it may confirm that the work was done in accordance with the terms of the grant.
4. Within 60 days of the completion of the project, the Applicant shall submit to Taylor Main Street proof of payment for all expenses related to the project, both labor and materials, for which it is seeking reimbursement. Such proof of payment may include copies of paid invoices, lien waivers, cancelled checks, etc.
5. Upon receipt of proof of payment and verification that the work was completed in accordance with the terms of the grant, a check shall be issued to the Applicant for the amount awarded.

I/We affirm to have read this Application Parameters, Process and Procedures document and understand its content.

NAME(S): HARLAN D. HAYS

SIGNED: Harlan D Hays DATE: 8/10/2020



# Secretary's Standards for Rehabilitation

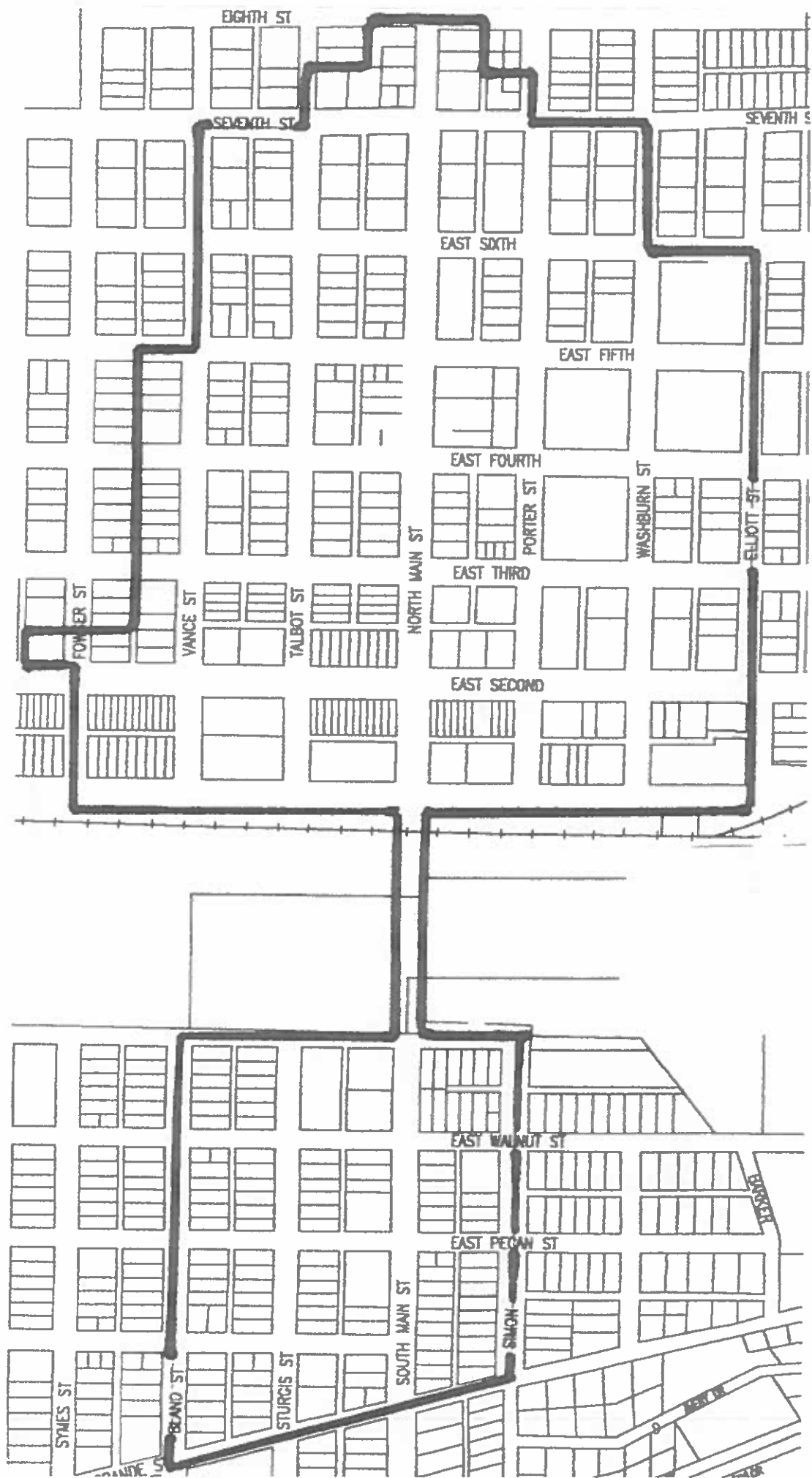
The following Standards for Rehabilitation are the criteria used to determine if a rehabilitation project qualifies as a certified rehabilitation. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. To be certified, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s) and, where applicable, the district in which it is located. The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.



8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.







**Main Street Advisory Board**  
**August 19, 2020**

**Agenda Item Cover Sheet**

**Regular Agenda Item:**

7. Discuss items for upcoming agendas





## MEMORANDUM

TO: Main Street Advisory Board  
 FROM: Jan Harris, CMSM  
 RE: Main Street's Role in Planning for recovery  
 DATE: 8/4/2020

Downtowns and urban commercial districts across the U.S. will not recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event will all be greatly dependent on having an informed and strategic recovery plan. A Recovery Work Plan will position Main Street Taylor with a road map, a leadership position in the recovery, and an opportunity to secure implementation resources through advocacy.

This is what I would advocate as our work plan for the coming year:



### PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



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