

AGENDA

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on June 14, 2022
Taylor City Hall Conference Room

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 DT.**
- 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 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.)

A. Review and approve minutes from the MSAB regular meeting held on May 11, 2022 – Chairman Moss

B. Review and receive the financial reports from May 2022 – Jan Harris

IV. REGULAR AGENDA – New Business:

- A. Discussion of the review process for sign grants.
- B. Signage Grant Application – Western Darlin – 112 N Main Street – Courtney Cox Pittman requests a grant to partially reimburse the costs of a painted sign on the storefront windows of her business.
- C. Review of MSAB 2022-2023 priorities considering the recent presentation to Council:
 1. Additional MSAB staff
 2. Turning a Highway into a Street
 3. Addressing vacated and underutilized buildings

D. Signage Issues –

1. Ongoing efforts with the standing Code Advisory Team and SimpleCity staff to rewrite various codes and ordinances including the City's Sign Ordinance;
2. Discussions Jan has had with SimpleCity staff regarding the sign permitting process;
3. The July Breakfast Bites topic will be signage. Date scheduled for July 6th.

E. Discuss the importance of Breakfast Bites, their topics and as a communication tool with the merchants/property owners.

V. REGULAR AGENDA – Continuing Business:

A. Main Street Manager's reports – Jan Harris:

1. Manager's activity report
2. Main Street business & property report
3. Upcoming special events report

B. After Action Report on the Blackland Prairie Days festival – Jan Harris

C. Receive staff update on the MembershipWare Digital Map Project – Ashley Doss/Jan Harris

D. Discuss items for upcoming agendas – Doug Moss

V. ADJOURN

Next Meeting Date: July 20, 2022

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 the scheduled time of said meeting. 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: June 8, 2022

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Consent Agenda

III-A

Review and approve minutes from MSAB regular meeting held on
May 11, 2022

MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on May 11, 2022

Taylor City Hall Conference Room

MEMBERS PRESENT: John McRae, Curie Humphreys, Jeff Snyder, Ashley Doss, Ruth Rivera, and Doug Moss- Chairman.

MEMBERS ABSENT: Erwin Stauffer (Informed staff of absence in advance)

STAFF PRESENT: Jan Harris, Main Street Manager

GUESTS PRESENT: None

I. **CALL TO ORDER AND DECLARE A QUORUM:** Chairman Doug Moss called the meeting to order at 5.37 pm and noted that a quorum was present.

II. **CITIZEN COMMUNICATION:** There were no comments.

III. **CONSENT AGENDA:**

A. **Review and approve minutes from the MSAB regular meeting held on April 20, 2022 – MOTION: To approve the April 20, 2022 minutes as presented. J McRAE / C HUMPHREYS / UNANIMOUS**

B. **Review and receive the financial reports from April 2022 –** The board received the April financial reports as information.

IV. **REGULAR AGENDA:**

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

1. **Manager's activity report –** Jan reviewed the monthly activity report with the board.
2. **Main Street business & property report –** She reported that 3 properties had been leased since the last meeting: 117 E 3rd – Carol Drolette with Threads Urban Boutique; 109 W 3rd St – small bites wine & cheesecake bar; and 211 N Main; Ste A – Jennifer Lopez with Alchemy. No businesses either closed or relocated during the report period.
3. **Upcoming special events report –** Currently, there are 41 separate special events on the calendar.

These reports were received as information by the board.

B. **Review and discuss annual City Council presentation –** Doug reviewed the upcoming Main Street presentation to Council scheduled for Thursday, May 26th. He encouraged all of the board members to attend the Council meeting.

D. **Discuss and make a decision regarding requests to increase the types of businesses which may receive OPEN Flags –** Jan had been approached by two separate Realty

offices in the downtown district which wanted to participate in the OPEN Flag Project. Professional Service businesses have been excluded from the business types eligible for the OPEN flags to date. **MOTION: To expand the eligibility of OPEN Flags to include Real Estate Agencies. C HUMPHRIES / A DOSS / UNANIMOUS**

