MAIN STREET ADVISORY BOARD MEETING MINUTES

CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD
June 16, 2021

MEMBERS PRESENT: Curie Humphreys, Ashley Doss, Erwin Stauffer, Doug Moss, and Jeff Snyder
MEMBERS ABSENT: Steve Truex and John McRae
STAFF PRESENT: Jan Harris, Main Street Manager
OTHERS PRESENT: Tia Stone, Greater Taylor Chamber of Commerce

I. **CALL TO ORDER AND DECLARE A QUORUM:** Chairman Doug Moss called the meeting to order at 5:35 pm and noted that a quorum was present.

II. **CITIZENS COMMUNICATION:** Tia Stone, President of the Greater Taylor Chamber of Commerce addressed the Board in reference to the upcoming Taylor Rodeo July 15-17, 2021. She sought the Board's assistance in reviving Rodeo Days in Taylor and for downtown businesses to welcome the Rodeo participants and attendees to town. Taylor's Rodeo has been recognized by participants as the 11th best Rodeo in the nation and the goal is to become #1. A decorating contest will be held by the presenters with a nice prize package. Also, everyone is being asked to dress up in Western wear on July 15th.
ACTION ITEM: Ashley Doss agreed to present this to the downtown merchants and obtain buy-in.
ACTION ITEM: Tia will get the 2021 TRA logo to Jan for distribution.
ACTION ITEM: Tia is seeking artists (THS Cheerleaders?) to paint the windows of downtown businesses. Ashley offered to reach out to the cheer coach at THS.

III. **CONSENT AGENDA**
1. **MOTION: To approve the May 19, 2021 Meeting Minutes as presented. E. STAUFFER / A. DOSS / UNANIMOUS**
2. **MOTION: To receive the May Financial Reports as information. A. DOSS / J. SNYDER / UNANIMOUS**

IV. **REGULAR AGENDA: Review, Discuss, and Consider Action:**
1. **Main Street Manager's reports** - Jan presented the following reports to the board:
   a. **Manager's Activity Report:** Jan reported that she has participated in 2 Pre-Application meetings: one with Ian Davis regarding a possible parklet on W. 2nd in front of TBC and the other with Ruth Rivera who owns 319 N. Main St. and is planning a façade renovation and other improvements. She is also working with the Main Street Car Show Committee to plan for this year's event. Jan reported that the committee wanted to increase the price of vendor fees to bring the MSCS more into line with other similar events. Area festivals were researched, and the committee elected to charge $100 for a 10 x 10 space (up from $75), $200 for a 20 x 10 space (up from $100), and $300 for a 30 x 10 space (up from $135). She asked the board for their support of these changes.
   MOTION: A motion was made to approve the changes presented by the MSCS committee to increase the fees as listed but to allow a $25 discount to any local brick & mortar businesses outside the CBD (who are traditionally comped) who want to have a booth. D. MOSS / C. HUMPHREYS / UNANIMOUS. Jan called attention to the training she was participating in online including a tax credit workshop, information on the new Main Street Online program for small businesses, and the development process on Main. Finally, she drew the board's attention to the calendar of upcoming events in her report.
   b. **Downtown Property Report:** Jan reviewed the two reports indicating properties for sale and those for lease in the downtown district. She reported that there was one property is under contract (the Scott Family Trust properties 108-116 E. 2nd St. that include the old Taylor Station and Turning Heads Salon). There 13 properties/spaces currently for lease in the downtown ranging in size from 1400-16,000SF and one build-to-suit property 101 E. 1st St. which will be leased upon completion.
   c. **Downtown Business Report:** Jan reported that along with Curio Mrvosa, Flake Bakery & Larder, and Haley's Grains which are in the process of opening, two businesses are going into the Black Sparrow building – 113 W. 2nd St.: Greenhouse Craft Food, owned by Robert Snow will be in the front of the building and the rear

portion formerly used as an apartment Waxplant will open selling records and booking the musical entertainment for the front. Shaun Avants owns Waxworks. No businesses closed during May, and none relocated.

d. **Board Member Attendance Report:** The attendance report was reviewed with the board. Currently Steve Truex has 3 excused absences and John McRae has one excused absence.

