

AGENDA UPDATE: The Main Street Board Meeting will also be offered over Zoom because one of the participants will be attending via that medium. The meeting link is : <https://us06web.zoom.us/j/85227283236>.

**AGENDA
MAIN STREET ADVISORY BOARD
6:00 pm – August 16, 2023 Taylor
City Hall Auditorium**

Main Street is a grassroots effort of Economic Development through Historic Preservation.

The Main Street Movement is based on the 4 Point Process:

- 1. ORGANIZATION - Bringing together your stakeholders (property & business owners, residents, employees, schools, government, organizations, etc.) to work toward a goal of a revitalized OT.**
- 2. DESIGN - Improving the curb appeal of downtown and creating a safe, welcoming, and inviting environment both in the overall district and in the individual stores.**
- 3. PROMOTION - Telling your downtown's story. So much more than special events - it is marketing to your residents, workers, visitors, and shoppers.**
- 4. ECONOMIC VITALITY - Supporting your existing business mix while actively recruiting new businesses to bolster your Downtown business stock.**

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

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

III. CONSENT AGENDA:

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it individually as part of the Regular Agenda.)

- A. Review and approve minutes from the MSAB regular meeting held on July 19, 2023 – (Doug Moss)**
- B. Review and receive the financial reports from August 2023 – (Jan Harris)**

IV. REGULAR AGENDA-New Business:

- A. Receive information, discuss, and consider action regarding establishing the definition of parameters which must be met for a permitted special event which has leased access to the Heritage Square to seek to relocate the Heritage Square Farmers Market from its regularly leased position under the pavilion and into another location within or adjacent to Heritage Square. (Doug Moss)**
- B. Receive information, discuss, and determine possible funding sources for the back sides of the downtown directory maps. (Jan Harris)**
- C. Discuss and determine a date for a work session to review the new Main Street America Community Evaluation Framework to prepare for the annual Program self-assessment which is due in January 2024. (Jan Harris)**

V. REGULAR AGENDA - Continuing Business:

- A. Main Street Manager's reports (Jan Harris)
 - 1. Manager's activity report
 - 2. Main Street business & property report
- B. Special Events Coordinator's report (Ruby Fisher)
- C. Update on downtown directory signage (Jan Harris)
- D. Update on shop downtown Taylor website (Jan Harris)
- E. Update on Tax Credit Workshop (Doug Moss)
- F. Discuss items for upcoming agendas (Doug Moss)

VI. ADJOURN

NEXT MEETING DATE: SEPTEMBER 20, 2023

I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted by:  Date: August 10, 2023
Main Street Manager

TAYLOR MAIN STREET ADVISORY BOARD

AGENDA ITEM COVER SHEET

AUGUST 16, 2023

CONSENT AGENDA

III-A

- . Review and approve minutes from the MSAB regular meeting held on July 19, 2023.

**MINUTES
MAIN STREET ADVISORY BOARD
6:00 pm – July 19, 2023
Taylor Council Chambers – City Hall**

MEMBERS PRESENT: Erwin Stauffer, John McRae, Ruth Rivers, Jeff Snyder, Curie Humphreys, and Chairperson Doug Moss

MEMBERS ABSENT: None

GUESTS PRESENT: Sarah Fisher (Good Strangers), Chuck Farr (DT property owner), Karyn Morris (Sweet & Southern Finds), Jenn Lopez (Alchemy), Craig Eulenfeld (Eulenfeld Interiors & Construction), and Monica Luxon (Luxon Property Management) via Zoom

STAFF PRESENT: Ruby Fisher (Special Events Coordinator) and Jan Harris (Main Street Manager)

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Moss called the meeting to order at 6.03 pm and declared a quorum to be present.

II. CITIZEN COMMUNICATION: There was no citizen's communication.

III. CONSENT AGENDA:

- A. Review and approve minutes from the MSAB regular meeting held on June 27, 2023 –**
MOTION: To approve the June 27, 2023 minutes as presented. R RIVERS / E STAUFFER / UNANIMOUS.
- B. Review and receive the financial reports from July 2023 –** Jan reviewed the financial reports with the board. **ACTION:** The financial reports were received as information by the board.

IV. REGULAR AGENDA-New Business:

- A. Introduce Ruby Fisher – Special Events Coordinator:** Jan introduced Ruby to the board.
- B. Review/discuss and consider action on the Façade Improvement Grant application for the Preslar-Hewitt Building (321-323 N Main & 103 W 4th St) owned by Jayroe Management Trust and Managed by Monica Luxon Realty Services. This is a 3-phase project – (1) repairing/replacing mortar; (2) repairing/reglazing/repainting 35 windows, and (3) repairing the roof:** Jan pointed out that actions under phase 1, pressure washing the building and sealing the building with Prima-a-Pell were problematic under Standard 7 of the Secretary of the Interior's Standards for the Rehabilitation of Historic Structures. (Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.) She asked Mr. Eulenfeld what PSI he planned to use to wash the building and was told about 4,000. She recommended no more than 400 psi because to go higher would do irreparable damage to the brick. She also read a statement from Jamie Crawley, Architect and Design Lead for Texas Main Street, who quoted the National Park Service saying that the act of coating a building with a sealant was irreversible and would create more adverse issues than it would ever have prevented. Monica Luxon noted that she has also spoken with Historic Preservation experts who agree with what Ms. Harris and Mr. Crawley have said and she and Mr. Jayroe have agreed to not seal the building. She presented an addendum to her application with revised numbers. There were no other issues with any other components of the proposed project. The total cost of the revised project is \$71,806.53. Half of that is \$35,903.27 which exceeds the total amount allowable under the FIG. Therefore, the maximum grant available is \$25,000. **MOTION:** To approve the request by Monica Luxon Realty Services for a Façade Improvement Grant for the Preslar-Hewitt Building located at 321-323 North Main and 103 W 4th St in the amount of \$25,000. The award recipient or their contractor is required to obtain all necessary

permits for this project and to submit proof the invoices have been paid in full before a reimbursement check may be issued. C HUMPHREYS / R RIVERA / UNANIMOUS