H. Receive reports on Blackland Prairie Days Festival:

- 1. General overview** – Jan reported that the event seemed to be well received by the public. The weather was very hot and there were several other large events taking place on that day in surrounding communities. These factors probably contributed to the fact that crowds were smaller than had been hoped for. There were no accidents or incidents – just one diabetes-related health issue early on in the festival day.
- 2. Sponsorship update** – Jan reported that \$13,050 was pledged from sponsors and all but \$2,500 has been received.
- 3. Vendor update** – Vendor success rates varied – but this is to be expected. Early on, there was a problem with extreme noise from a generator in the food court whose muffler had fallen off. That was fixed but the noise was still pretty intense in that area. We had some jostling for better positions by some vendors but, again that is expected. Overall, everyone seemed to get along well
- 4. Volunteer update** – The volunteers were the stars of the festival! They were plentiful, willing and hard working.
This report was received as information by the board.

I. Receive staff update on the MembershipWare Digital Map Project – Due to the work associated with the BPD Festival, little progress had been made populating the database. No action required of the board.

J. Discuss items for upcoming agendas – Nothing specific was added to the June agenda.

V. ADJOURN:

MOTION: To adjourn the meeting. A DOSS / J SNYDER / UNANIMOUS

Respectfully presented,

Jan Harris – Main Street Manager

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Consent Agenda

III-B

Review and receive May 2022 financial reports

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: MAY 31ST, 2022

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>							
***	TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00	0.00
<u>EXPENDITURE SUMMARY</u>							
	524-MAIN STREET PROGRAM	121,376.00	7,373.46	84,897.89	69.95	0.00	36,478.11
***	TOTAL EXPENDITURES	121,376.00	7,373.46	84,897.89	69.95	0.00	36,478.11
***	TOTAL PROFIT / (LOSS)	(121,376.00)	(7,373.46)	(84,897.89)	69.95	0.00	(36,478.11)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022100-GENERAL FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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	65,780.00	5,059.67	42,252.67	64.23	0.00	23,527.33
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	100.00	0.00	96.00	96.00	0.00	4.00
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 *		65,880.00	5,059.67	42,348.67	64.28	0.00	23,531.33
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	140.00	15.64	126.23	90.16	0.00	13.77
524-121	FICA SOCIAL SECURITY	5,050.00	379.42	3,377.59	66.88	0.00	1,672.41
524-122	WORKERS COMPENSATION	130.00	0.00	101.75	78.27	0.00	28.25
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	9.00	5.56	0.00	153.00
524-124	RETIREMENT- TMRS	8,870.00	0.00	4,897.56	55.21	0.00	3,972.44
524-126	HEALTH INSURANCE	7,750.00	1,261.98	5,678.91	73.28	0.00	2,071.09
524-127	DENTAL INSURANCE	320.00	48.78	219.51	68.60	0.00	100.49
524-128	LONG TERM DISABILITY	200.00	32.34	145.53	72.77	0.00	54.47
524-129	VISION INSURANCE	50.00	3.96	31.68	63.36	0.00	18.32
* SUB-CATEGORY TOTAL *		22,672.00	1,742.12	14,587.76	64.34	0.00	8,084.24
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	800.00	0.00	229.46	28.68	0.00	570.54
* SUB-CATEGORY TOTAL *		800.00	0.00	229.46	28.68	0.00	570.54
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
524-141	WORKSHOP TRAINING	350.00	0.00	0.00	0.00	0.00	350.00
524-142	PROFESSIONAL CONFERENCES	1,400.00	0.00	1,075.00	76.79	0.00	325.00
524-143	MEMBERSHIPS AND DUES	1,325.00	0.00	1,210.00	91.32	0.00	115.00
524-144	SUBSCRIPTIONS AND BOOKS	1,824.00	0.00	1,190.34	65.26	0.00	633.66
524-146	TRAINING- TRANSPORTATION	1,400.00	44.34	658.30	47.02	0.00	741.70
524-147	TRAINING- LODGING	2,200.00	0.00	900.46	40.93	0.00	1,299.54
524-148	TRAINING- MEALS	850.00	53.61	191.68	22.55	0.00	658.32
* SUB-CATEGORY TOTAL *		9,349.00	97.95	5,225.78	55.90	0.00	4,123.22

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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
** CATEGORY TOTAL **		98,701.00	6,899.74	62,391.67	63.21	0.00	36,309.33

