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 200 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 Reality 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