- C. **Review/Discuss and Consider Action on the Façade Improvement Grant application for 519 N Main St (Sweet & Southern Finds), owned and operated by Karyn Morris.** The purpose of this project is to repair/replace rotten wood, repaint the building in a new color scheme, and replace 3 exterior light fixtures: This project will see the building painted in alabaster with black trim, keeping the unpainted brick as is. There is some wood rot on windowsills that will be repaired. The light fixtures are black gooseneck styles more in keeping with the style of the historic gas station than what is already there. The total cost of the proposed project is \$6,290.63 and 50% of that is \$3,145.31.
MOTION: To approve the request by Karyn Morris for a Façade Improvement Grant for 519 N Main Street in the amount of \$3,145.31. The award recipient or their contractor is required to obtain all necessary permits for this project and to submit proof the invoices have been paid in full before a reimbursement check may be issued. J MCRAE / J SNYDER / UNNAIMOUS
- D. **Review/Discuss and Consider Action on the upcoming Taylor Downtown Revitalization Workshop scheduled for September 25th from 2-5 pm at Taylor ISD Event Center:** Doug encouraged all of the board members to attend this event that is co-presented by the City, the Chamber, the EDC, and Main Street. There is no charge for attending but one must register in advance to attend. **ACTION:** No action required by the board.
- E. **Review/Discuss and Consider Action on proposed special event combining Shop Small Saturday (November 25, 2023) with a Wine/Beer Stroll activity downtown to kick off the holiday shopping season:** Ruby presented a power point presentation that outlined the goals for this project which included generating more economic activity for downtown merchants, using the already established Shop Small Saturday as an event platform and expanding the target audience beyond the previous Wine Swirl's audience of girlfriends' night.
ACTION ITEM: Doug asked for volunteers to form a committee to assist Ruby with this Special Event: John, Curie, and Ruth volunteered.
MOTION: To approve and support the development and implementation of a new event combining Shop Small Saturday with a wine/beer stroll on November 25th. C HUMPHREYS / R RIVERA / UNANIMOUS.

V. REGULAR AGENDA - Continuing Business:

- A. **Main Street Manager's reports** - Jan reviewed the reports with the board. No action was required by the board.
1. Manager's activity report
 2. Main Street business & property report
- B. **Update on the downtown directory signage:** Jan reported that the directory signs were installed but that because the information had been submitted in December of 22, the content was out of date. She was developing a survey via Survey Monkey to seek buy in from downtown merchants with the goal of closing the survey on Thursday, August 3rd and submitting the updated information on August 4th for updating asap.
Doug asked why no sign boards on the reverse of the maps were there as indicated showed in the designs the board had approved. Jan did not know for sure but guessed it was due to a shortfall in funding.
- C. **Update on the "sidewalk sticker" project.** Jan reported that the project still had to go before the Council for their permission to install on City sidewalks. The previous cost of these stickers was \$250/each. Ruby had found similar products at just over \$200. Jan informed the board that the City purchasing policy would require the project to be bid out if approved by Council.
ACTION: Jan will ask which Council meeting in August will have room for this item and will

submit a TL for Doug and Jan to present.

D. **Update on Tax Credit Workshop:** The date has been set for August 24th from 3-6 pm in the Library's meeting room.

E. Discuss items for upcoming agendas.

VI. **ADJOURN MOTION:** To adjourn the meeting at 8.19 pm. E STAUFFER / R RIVERA / UNANIMOUS

NEXT MEETING DATE: AUGUST 16, 2023

Respectfully submitted,

Jan Harris,
Main Street Manager

TAYLOR MAIN STREET ADVISORY BOARD

AGENDA ITEM COVER SHEET

AUGUST 16, 2023

CONSENT AGENDA

III-B

Review and receive the financial reports from August 2023

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

100-GENERAL FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
<u>EXPENDITURE SUMMARY</u>							
524-MAIN STREET PROGRAM		112,128.00	5,132.47	91,316.95	83.14	1,905.58	18,905.47
*** TOTAL EXPENDITURES ***		112,128.00	5,132.47	91,316.95	83.14	1,905.58	18,905.47
*** TOTAL PROFIT / (LOSS) ***		(112,128.00)	(5,132.47)	(91,316.95)	83.14	(1,905.58)	(18,905.47)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

100-GENERAL FUND
REVENUES

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

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	69,225.00	4,727.43	61,244.37	88.47	0.00	7,980.63
524-115	LONGEVITY PAY	144.00	0.00	144.00	100.00	0.00	0.00
* SUB-CATEGORY TOTAL *		69,369.00	4,727.43	61,388.37	88.50	0.00	7,980.63
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	190.00	0.00	182.19	95.89	0.00	7.81
524-121	FICA SOCIAL SECURITY	5,400.00	356.42	4,575.48	84.73	0.00	824.52
524-122	WORKERS COMPENSATION	160.00	0.00	216.92	135.58	0.00	56.92
524-123	STATE UNEMPLOYMENT TAXES	162.00	2.00	12.00	7.41	0.00	150.00
524-124	RETIREMENT- TMRS	9,030.00	0.00	7,387.56	81.81	0.00	1,642.44
524-126	HEALTH INSURANCE	7,575.00	0.00	6,940.89	91.63	0.00	634.11
524-127	DENTAL INSURANCE	300.00	46.62	279.72	93.24	0.00	20.28
524-128	LONG TERM DISABILITY	205.00	0.00	196.30	95.76	0.00	8.70
524-129	VISION INSURANCE	50.00	0.00	31.68	63.36	0.00	18.32
* SUB-CATEGORY TOTAL *		23,072.00	405.04	19,822.74	85.92	0.00	3,249.26
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-135	BUSINESS MEALS	1,000.00	0.00	857.97	85.80	0.00	142.03
* SUB-CATEGORY TOTAL *		1,000.00	0.00	857.97	85.80	0.00	142.03
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	1,250.00	0.00	85.00	6.80	0.00	1,165.00
524-142	PROFESSIONAL CONFERENCES	1,600.00	0.00	450.00	28.13	0.00	1,150.00
524-143	MEMBERSHIPS AND DUES	1,325.00	0.00	1,260.00	95.09	0.00	65.00
524-144	SUBSCRIPTIONS AND BOOKS	2,949.00	0.00	2,782.06	94.34	0.00	166.94
524-146	TRAINING- TRANSPORTATION	1,100.00	0.00	58.21	5.29	0.00	1,041.79
524-147	TRAINING- LODGING	2,050.00	0.00	1,053.66	51.40	0.00	996.34
524-148	TRAINING- MEALS	850.00	0.00	216.96	25.52	0.00	633.04
* SUB-CATEGORY TOTAL *		11,124.00	0.00	5,905.89	53.09	0.00	5,218.11
** CATEGORY TOTAL **		104,565.00	5,132.47	87,974.97	84.13	0.00	16,590.03

