

MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on July 20, 2022

Taylor City Hall Conference Room

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

STAFF PRESENT: Jan Harris, Main Street Manager

GUESTS PRESENT: Chuck Farr; Molly Pantalone, On Site Farmers Market Manager; Mary Linda Hays, Farmers Market Committee Member

- I. **CALL TO ORDER AND DECLARE A QUORUM:** Chairman Moss opened the meeting at 5.30 pm and declared a quorum to be present.
- II. **CITIZEN COMMUNICATION:** None
- III. **CONSENT AGENDA:**
 - A. **Review and approve minutes from the MSAB regular meeting held on June 14, 2022:** The minutes had been distributed prior to the meeting.
MOTION: To approve the minutes as presented. J SNYDER / E STAUFFER / UNANIMOUS
 - B. **Review and receive the financial reports from June 2022:** Jan reviewed the finance reports with the board which were received as information.
- IV. **REGULAR AGENDA – New Business:**
 - A. **Heritage Square Farmers Market:**
 1. **Receive report from the Heritage Square Farmers Market:** Molly Pantalone, Market Manager presented information on the Farmers Market highlighting the various programs the Market is working on. These include Community Fundraising, Chef at the Market, KidPreneur Program, Friends of the Market, Entertainment, and Information, Outreach & Education. She reported that the participating vendors had made a total of \$418,504 over the 3 years the Market has been in existence. **No action was required by the board.**
 2. Discuss opportunity to partner with the Market on promotional bags with Taylor MainStreet information on one side and HSFM information on the other: These bags would be given away at the Farmers Market to customers. She was hoping to have a run of around 1500-2000 bags printed and to have the MSAB split the costs. **ACTION: The board tabled Molly's request until a later meeting pending further specifications from the Farmers Market.**
 - B. **Demolition & Demolition by Neglect Historic Preservation Ordinance:**
 1. **Receive information and discuss future action on this project:** Jan presented her information on a Historic Preservation ordinance centering on the prevention of demolition and demolition by neglect of buildings in the downtown commercial historic district. The goal of this ordinance is to protect downtown's historic fabric and to encourage property owners to preserve their properties. The board was concerned regarding the response of the community to this effort. **ACTION: Tabled until the August Meeting.**

V. **REGULAR AGENDA – Continuing Business:**

A. **Main Street Manager's reports:**

1. **Manager's activity report:** Jan reviewed the monthly report with the board highlighting meetings with incoming businesses and planned building renovations.
2. **Main Street business & property report:** Jan reported that the Shell station at 501 N Main Street has sold to a new holding company and that 102 W 2nd St; Ste 202 in the McCrory-Timmerman building has been leased. Nomura Micro Science USA is the new tenant. Longhorn Title Company is relocating outside the district to 1902 Old Granger Road.
3. **Upcoming special events report:** There are 31 upcoming special events on the calendar through the end of the year at this time. Sixteen of those will require permits.

B. **Sign Grant revision:**

1. **Discuss the possibility of partially waiving sign permit fees for businesses seeking Sign Grants as an incentive to properly permitting signage:** Jan presented this proposal which was first floated by Tom Yantis as an incentive for downtown business owners to obtain necessary sign permits for new and replacement signage. It would further incentivize downtown business owners to apply for the grant and to obtain the appropriate permits for good signage. **ACTION: The item was tabled for further discussion.**
2. **Discuss and approve the changes to the Sign Grant packet. ACTION: The item would be considered at a later date.**

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

1. **Review the results of board members research into other Texas cities with a Main Street that is also a highway: ACTION: This item was tabled.**

D. **Blackland Prairie Days:**

1. **Receive staff report on results of DT Business survey – the impact of BPD on DT:** Jan reported that much of the information was positive – sales were either the same or better than on non-festival days and businesses owners were looking forward to the Car Show.
2. **Receive information regarding the old Taylor Independence Festival:** Jan reported that the TIF has been incorporated into the Legion's July 4th festivities.

E. **Breakfast Bites:**

1. **Review the outcome of the July Breakfast Bites – signage, sign permitting, and the pending revision of the sign ordinance:** After discussion, it was decided that Signage would again be the topic of the August Breakfast Bites with Doug facilitating the event and providing visual aids to underscore information on the topic. The August Breakfast Bites will be held on August 3rd. **ACTION: The board members were encouraged to attend this meeting. No other action was taken.**
2. **Discuss future Breakfast Bites topics:** The following topics were presented by the board: CARTS, MembershipWare project, Parking (after the restriping, DT will have 16% more spaces that Taylor Wal-Mart, Historic Tax Credits, Wine Swirl, the Quality of Graphic Design for Signage and its Economic Impact on Downtown and Individual Businesses. **ACTION: No further action was required.**

F. **Receive staff update on the MembershipWare Digital Map Project:** Jan shared the questionnaire she sent out to downtown businesses regarding information for their individual

listings. She had received 16 responses out of 167 emails sent out. She told the board that she'd come into the office on a Saturday and in 6 hours, listed 31 businesses on the directory.

G. Discuss items for upcoming agendas: No new items were added to the August agenda.

V. ADJOURN: Chairman Moss declared the meeting adjourned at 7.45 pm.

Respectully Submitted,

A handwritten signature in cursive script that reads "Jan Harris".

**Jan Harris,
Main Street Manager**

Next Meeting Date: August 17, 2022