200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	67.40	791.80	79.18	0.00	208.20
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	650.00	0.00	164.75	25.35	0.00	485.25
524-215	POSTAGE	100.00	7.42	7.42	7.42	0.00	92.58
* SUB-CATEGORY TOTAL *		1,750.00	74.82	963.97	55.08	0.00	786.03

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	17,000.00	0.00	17,000.00	100.00	0.00	0.00
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	2,100.00	0.00	0.00	0.00	0.00	2,100.00
* SUB-CATEGORY TOTAL *		19,100.00	0.00	17,000.00	89.01	0.00	2,100.00

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
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 *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		20,850.00	74.82	17,963.97	86.16	0.00	2,886.03
----------------------	--	-----------	-------	-----------	-------	------	----------

300-FACILITIES OPERATIONS/MAINUTILITIES

524-323	TRUNK TELEPHONE SYSTEM	25.00	0.00	0.00	0.00	0.00	25.00
524-324	CELL PHONES	600.00	48.21	317.15	52.86	0.00	282.85
* SUB-CATEGORY TOTAL *		625.00	48.21	317.15	50.74	0.00	307.85

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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
--------	--------------	------------------	-------------------	-----------------	----------------	------------------	-------------------

** CATEGORY TOTAL **		625.00	48.21	317.15	50.74	0.00	307.85
----------------------	--	--------	-------	--------	-------	------	--------

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		1,000.00	350.69	976.77	97.68	0.00	23.23
* SUB-CATEGORY TOTAL *		1,000.00	350.69	976.77	97.68	0.00	23.23

** CATEGORY TOTAL **		1,000.00	350.69	976.77	97.68	0.00	23.23
----------------------	--	----------	--------	--------	-------	------	-------

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512 ENGINEERING SERVICES		0.00	0.00	1,383.75	0.00	0.00	(1,383.75)
524-519 OTHER PROFESSIONAL SERVICES		0.00	0.00	207.65	0.00	0.00	(207.65)
* SUB-CATEGORY TOTAL *		0.00	0.00	1,591.40	0.00	0.00	(1,591.40)

FEES FOR SERVICES

524-523 OUTSIDE PRINTING		0.00	0.00	0.00	0.00	0.00	0.00
524-528 ADVERTISING		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

CONTRACT SERVICES

524-532 SOFTWARE MAINT/LICENSING		200.00	0.00	113.61	56.81	0.00	86.39
524-539 OTHER CONTRACT SERVICES		0.00	0.00	1,543.32	0.00	0.00	(1,543.32)
* SUB-CATEGORY TOTAL *		200.00	0.00	1,656.93	828.47	0.00	(1,456.93)

** CATEGORY TOTAL **		200.00	0.00	3,248.33	624.17	0.00	(3,048.33)
----------------------	--	--------	------	----------	--------	------	-------------

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 : M A Y 3 1 S T , 2 0 2 2

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>700-CAPITAL OUTLAY</u>							
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
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
CONTRIBUTIONS/TRANSFERS							
524-819	OTHER CONTRIBUTIONS	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
*** DEPARTMENT TOTAL ***		121,376.00	7,373.46	84,897.89	69.95	0.00	36,478.11
*** TOTAL EXPENSES ***		121,376.00	7,373.46	84,897.89	69.95	0.00	36,478.11
*** TOTAL PROFIT / (LOSS) ***		(121,376.00)	(7,373.46)	(84,897.89)	69.95	0.00	(36,478.11)

*** END OF REPORT ***

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 : M A Y 3 1 S T , 2 0 2 2

PAG 1

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		17,000.00	0.00	17,000.00	100.00	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		51,500.00	3,500.00	46,029.00	89.38	0.00	5,471.00
450-INTERFUND OPERATING T		39,600.00	0.00	19,800.00	50.00	0.00	19,800.00
*** TOTAL REVENUES ***		108,100.00	3,500.00	82,829.00	76.62	0.00	25,271.00
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		108,100.00	(649.23)	69,221.17	79.98	17,232.00	21,646.83
*** TOTAL EXPENDITURES ***		108,100.00	(649.23)	69,221.17	79.98	17,232.00	21,646.83
*** TOTAL PROFIT / (LOSS) ***		0.00	4,149.23	13,607.83	0.00	(17,232.00)	3,624.17