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>200-OPERATIONAL SUPPLIES</u>							
<u>OFFICE SUPPLIES</u>							
524-211	GENERAL OFFICE SUPPLIES	1,030.00	0.00	1,144.82	111.15	0.00	(114.82)
524-214	COMPUTER SUPPLIES	300.00	0.00	305.52	101.84	0.00	(5.52)
524-215	POSTAGE	100.00	0.00	4.02	4.02	0.00	95.98
* SUB-CATEGORY TOTAL *		1,430.00	0.00	1,454.36	101.70	0.00	(24.36)
<u>PROGRAM/SPECIAL EVENTS</u>							
524-235	PROMOTIONAL SUPPLIES	1,288.00	0.00	0.00	0.00	0.00	1,288.00
* SUB-CATEGORY TOTAL *		1,288.00	0.00	0.00	0.00	0.00	1,288.00
<u>OPERATIONAL EQUIPMENT (ADMIN)</u>							
524-267	COMPUTERS	0.00	0.00	0.00	0.00	1,905.58	(1,905.58)
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	1,905.58	(1,905.58)
** CATEGORY TOTAL **		2,718.00	0.00	1,454.36	123.62	1,905.58	(641.94)
<u>300-FACILITIES OPERATIONS/MAIN</u>							
<u>UTILITIES</u>							
524-323	TRUNK TELEPHONE SYSTEM	10.00	0.00	0.00	0.00	0.00	10.00
524-324	CELL PHONES	600.00	0.00	434.11	72.35	0.00	165.89
* SUB-CATEGORY TOTAL *		610.00	0.00	434.11	71.17	0.00	175.89
** CATEGORY TOTAL **		610.00	0.00	434.11	71.17	0.00	175.89

400-EQUIPMENT OPERATIONS/MAINT

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>OFFICE EQUIPMENT</u>							
524-462	OFFICE EQUIPMENT MAINT/REPAIR	1,030.00	0.00	1,254.51	121.80	0.00	(224.51)
	* SUB-CATEGORY TOTAL *	1,030.00	0.00	1,254.51	121.80	0.00	(224.51)
** CATEGORY TOTAL **		1,030.00	0.00	1,254.51	121.80	0.00	(224.51)
 <u>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
524-512	ENGINEERING SERVICES	1,425.00	0.00	0.00	0.00	0.00	1,425.00
524-519	OTHER PROFESSIONAL SERVICES	600.00	0.00	0.00	0.00	0.00	600.00
	* SUB-CATEGORY TOTAL *	2,025.00	0.00	0.00	0.00	0.00	2,025.00
 <u>FEES FOR SERVICES</u>							
 <u>CONTRACT SERVICES</u>							
524-532	SOFTWARE MAINT/LICENSING	980.00	0.00	199.00	20.31	0.00	781.00
524-539	OTHER CONTRACT SERVICES	200.00	0.00	0.00	0.00	0.00	200.00
	* SUB-CATEGORY TOTAL *	1,180.00	0.00	199.00	16.86	0.00	981.00
** CATEGORY TOTAL **		3,205.00	0.00	199.00	6.21	0.00	3,006.00
 <u>700-CAPITAL OUTLAY</u>							
 <u>OFFICE FURNITURE/EQUIPMENT</u>							

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
800-CONTRIBUTIONS & CONTINGENC							
CONTRIBUTIONS/TRANSFERS							
*** DEPARTMENT TOTAL ***		112,128.00	5,132.47	91,316.95	83.14	1,905.58	18,905.47
*** TOTAL EXPENSES ***		112,128.00	5,132.47	91,316.95	83.14	1,905.58	18,905.47
*** TOTAL PROFIT / (LOSS) ***		(112,128.00)	(5,132.47)	(91,316.95)	83.14	(1,905.58)	(18,905.47)

*** END OF REPORT ***

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

123-MAIN STREET REVENUE FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
330-INTERGOVERNMENTAL REV		60,625.00	0.00	0.00	0.00	0.00	60,625.00
440-DONATIONS FROM PRIVAT		46,600.00	500.00	43,199.00	92.70	0.00	3,401.00
450-INTERFUND OPERATING T		49,600.00	0.00	49,600.00	100.00	0.00	0.00
*** TOTAL REVENUES ***		156,825.00	500.00	92,799.00	59.17	0.00	64,026.00
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		156,825.00	0.00	119,161.43	88.46	19,567.18	18,096.39
*** TOTAL EXPENDITURES ***		156,825.00	0.00	119,161.43	88.46	19,567.18	18,096.39
*** TOTAL PROFIT / (LOSS) ***		0.00	500.00	(26,362.43)	0.00	(19,567.18)	45,929.61

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

123-MAIN STREET REVENUE FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>330-INTERGOVERNMENTAL REVENUES</u>							
330-235	GENERAL CONTRIBUTIONS	60,625.00	0.00	0.00	0.00	0.00	60,625.00
** REVENUE CATEGORY TOTAL **		60,625.00	0.00	0.00	0.00	0.00	60,625.00
<u>430-USE OF MONEY AND PROPERTY</u>							
<u>440-DONATIONS FROM PRIVATE SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	7,000.00	0.00	4,968.00	70.97	0.00	2,032.00
440-353	MAIN STREET CAR SHOW	22,000.00	500.00	29,306.00	133.21	0.00	(7,306.00)
440-356	CHRISTMAS BAZAAR	1,600.00	0.00	0.00	0.00	0.00	1,600.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	16,000.00	0.00	8,925.00	55.78	0.00	7,075.00
** REVENUE CATEGORY TOTAL **		46,600.00	500.00	43,199.00	92.70	0.00	3,401.00
<u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	30,000.00	0.00	30,000.00	100.00	0.00	0.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	5,000.00	100.00	0.00	0.00
450-365	TRANSFER FROM GENERAL FUND	14,600.00	0.00	14,600.00	100.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		49,600.00	0.00	49,600.00	100.00	0.00	0.00
*** TOTAL REVENUES ***		156,825.00	500.00	92,799.00	59.17	0.00	64,026.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