2. **Committee report in Signage Design Guidelines Project:** Doug Moss reported that the committee met (John McRae, Jan Harris, and himself and that this project will be a portion of a total publication including information on Main Street grants, a detailed guide to obtaining a sign permit, and the current Sign Ordinance.
ACTION ITEM: Jan to have a draft of the table of contents ready for the next board meeting.
Doug noted that both he and John were reaching out to designers who had ties to Taylor who may be willing to layout the draft guidelines in a professional format either pro bono or for a modest fee.
MOTION: To authorize the Design Guidelines Committee to negotiate with design professionals to polish the Signage Design Guidelines document either pro bono or for a fee not to exceed $1,500. C. HUMPHREYS / A. DOSS / UNANIMOUS

3. **Committee report on OPEN flag project:** Curie and Ashley reported that they have researched two companies: Susan Clickner Designs and Ink Works via Zazzle.com. Option 1 offers a 12" x 42" flag that projects only 19" from a building's façade. The price is $129 each and includes 2-sided cloth flag with pole & metal bracket. A bulk discount brings the inclusive price down to $99/each. The 2nd option is a more traditional 27" x 40" that extends 3' from the building's façade. The price per unit is $55 includes pole and plastic bracket with a 20% discount for 30+ flags.
ACTION ITEM: Ashley will ask for a full-size example of Option 1 which is preferred by the board.
The board discussed which types of businesses should receive the flags. Jan recommended that retail, restaurant, and service such as salons should receive them. The board also considered whether it would result in fewer lost flags thru closing businesses if the flags were issued to the property owners.
ACTION ITEM: Jan will provide a detailed breakdown of the business types located in the Main Street District with numbers for the next meeting.
ACTION ITEM: The committee and Jan will walk the district to see what the potential obstacles there are to installing the brackets (tile facades, etc.)
ACTION ITEM: Jan will bring information on the steps outlined in the City's purchasing policy that the board will have to take when purchasing the flags at the next meeting.
No action was required at this time by the board.

4. **Participation in and financial support of the Music on Main Project in conjunction with the Public Arts Advisory Board:** Jan presented information on a PAAB project headed up by Janetta McCoy which would bring a live band to the 3 Third Thursdays in July-September. The PAAB will locate bands to perform, handle marketing, and sound services. The project is forecast to cost $3,600 and the PAAB has earmarked $2,500 for it. They ask that the Main Street board allocate $1,100 to make up the difference. Ashley noted that she and other downtown businesses were trying to reinvigorate Third Thursdays and that this would be a great addition to the events. Also, the July Third Thursday is the day before the Taylor Rodeo so we may have visitors in Taylor who would also enjoy the events.
ACTION ITEM: Jan to obtain a cost breakdown for Music on Main and provide it to the board at the July meeting.
MOTION: To allocate $1,100 to the Music on Main project. C. HUMPHREYS / A. DOSS / UNANIMOUS

5. **Report on downtown signage variance requests and the Zoning Board of Adjustment:** Jan provided the results of the ZBA meeting to rule on the 5 signage variances from the Main Street district. No action was required.

6. **Discuss items for upcoming agendas:**
a. Downtown Maps – Ashley noted that an updated map was needed but she realized that they become outdated quickly as business come and go. She suggested that a QR code be developed which would take

shoppers, visitors, etc. to a map located on the City's website which could be kept current easier than the paper copies.

b. Upcoming Williamson County Fair/Rodeo (October 21-23) – Erwin informed the board that this is the first time the WilCo Fair will be combined with a rodeo and carnival. Suggested having have activities in conjunction with Third Thursday for fairgoers.

c. Establishing a meeting time - Doug noted that for him to get to Taylor for the 5.30 meeting, he would have to leave by 3.30-4 pm so it was suggested to move the meeting to a later time. Times discussed included 6.00 or 6.30. Erwin said he much preferred it to remain at 5.30 pm. The board decided to keep it at the 5.30-time frame for the present.

Upcoming agenda Items

- Progress with the Sign Design Guidelines and contracted format designers
- Progress with the downtown open banner project
- Report on the future of the Rental Assistance Program - # of grants issued, # of businesses retained after grants ended, etc.

V. ADJOURN: Jan informed the board that the next meeting will be at City Hall in the Conference Room on July 21st.

MOTION: A motion to adjourn was made by A. DOSS / E. STAUFFER / UNANIMOUS.

Meeting adjourned at 7.30 pm.

Respectfully submitted:

Jan Harris

Jan Harris, CMSM, MHP
Main Street Manager