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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>							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	17,000.00	0.00	17,000.00	100.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		17,000.00	0.00	17,000.00	100.00	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	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOURCES</u>							
440-351	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
440-352	FARMERS' MARKET RENTAL FEES	6,000.00	0.00	4,571.00	76.18	0.00	1,429.00
440-353	MAIN STREET CAR SHOW	25,000.00	0.00	22,538.00	90.15	0.00	2,462.00
440-354	WINE SWIRL	4,500.00	0.00	0.00	0.00	0.00	4,500.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	2,000.00	0.00	1,595.00	79.75	0.00	405.00
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	14,000.00	3,500.00	17,325.00	123.75	0.00	(3,325.00)
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		51,500.00	3,500.00	46,029.00	89.38	0.00	5,471.00
<u>450-INTERFUND OPERATING TRANSFERS</u>							
450-361	TRANSFER FROM TIF	20,000.00	0.00	10,000.00	50.00	0.00	10,000.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	2,500.00	50.00	0.00	2,500.00
450-365	TRANSFER FROM GENERAL FUND	14,600.00	0.00	7,300.00	50.00	0.00	7,300.00
** REVENUE CATEGORY TOTAL **		39,600.00	0.00	19,800.00	50.00	0.00	19,800.00
*** TOTAL REVENUES ***		108,100.00	3,500.00	82,829.00	76.62	0.00	25,271.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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>							
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
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
615-231	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
615-232	FARMERS' MARKET	6,000.00	75.00	1,485.17	24.75	0.00	4,514.83
615-233	CITY SPONSORED EVENTS	5,225.00	0.00	3,600.97	68.92	0.00	1,624.03
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	25,000.00	0.00	30,573.76	123.50	300.00	(5,873.76)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	25,000.00	3,725.00	9,949.20	107.52	16,932.00	(1,881.20)
615-237	WINE SWIRL	4,000.00	0.00	0.00	0.00	0.00	4,000.00
615-238	CHRISTMAS BAZAAR	1,000.00	0.00	498.84	49.88	0.00	501.16
615-239	SPOOKTACULAR	1,550.00	0.00	656.41	42.35	0.00	893.59
	* SUB-CATEGORY TOTAL *	67,775.00	3,800.00	46,764.35	94.42	17,232.00	3,778.65
<u>SPECIALTY SUPPLIES</u>							
615-259	MISC. SUPPLIES	2,500.00	0.00	6,782.55	271.30	0.00	(4,282.55)
	* SUB-CATEGORY TOTAL *	2,500.00	0.00	6,782.55	271.30	0.00	(4,282.55)
	** CATEGORY TOTAL **	70,275.00	3,800.00	53,546.90	100.72	17,232.00	(503.90)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: MAY 31ST, 2022

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>							
PROFESSIONAL SERVICES							
615-519	OTHER PROFESSIONAL SERVICES	0.00	(5,850.54)	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	(5,850.54)	0.00	0.00	0.00	0.00
FEES FOR SERVICES							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	3,225.00	0.00	276.95	8.59	0.00	2,948.05
	* SUB-CATEGORY TOTAL *	3,225.00	0.00	276.95	8.59	0.00	2,948.05
** CATEGORY TOTAL **		3,225.00	(5,850.54)	276.95	8.59	0.00	2,948.05
<u>700-CAPITAL OUTLAY</u>							
OFFICE FURNITURE/EQUIPMENT							
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
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
CONTRIBUTIONS/TRANSFERS							
615-811	RENTAL ASSISTANCE	14,600.00	1,401.31	9,714.82	66.54	0.00	4,885.18
615-813	FACADE GRANT	20,000.00	0.00	5,682.50	28.41	0.00	14,317.50
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	34,600.00	1,401.31	15,397.32	44.50	0.00	19,202.68
** CATEGORY TOTAL **		34,600.00	1,401.31	15,397.32	44.50	0.00	19,202.68

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: MAY 31ST, 2022

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
***	DEPARTMENT TOTAL ***	108,100.00	(649.23)	69,221.17	79.98	17,232.00	21,646.83
***	TOTAL EXPENSES ***	108,100.00	(649.23)	69,221.17	79.98	17,232.00	21,646.83
***	TOTAL PROFIT / (LOSS) ***	0.00	4,149.23	13,607.83	0.00	(17,232.00)	3,624.17