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

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
615-231	TAYLOR PRIDE	14,500.00	0.00	18,651.32	128.63	0.00	(4,151.32)
615-232	FARMERS' MARKET	2,000.00	0.00	2,738.12	136.91	0.00	(738.12)
615-233	CITY SPONSORED EVENTS	5,225.00	0.00	5,227.14	100.04	0.00	(2.14)
615-235	MAIN ST CAR SHOW	25,000.00	0.00	33,941.40	206.17	17,600.00	(26,541.40)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	25,000.00	0.00	20,096.18	80.38	0.00	4,903.82
615-237	WINE SWIRL	5,000.00	0.00	0.00	0.00	0.00	5,000.00
615-238	CHRISTMAS BAZAAR	1,000.00	0.00	0.00	0.00	0.00	1,000.00
615-239	SPOOKTACULAR	1,500.00	0.00	1,139.79	75.99	0.00	360.21
* SUB-CATEGORY TOTAL *		79,225.00	0.00	81,793.95	125.46	17,600.00	(20,168.95)
<u>PUBLIC SAFETY SUPPLIES</u>							
615-240	CITY PARADES	25,000.00	0.00	11,684.54	46.74	0.00	13,315.46
* SUB-CATEGORY TOTAL *		25,000.00	0.00	11,684.54	46.74	0.00	13,315.46
<u>SPECIALTY SUPPLIES</u>							
615-259	MISC. SUPPLIES	3,000.00	0.00	1,273.38	108.02	1,967.18	(240.56)
* SUB-CATEGORY TOTAL *		3,000.00	0.00	1,273.38	108.02	1,967.18	(240.56)
** CATEGORY TOTAL **		107,225.00	0.00	94,751.87	106.62	19,567.18	(7,094.05)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023

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

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
<u>FEES FOR SERVICES</u>							
615-528	ADVERTISING	5,000.00	0.00	219.94	4.40	0.00	4,780.06
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	219.94	4.40	0.00	4,780.06
** CATEGORY TOTAL **		5,000.00	0.00	219.94	4.40	0.00	4,780.06
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	0.00	802.12	5.49	0.00	13,797.88
615-813	FACADE GRANT	30,000.00	0.00	23,387.50	77.96	0.00	6,612.50
	* SUB-CATEGORY TOTAL *	44,600.00	0.00	24,189.62	54.24	0.00	20,410.38
** CATEGORY TOTAL **		44,600.00	0.00	24,189.62	54.24	0.00	20,410.38
*** DEPARTMENT TOTAL ***		156,825.00	0.00	119,161.43	88.46	19,567.18	18,096.39
*** TOTAL EXPENSES ***		156,825.00	0.00	119,161.43	88.46	19,567.18	18,096.39

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: AUGUST 31ST, 2023123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL PROFIT / (LOSS) ***	0.00	500.00	(26,362.43)	0.00	(19,567.18)	45,929.61

*** END OF REPORT ***

TAYLOR MAIN STREET ADVISORY BOARD

AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
New Business

IV-A

Receive information, discuss, and consider action regarding establishing the definition of parameters which must be met for a permitted special event which has leased access to the Heritage Square to seek to relocate the Heritage Square Farmers Market from its regularly leased position under the pavilion and into another location within or adjacent to Heritage Square.

TAYLOR MAIN STREET ADVISORY BOARD

AGENDA ITEM COVER SHEET

AUGUST 16, 2023

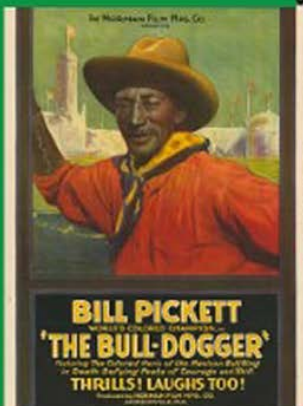
REGULAR AGENDA –
New Business

IV-B

Receive information, discuss, and determine possible funding sources for the back sides of the downtown directory maps.

*Taylor
Texas*

CITY OF TAYLOR TX



Taylor Texas

CITY OF TAYLOR TX



TAYLOR MAIN STREET ADVISORY BOARD

AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
New Business

IV-C

- . Discuss and determine a date for a work session to review the new Main Street America Community Evaluation Framework to prepare for the annual Program self-assessment which is due in January 2024

From: [Texas-MS-Mgrs](#) on behalf of [Amy Hammons via Texas-MS-Mgrs](#)
To: [Texas Main Street Program Managers](#)
Cc: [Amy Hammons](#)
Subject: [Texas-MS-Mgrs] News from National—MSA Accreditation/Community Evaluations
Date: Tuesday, August 8, 2023 9:57:49 AM
Attachments: [image001.png](#)
[image003.png](#)
[ATT00001.txt](#)

CAUTION: This email originated from outside of the City of Taylor. Do not click links or open attachments unless you recognize the sender and know the content is safe.



Main Street America (MSA) recently published a series of videos to help local program participants familiarize themselves with the Accreditation evaluation process in anticipation of 2024-2025 roll-out of Accreditation site visits that state coordinating programs (Texas Main Street Program) will administer.

We highly recommend that you take time to view this material sooner rather than later, especially if you would like to attend their Q&A sessions in late August. Exploring this information now will prepare you for the annual self-assessment that managers initiate in December and submit in January.

I have pulled together a list of all the web material (below) and, in total, the **videos take less than three hours to view**. If possible, reserve a couple of hours this week and next week to read the info and view the videos so that you can attend the live forums.

List of MSA webpages that cover Accreditation web material.

You will need to login to your MSA account to view these links.

[Community Evaluation Framework - Main Street America](#) (reading)

[Overview and Objectives - Main Street America](#) (reading)

[The New Standards - Main Street America](#) (18 min Overview + 22 min Leveraging Standards video)

[Standard I - Main Street America](#) (19 min video)

[Standard II - Main Street America](#) (25 min video)

[Standard III - Main Street America](#) (23 min video)

[Standard IV - Main Street America](#) (19 min video)

[Standard V - Main Street America](#) (16 min video)

[Standard VI - Main Street America](#) (21 min video)

[Accreditation Process - Main Street America](#) (reading)

[Get Started – MSA Community Self-Assessment Tool](#) (Tool download)

Join one of the two MSA Accreditation Sessions.

Main Street America staff will answer any questions that local leaders have about the new Accreditation Standards and evaluation process. Ask your questions live or submit them in advance [here](#). The Q&A will begin promptly on the hour and will conclude once all questions have been addressed. **Registration is required.**

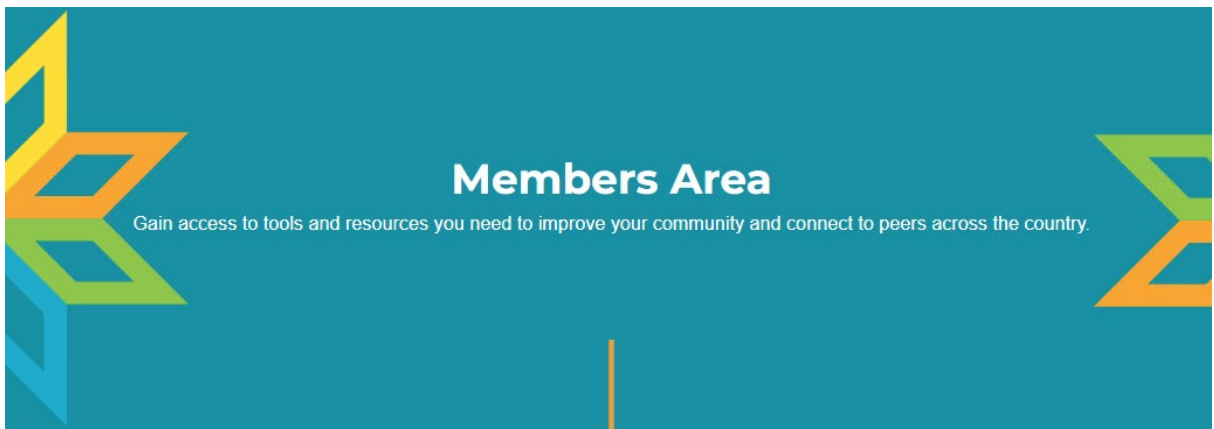
Tuesday, August 22 at 11am CT. [Register here >](#)

Wednesday, August 30 at 2pm CT. [Register here >](#)



MSA recently published a suite of **resources designed for Main Street stakeholders**. The Main Street Foundations Series provides an overview of each of the Four Points through comprehensive introductory videos, one-page guides, materials from our resource center, and more. Check them out and share with Main Street staff, board members, elected officials, and community partners.

[Main Street Foundations Series](#)



TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-A

Main Street Manager's reports

1. Manager's activity report
2. Main Street business & property report

Main Street Monthly Report
for July through August 10, 2023

Downtown Property & Business Report:

Property:

- Number of properties listed for sale: 6
 - Assembly Square Footage: 7,515/SF
 - Industrial Square Footage: 0/SF
 - Retail/Service/Professional Square Footage: 23,350/SF
 - 1 Unit Apartment Building: 3,458/SF
- Number of properties listed for lease: *17 (+ 1 apartment) **Note: some of these are small spaces within larger buildings with other occupied spaces.*
 - Commercial Square Footage: 26,453/SF
 - Assembly Square Footage: 11,265/SF
 - Build to Suit Rental Space on a Vacant Lot: 6600/SF
 - Residential Square Footage: 2900/SF
 - Mixed Use Square Footage: 1,360/SF
- Leased properties during reporting period: 1
 - Square footage of lease properties: 455 sf
 - Property uses – Beer/Wine Store

Businesses:

- New businesses in development: 2
 - Square footage: 1,801/SF
 - Property uses - Bakery (1); Retail (1)
- New businesses opened during reporting period: 0
 - Square footage: 0/SF
 - Property uses –
- Businesses Relocating: 0
 - Square footage 0 SF
 - Property uses:
- Businesses Closed: 1
 - Square Footage: 1497/SF
 - Property uses – Retail

Community Outreach / Meetings Attended:

- TIF #1 meeting – 7/19
- Main Street Advisory Board meeting – 7/19
- Public Arts Advisory Board meeting – No meeting in July – lack of a quorum
- Taylor Area Businesswomen – 7/25
- Heritage Farmers Market Meeting – 7/17
- Spoke to the Taylor Lions Club about Main Street program and projects – 7/21
- Taylor Tax Credit Workshop Meeting – 8/8
- Breakfast Bites – 8/9

Local Business / Owner Visits:

- Met with Karyn Morris re: FIG for 519 N Main – 7/5
- Met with Nancy Lozano re: new signage for El Corral Lozano – 7/6
- Conference call with potential purchasers of Howard Theater – 8/10

- Met with potential tenant for 115 W 2nd St – 7/26
- Spoke with a possible tenant for 700 N Main St – 7/26
- Provided information about murals to one property owner and 1 tenant – 7/26
- Business Visit – Hayley's Grains – 8/4
- Business Visit – Piper & Paul – 8/4
- Business Visit – Vic's Heating & Air – 8/4
- Business Visit – T&L Nails – 8/4
- Business Visit – Alchemy – 8/4
- Business Visit - Art Office Signs – 8/4

Event Planning:

- Christmas Parade Planning Meeting – 7/13
- Taylor Pride Event Recap – 7/19; 8/3
- Main Street Car Show meeting – 7/6; 7/20; 8/8

Special Events:

- Every Saturday – check on Farmers Market
- 2nd Saturday Shop & Stroll – 10 am – 4 pm – 6/10; 7/8
- Juneteenth Parade and Observance – 6/19
- Taylor Pride Arts & Music Festival – 6/24
- July 4th Parade and Fireworks – 7/4

Special Events Permits Issued or Pending:

- Michelle's Hot Peeps CC 5K
- Taylor International BBQ Cook Off
- Texas Mamma Jamma Bike Ride
- St Mary's Fall Festival
- 9-11 Memorial March and Service

Film Friendly Taylor –Film Events in Taylor:

- "Growing Pains" Feature Film to be filmed late August

Professional Development:

- Leadership Meeting – 7/3
- TX Main Street Managers Annual Retreat – 6/20-6/23
- National Main Street Network Online Training - Using Market Information to Tell Your Main Street's Story – 7/26
- Interviews for the Events Coordinator: 6/2; 6/5; 6/13

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Leadership Meetings – 7/3' 8/7
- Updating Directory Map for downtown business directories
- Updating Taylor property database on DowntownTX.org – ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Digital map & Main Street business directory project underway
- Breakfast Bites monthly downtown business meetings (2nd Wednesday of each month)