*** END OF REPORT ***

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

IV-A

Discussion of the review process for sign grants



DEADLINE:
2nd Wednesday
of every month

SIGN REIMBURSEMENT GRANT PROGRAM

Application Instructions

Taylor Main Street seeks to improve the image of downtown Taylor through the restoration and rehabilitation of commercial building facades located in the Downtown Redevelopment Area. As an economic incentive, Taylor Main Street has developed the following sign reimbursement grant program:

- The Taylor Main Street Sign Reimbursement Grant Program is set up as a single payment reimbursement to business and/or property owners within the Downtown Redevelopment Area.
- **Grants are available on a 50/50 matching basis with a cap of \$1500 per sign grant (\$3,000+ total project).**
- Eligible signs include signboards/fascia signs, projecting signs, pedestrian signage (window sign, hanging sign and awning sign), etc. for commercial buildings located in the Downtown Redevelopment Area.
- The costs associated with the removal of old signage without it being replaced with a new sign are not eligible for this grant and instead should be addressed in a Façade Improvement Grant application.
- Grants are available starting October 1 of each year, on a first come, first serve basis until total funds are depleted.
- Applicants must submit a completed application and the following documents must be included in the grant packet for it to be considered:
 - A Certificate of Occupancy for the applicant's business
 - A Sign Permit from the City of Taylor for the proposed sign(s)
- **No grants will be awarded for work that has already been done.**
- All submitted work must be reviewed by the Taylor Main Street Manager and approved by the Taylor Main Street Advisory Board before any eligible work may begin.
- If awarded a sign reimbursement grant, any deviation from the approved grant project may result in the total or partial withdrawal of the grant.
- *If you have any questions, please contact Jan Harris, Taylor Main Street Manager at 512/352-3463.*

STEPS FOR A SUCCESSFUL SIGN GRANT APPLICATION:

1. **Determine eligibility:** All signage is required to be professionally produced and installed. Discuss project plans with the Taylor Main Street Manager and set up an appointment for free assistance in selecting layout and color schemes for your commercial sign/s through the Texas Main Street Center's Architectural Assistance Program.
2. **Fill out sign reimbursement grant application form and sign the agreement form.** All grant applications must include a scale drawing/s by the chosen sign company for the proposed work or the Texas Main Street Architect, as well as an explanation of the sign's method of installation. Color samples of all final paint colors and sign material(s) must be included with the application to be reviewed by the Taylor Main Street Manager and approved by the Taylor Main Street Advisory Board. The Applicant is strongly encouraged to obtain written proposals from three (3) qualified sign companies including installation of the proposed sign/s. Self-contracted work will be reimbursed for actual legitimate expenses, excluding labor. A valid Certificate of Occupancy for the applicant's business AND valid Sign Permit(s) for all signs for which the applicant is requesting the reimbursement grant must be included in the packet.
3. **Return the completed application form** with all original contract proposals, color samples and example sign material(s) for the proposed work to the Taylor Main Street Office in City Hall (400 Porter Street) no later than the second (2nd) Wednesday of the month.