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT

AUGUST 2023

PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	±2	PRICE	STATUS
T Ford Enterprises Building	113-115 E. 3rd St	Tommy M ford/Joe Williams Redevelopment	Richard Gary - 512-415-9367	est 8584 SF total: 113 1st fl: 1590 SF office/retail; 2301 SF warehouse w/ 11' pull up door 113 2nd fl 2818 SF office 115 1875 SF office/retail pvt parking lot in rear	unpriced	
Urban Threads bldg	117 E. 3rd St	Cliff Samuels/Brasfield Realty	512-947-5713	2464 SF	\$975,000	
Eanes/Prewett Building	119-121 E 3rd St	RichardTorres/ Bryan McLane	bryanmclane@gmail.com ; 512-615-1240	9916 SF	\$1,950.00	
Howard Theater	308 N Main St	Steve Turner-Turner Properties	512-930-2800	7515 SF	\$795,000	
1 Unit Apt Building	402 E 4th St	Nikolaus Mokry/Brad Robbins (Top Notch Realty)	512-269-5278	3,458 SF	\$650,000	
Restaurant building	405 S Main St	Johan Borge			\$950,000	
PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	±2	PRICE	
upstairs apartment	103 W 4th St	Monica Luxon	monica@luxonrealtyservices.com	2900/SF	reduced to \$2495/mo + \$173/mo preventative maint.	was \$2900/mo
Mixed-Use space	114 N Main St	2nd & Main Lofts/Julie Downs (Tierra Grande Realty)	juliedowns4@gmail.com	1360/SF	\$1825/mo; \$2.20/SF/MO	

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT

AUGUST 2023

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F2	PRICE	
Taylorsville Hall	115 W 2nd St	JB Goodwin Realtors			\$7,500/mo	
117-119 N Main St	Suite 109	Ujjal Ghostagore/Julie Downs	Julie Downs-512-487-3967	875SF	\$1,437.92/mo	
117-119 N Main St	Ste 217 (1st floor)	Ujjal Ghostagore/Julie Downs	Julie Downs-512-487-3967	1007 SF	Upon Request	
117-119 N Main St	Ste 219 (1st Floor)	Ujjal Ghostagore/Julie Downs	Julie Downs-512-487-3967	1007 SF	Upon Request	
117-119 N Main St	Ste 221	Ujjal Ghostagore/Julie Downs	Julie Downs-512-487-3967	2364 SF	Upon Request	
117-119 N Main St	Back Bar	Ujjal Ghostagore/Julie Downs	Julie Downs-512-487-3967	1800 SF	Upon Request	
fmr Downtown Social	119-B E 3rd	Richard Torres	209-605-4155	950/SF	call for pricing	

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT

AUGUST 2023

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F2	PRICE	
120 W 2nd St - McCrory-Timmerman/Titsworth Buildings	120 W 2nd St; Ste 105	Judy Blundell/Julie Downs	Julie Downs-512-487-3967	600 SF	Upon Request	
120 W 2nd St - McCrory-Timmerman/Titsworth Buildings	120 W 2nd St; Ste 104	Judy Blundell/Julie Downs	Julie Downs-512-487-3967	420 SF	Upon Request	
120 W 2nd St - McCrory-Timmerman/Titsworth Buildings	120 W 2nd St; Ste 102	Judy Blundell/Julie Downs	Julie Downs-512-487-3967	2148 SF	Upon Request	
The Hawt Spot	211 N Main St; Ste B-1	Richard Torres/Julie Downs	Julie Downs-512-487-3967	405 SF	\$11 0/SF/MO; \$2.73/SF/MO	
The Hawt Spot	211 N Main ST; Ste B-2	Richard Torres/Julie Downs	Julie Downs-512-487-3967	1497 SF	\$2994/MO; \$2/SF/MO	
fmr 46 & 2 Apothecary	313 N Main St	Ian Reddy/JB Goodwin Properties	512-502-7715	3278SF	NNN - \$3800/mo	\$1.16/SF

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT

AUGUST 2023

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F2	PRICE	
Restaurant building	405 S Main St	Johan Borge	713-464-7656		\$3,500/SF/MO	
Retail Space	417-A N Main St	Jarrell & Shannon Boles and Chan & Rebecca McMakin - Chris Cottle is the property manager	cdcottle@gmail.com	2381 SF		
Large Office Building	700 N Main St	Daniel Reuter	512-991-2849	7202 SF	\$3.49/SF/MO	
SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
NONE - but 200 W 2nd is pending sale.						
LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
Titworth Building	120 W 2nd St; Ste G	Kirsten Sheldrake	kirstensheldrake@gmail.com ; 602-501-0050	Neighborhood Bottle Shop	\$800/mo	

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT
AUGUST 2023

PROPOSED NEW CONSTRUCTION/MAJOR RENOVATION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
One building with 4 subdivisions (offices and storage behind)	W 1st Street	Jay McNabb	jan.mcnabb@outlook.com	Office space for contractors, etc.		
Two building to be constructed for tenant finish out	104 N Main St	Public Sketch	(512) 365-8563	offices, bars, restaurants	\$30.SF.Y \$2.50/SF/MO	will build 2-800-SF buildings to suit
NEW CONSTRUCTION/MAJOR RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
Bohl's Building	104 E. 2nd St	Ed & Betty Hile	ed.hile@swbell.net	future offices for Edward Jones	\$350,000 remodel project	
Talbot Commons Pocket Hotel	114 W 6th St	Public Sketch	Julie Downs 512-365-8653	pocket hotel in a mixed use development		

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT
AUGUST 2023

NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
Flake Bakery & Larder	103 W 5th St	Leisha Dowers	512-643-5989	bakery	TBD	1346 SF HAS CO
NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
NONE						
BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	YEARS IN BUSINESS
Taylor Trading Co	211 N Main Sr; Ste B- 2	Ricardo Zuniga	Julie Downs 512-365- 8653	Retail	1	1 year
BUSINESS EXPANDING	ADDRESS	OWNER	CONTACT INFO	USE	GAINED OR	
NONE						
BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
NONE						

TAYLOR MAIN STREET PROPERTY BUSINESS REPORT
AUGUST 2023

BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
NONE						

Taylor Main Street Downtown Business Owner's Survey 2023

The information gathered will be used to provide targeted assistance to business owners in the downtown district. Results will only be shared in a combined format to show overall trends in business growth & development in the district.