4. The approval process will include the following without limitations:

- (a) All Sign Reimbursement Grant projects must meet current building standards (Standard Building Codes) and the City of Taylor's sign ordinance. Sign permit(s) for all signs must be included in the Reimbursement Grant Packet.
- (b) The applicant is strongly encouraged to meet with the Taylor Main Street Manager to discuss the project prior to the review of the application by the Main Street Advisory Board.
- (c) Final approval for any grant shall be vested in the Main Street Advisory Board but it shall be subject to review authority retained by the Taylor City Council.
- (d) The Main Street Advisory Board may receive recommendations from committees, such as a Design Committee, which review all or a part of the application. Committee recommendations shall be advisory only and no recommendation shall be binding on the Main Street Advisory Board.
- (e) The Main Street Advisory Board shall consider only applications which have been properly and fully completed and which contain all the information required in the application or requested by the Main Street Manager, any committees, or the Main Street Advisory Board.
- (f) All bids submitted by an Applicant must be current and must be dated no earlier than thirty (30) days prior to the application request. Bids shall be submitted on the sign company's letterhead and shall contain the sign company contact's name, address, telephone number. The sign company must itemize the bid in a manner that allows the Main Street Advisory Board to determine the bid's components and authenticity.
- (g) In the event an Applicant's request for a sign grant is denied, the Applicant shall not be eligible to re-submit a grant application for six (6) months from the date the prior application was denied by the Main Street Advisory Board or, in a case reviewed by the Taylor City Council, from the date the Taylor City Council denied the application.
- (h) Work must commence on the installation of approved signs within sixty (60) days from the date the grant is awarded by the Main Street Advisory Board. All signage must be installed within one (1) year from the date the grant is approved by the Main Street Advisory Board. If the Applicant is unable to begin installation within sixty (60) days from the date the grant is approved or complete the construction within one (1) year from the date the grant is approved, the Applicant can submit a written request for an extension to the commencement date or completion date provided the extension request is made prior to the sixty (60) day or one (1) year time limit. The Main Street Advisory Board shall not be obligated to allow extensions but may do so for good cause determined solely by the Main Street Advisory Board. The extensions, if granted, shall be for the term and for the conditions determined exclusively by the Main Street Advisory Board. An extension denial cannot be appealed and shall be final with the Main Street Advisory Board.
- (i) The Applicant, by submission of this application, attests that the installation described within the application shall be used in a building which complies with all codes and ordinances of the City of Taylor.
- (j) The Applicant, by submission of this application, further attests that s/he and the property in question is in good standing with the City of Taylor and that the Applicant owes no unpaid taxes, fees, or other debts to the City of Taylor.
- (k) No Applicant has a proprietary right to receive grant funds. The Main Street Advisory Board shall consider any application within its discretionary authority to determine what grant amount would be in the best interest of the Grant program.
- (l) The Applicant is required to obtain all applicable City permits and City approvals required for the construction if a grant is awarded.
- (m) No Applicant nor an Applicant's agent shall be entitled to receive sign grant approval on the same property if requested within three (3) years from the date a previous grant was awarded by the Main Street Advisory Board.
- (n) An Applicant must attend the Main Street Advisory Board meeting when his/her application is considered.

Failure to attend a Main Street Advisory Board meeting when required shall be cause for rejection of the application.

5. **Reimbursement:** When the entire grant project has been satisfactorily completed and reviewed, the applicant shall present the Taylor Main Street office with copies of all paid invoices for a single payment reimbursement of the approved funding.

6. **Appeal Process:** Any application rejected by the Main Street Advisory Board shall be entitled to review by the Taylor City Council. The Applicant shall submit a written request for review to the City Manager no later than ten (10) days from the date the application is denied by the Main Street Advisory Board. The request for review by the Taylor City Council shall state reasons why the Applicant believes the application was improperly refused by the Main Street Advisory Board and the reasons why the Applicant believes the application should be approved. The written review request shall be furnished by the City Manager to the Chairperson of the Main Street Advisory Board. The Main Street Advisory Board's Chairperson shall, within ten (10) days of receipt of the Applicant's written request from the City Manager, furnish the Main Street Advisory Board's reasons for denying the application and shall state the reasons why the application should not be approved by the Taylor City Council. Review by the Taylor City Council will be scheduled within the time restraints and business issues of the Taylor City Council, but not later than ninety (90) days from the date the written request for review is received by the City Manager from the Applicant. The City Council shall review the application and consider the action taken by the Main Street Advisory Board regarding the application in question. The Taylor City Council shall not be required to reverse the Main Street Advisory Board's decision unless the Taylor City Council determines the Main Street Advisory Board did not act in substantial compliance with the application's request and the applicable policies relating to the Taylor Sign Grant Program. The determination by the Taylor City Council's determination shall be deemed final.



Sign Grant Applicant Checklist

Date _____

Name of Applicant _____

_____ Application Received

_____ Meeting – overview of process _____ (date)

_____ Grant is not retroactive; must be approved prior to start of work

_____ Applicant is current on all taxes, utilities, and fees

_____ Permission from Property Owner, if needed _____ Yes _____ No

_____ TMS Guidelines (if applicable) _____ (date emailed)

_____ Submit overview of work/façade renderings to Main Street Office

_____ Submit Itemized Bids for work/who is conducting the work

_____ Certificate of Occupancy and all applicable Sign Permits received. Applicant must provide proof to the Main Street Office.