CONTACT INFORMATION:

Business Name: _____

Business Owner(s): _____

Business Physical Address: _____

Business Mailing Address: _____

Business Phone #1: _____ Business Phone #2: _____

Business Email Address: _____ Business Website: _____

Business Facebook: _____

Business Instagram: _____

Business Twitter: _____

Other: _____

Property Owner: _____

NEEDS & OPPORTUNITIES ASSESSMENT:

1. Please rate the degree to which you are experiencing the following business challenges:
(Check ONE answer for each item)

	MAJOR CHALLENGE	MINOR CHALLENGE	NO CHALLENGE
Difficulty recruiting or retaining employees			
Expensive or unavailable products			
Expensive rent			
Insufficient financing			
Insufficient parking			
In-town competition			
Out-of-town competition			
Online competition			

	MAJOR CHALLENGE	MINOR CHALLENGE	NO CHALLENGE
Poor Building Condition			
Restrictive business regulations			
Shoplifting or theft			
Unskilled Workers			
Other (describe):			

2. Could you or your employees use information on or assistance with the following topics?
(Check one answer for each item.)

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
Business Planning				
Financial Management				
Inventory Management				
Advertising or Marketing				
Employee Hiring or Training				
Customer Service or Hospitality				
Building Improvements				
Window Displays				
Interior Store Design				
Business Marketing Analysis				
Internet or E-Commerce				
Other (describe)				

3. How strongly do you agree or disagree with the following statements?
(Check ONE answer for each statement.)

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
I am satisfied with the level of local police protection.				
I feel safe at DT nighttime events in Taylor.				
I am satisfied with local fire protection in Taylor.				
I am satisfied with our local waste management service.				
Local city services are worth the level of taxation.				
I always try to buy products and services locally.				
I always direct customers to other downtown businesses.				

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
I seek ways to cooperate with complementary downtown businesses.				
The existing downtown mix helps my business.				
The look and feel of downtown helps my business.				
My building's façade draws customers into my business.				
My window and store displays help my business				
My advertising efforts help my business succeed.				
I know that my business is open when customers want to shop.				
The employees in my business show provide great customer service.				
Downtown Taylor is a wonderful place to have a business.				

4. How satisfied are you with the present location of your business? (Check ONE.)

	VERY SATISFIED.
	SATISFIED.
	NEUTRAL.
	UNSATISFIED
	VERY UNSATISFIED.
	PLAN TO RELOCATE.

5. Do you have plans to expand or reduce operations for your business in the foreseeable future? (Check ONE)

	I plan to expand products/services or square footage downtown.
	I plan to expand products/services or square footage at a location outside the downtown.
	I plan to reduce products/services or square footage downtown.
	I do not have any plans for changes.

6. Are you, or the building owners, considering any building improvement projects?

	YES ; What is your timetable?
	NO
	DO NOT KNOW

BUSINESS & WORKFORCE DATA:

1. What is the business or professional activity code for your business (NAICS: North American Industry Classification System)?
(You can enter the code from your federal tax return.)
-

2. Is your business any of the following? (Check all that apply.)

☐	WOMAN OWNED
☐	VETERAN OWNED
☐	MINORITY OWNED

3. How many years has your business been in operation - include any previous locations other than this one in your total number.)

☐	UNDER 1 YEAR
☐	1-5 YEARS
☐	6-10 YEARS
☐	11-20 YEARS
☐	OVER 20 YEARS
☐	
If you know the date your business was established, please list it here (MM/YYYY):	

4. How long have you been the owner of your business? (Check ONE.)

☐	UNDER 1 YEAR
☐	1-5 YEARS
☐	6-10 YEARS
☐	11-20 YEARS
☐	OVER 20 YEARS

5. Do you own or lease the space where your business is located? (Check ONE.)

☐	OWN
☐	LEASE
☐	LEASE, WANT TO PURCHASE

6. Where do your customers typically park? (check ONE.)

☐	ON THE STREET
☐	IN A PUBLIC PARKING LOT
☐	IN A PRIVATE PARKING LOT
☐	OTHER (describe):

7. How far do customers typically have to park from your business? (Check ONE.)

☐	NEAR THE ENTRANCE.
☐	1/2 BLOCK AWAY
☐	1 BLOCK AWAY
☐	2 BLOCKS AWAY
☐	3 BLOCKS AWAY
☐	4 BLOCKS OR MORE
☐	IN A PRIVATE PARKING LOT
☐	
☐	IF YOU OWN A PRIVATE PARKING LOT, HOW MANY SPACES ARE AVAILABLE FOR CUSTOMERS AND NOT FOR EMPLOYEES. (please list number at left.)

8. Where do you and your employees typically park? (Check ONE.)

☐	ON THE STREET
☐	IN A PUBLIC PARKING LOT
☐	IN A PRIVATE PARKING LOT
☐	OTHER (describe):

9. How far do you and your employees typically have to park from your business? (Check ONE.)

☐	NEAR THE ENTRANCE
☐	1/2 BLOCK AWAY
☐	1 BLOCK AWAY
☐	2 BLOCKS AWAY
☐	3 BLOCKS AWAY
☐	4 BLOCKS AWAY
☐	IN A PRIVATE PARKING LOT
☐	
☐	IF YOU OWN A PRIVATE PARKING LOT, HOW MANY SPACES ARE AVAILABLE FOR CUSTOMERS AND NOT FOR EMPLOYEES. (please list number at left.)

10. Would you consider requiring your employees to park farther away from the prime downtown parking spaces to enable customers the best parking opportunities and would you lead by example and park farther away yourself on a regular basis?

	YES
	NO
	MAYBE

11. How many people, including owners, does your business employ in each of the following categories? (Full-time = 30 or more hours/week.)

	FULL-TIME YEAR ROUND
	PART-TIME YEAR ROUND
	SEASONAL

MARKET & MARKETING DATA:

1. What are the hours of operation for your business?

	OPEN	CLOSE
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		
SUNDAY		

2. What are your thoughts on your store hours? (Check ONE.)

	I am open all of the hours I need to be.
	I cannot be open more hours for personal reasons.
	I should be open more hours, but I cannot afford the staff.
	I should be open more hours, but I cannot find good staff
	I should be open more hours if I were sure of sales.
	I would be open more hours if everyone else was open too.

3. During a typical week, what are the sever business times for your business?
(Mark up to SEVEN times total for the week.)

MONDAY		BEFORE 11:00 AM		11:00 AM – 2:00 PM		2:00 PM – 5:00 PM		AFTER 5:00 PM
TUESDAY		BEFORE 11:00 AM						
WEDNESDAY		BEFORE 11:00 AM						
THURSDAY		BEFORE 11:00 AM						
FRIDAY		BEFORE 11:00 AM						
SATURDAY		BEFORE 11:00 AM						
SUNDAY		BEFORE 11:00 AM						

4. What are the three busiest months of the year for this business? (Check up to THREE.)

	JANUARY			JULY
	FEBRUARY			AUGUST
	MARCH			SEPTEMBER
	APRIL			OCTOBER
	MAY			NOVEMBER
	JUNE			DECEMBER

5. Which of the following events increased foot traffic or sales volume for your business, either during the event or in the following few days or weeks? (Check ALL that apply.)

☐	MAIN STREET CAR SHOW	☐	BLACKLAND PRAIRIE DAY	☐	SPOOKTACULAR SCARE ON THE SQUARE
☐	HERITAGE SQUARE FARMERS MARKET	☐	4 TH OF JULY CELEBRATION	☐	MUSIC ON MAIN CONCERTS
☐	2 ND SATURDAY SHOP & STROLL	☐	TAYLOR PRIDE MUSIC & ART FESTIVAL	☐	CHRISTMAS PARADE AND TREE LIGHTING
☐	CHRISTMAS FAIR ON THE SQUARE	☐	WINE SWIRL	☐	MAMMA JAMMA BIKE RIDE
☐	OTHER (please name)	☐		☐	

6. What percentage of the annual advertising budget for your business is spent with each of the following media? (Total should = 100%)

%	NEWSPAPERS
%	MAGAZINES
%	RADIO
%	TELEVISION
%	DIRECT MAIL/CATALOGS
%	WINDOW DISPLAYS
%	BILLBOARDS
%	INTERNET/SOCIAL MEDIA
%	LOCAL SERVICE ORGANIZATIONS
%	OTHER (SPECIFY)
100%	

7. Please describe the target market of your business. (Mark ONE for each category.)

GENDER:	MALE	FEMALE	NON-GENDER SPECIFIC
Mark one:			

AGE:	UNDER 18	25-44	55-64	OVER 64
Mark one:				

8. Please list the six products and/or services that best differentiate your business from your competition:

1.	4.
2.	5.
3.	6.

9. What is the toughest competition for your business? (Specify up to THREE competitors by name.)

1.
2
3

10. Relative to other businesses in your trade, what price point do you target? (Check ONE.)

	LOW-END
	AVERAGE
	HIGH-END

11. What three downtown businesses complement your business the most? (Specify up to THREE business by name.)

1.
2.
3.

12. What are the two biggest non-work reasons people come downtown? (Specific establishment, attraction, or activity.)

1.
2

13. Name two businesses or business types you would like to see come to downtown Taylor.

1.
2.

14. With your business in mind, what four community assets would you most like to see developed?

1.
2
3.
4.

Thank you for taking the time to complete this survey. Your answers will only be reported as combined with other downtown businesses. All data received will be used to assist your business and the businesses of the Taylor Main Street District improve and grow stronger.

*Jan Harris
Main Street Manager*

TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-B

Special Events Coordinator's report

Completed Special Event Tasks – July, 2023

Special Event Activities:

- Reviewed and Approved:
 - o Michelle's Hot Peeps
 - o 2023 International Taylor Barbecue Cook Off
- Permit Application Under Approval:
 - o Texas Mamma Jamma Bike Ride
 - o St. Mary's Fall Festival
 - o 9/11 Memorial March and Service
- Special Events Applications being completed:
 - o Music in the Park

Special Events hosted by the city

- Designed and Implemented planning for Shop Small – Sip and Stroll
- Designed and implemented planning for Duck Bucks – Shop Small Initiative
- Completed grant application for funding from Simon's Foundation for eclipse event on April 8, 2024
 - o Completed two trainings associated with said grant application
- Updated and Developed marketing materials for 2023 Main Street Car Show
 - o Logo and Flyer
 - o Link Tree (for all Main Street)
 - o Sponsorship Packet
 - o Vendor Application
 - o Vehicle Registration Form
 - o Verbiage for Website Update
- Maintained consistent posting on social for 2023 Main Street Car Show, generated graphics
- Responsible for collection of all vehicle registration for 2023 Main Street Car Show – maintains Eventbrite page health (47 vehicles registered)
- Opened bidding process for Sound for Main Street Car Show
- Responsible for collection of all sponsorship applications and payments (2 approved, 3 pending)
- Responsible for collection of all vendor applications (12 applications – pending)
- Generated/updated Main Street Car Show site/road closures map and vendor's map
- Opened conversation with Farmer's Market about weekly programming schedule



TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-C

Update on downtown directory signage

TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-D

Update on shop downtown Taylor website

TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-E

Update on Tax Credit Workshop

HISTORIC REHABILITATION TAX CREDIT WORKSHOP



Jamie Crawley

Architect and Design Lead Texas Main
Street Program

Austin Lukes

Project Reviewer, Historic Tax Credits,
Texas Historical Commission

Doug Moss

2nd & Main Lofts LLC

ArchiTexas

One of Texas' premier historic preservation
architects

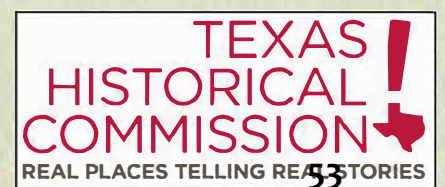
O'Connell Architecture

One of Austin's most recognized historic
preservation architects



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DRAMATICALLY IMPROVE
YOUR BUILDINGS;
INCREASE REVENUE; AND
GET UP TO 45% BACK
ON RENOVATION
PROJECTS

**AUGUST 24TH - 3 - 6 PM
TAYLOR PUBLIC
LIBRARY
801 VANCE STREET**



TAYLOR MAIN STREET ADVISORY
BOARD AGENDA ITEM COVER SHEET

AUGUST 16, 2023

REGULAR AGENDA –
Continuing Business

V-F

Discuss items for upcoming agendas