_____ Additional applications as needed

_____ Improvements must be maintained for a minimum of one year

_____ Final meeting/MOU/approval to begin after all conditions are met

_____ Closeout statement signed by both parties _____ (date)

If you have any questions, please do not hesitate to contact Jan Harris at 512-352-3463 or via email at Jan.Harris@TaylorTX.gov. We look forward to working with you!



Advisory Board Review

Approved _____

Rejected _____

Date _____

SIGN REIMBURSEMENT GRANT PROGRAM APPLICATION

*Please return completed with necessary attachments and signed to Taylor Main Street Office,
400 Porter Street no later than the 2nd Wednesday of the month.*

- ◆ Applicant Name _____ Date _____
- ◆ Business Name _____
- ◆ Mailing Address _____
- ◆ Contact Phone _____ Email Address _____
- ◆ Building Owner (if different from applicant) _____
- ◆ Building Name _____
- ◆ Building Address _____
- ◆ Description of sign/s and installation: (includes signboards, projecting signs, and pedestrian signage)

- ◆ List sign company proposals and total amounts (please attach original proposals):

1. _____
2. _____
3. _____

- ◆ Total cost of proposed sign/s: _____

- ◆ Amount of Sign Grant requested: _____

(Maximum of \$1,500; 50/50 match)

The following information is required for a Grant Application to be considered:

- 1) Scale drawing/s or photographs of proposed sign/s,
- 2) All final paint color samples and sign materials used and
- 3) Original copies of all sign company proposals including installation.
- 4) Copies of the business' Certificate of Occupancy and all applicable Sign Permits

Applicant's Signature

Date



SIGN REIMBURSEMENT GRANT AGREEMENT FORM

Please sign and return the completed grant packet with all the necessary attachments to the Taylor Main Street Office; City Hall; 400 Porter Street no later than the 2nd Wednesday of the month.

I have met with the Taylor Main Street Manager, and I fully understand the Sign Reimbursement Grant Program established by the Taylor Main Street Advisory Board.

I further understand that if I am awarded a Sign Reimbursement Grant by the Taylor Main Street Advisory Board, any deviation from the approved project may result in the partial or total withdrawal of the grant. If the sign 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 Sign Reimbursement Grant.

Business Name

Applicant's Signature

Date

Building Owner's Signature

Date

Taylor Main Street Manager's Signature

Date

Taylor Main Street Advisory Board's Approval

Date

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

IV-B

Signage Grant Application – Western Darlin – 112 N Main Street – Courtney Cox Pittman requests a grant to partially reimburse the costs of a painted sign on the storefront windows of her business.

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, Main Street Manager
DATE: June 9, 2022
RE: Staff Report – Recommendation re: Sign Reimbursement Grant Application –
112 N Main St – Western Darlin

BACKGROUND: Courtney Cox Pittman has submitted a Sign Reimbursement Grant packet for her proposed window sign at her place of business. She owns and operates Western Darlin located at 112 N Main Street.

Her packet is complete. She proposes a hand-painted sign on her storefront windows painted by Casey Anderson. Property owner Doug Moss has signed off on the project and approves of it. Ms. Pittman has obtained a Sign Permit from the City of Taylor (2022-10884) and it is attached to this packet.

MAIN STREET MANAGER’S RECOMMENDATION:

This project meets the Sign Ordinance’s criteria for a window sign. Her project will cost \$850.00 – 50% of which is \$425. Staff recommends approval of this grant and a reimbursement award of \$425.00.

To receive the reimbursement check, Ms. Pittman will need to submit an invoice marked “paid in full” and/or a cancelled check or credit card statement showing payment has been made. Staff will make a site visit to determine that the installed sign matches the one reviewed and approved by the MSAB.



Advisory Board Review

Approved _____

Rejected _____

Date _____

SIGN REIMBURSEMENT GRANT PROGRAM APPLICATION

*Please return completed with necessary attachments and signed to Taylor Main Street office, 400 Porter St.
no later than the 2nd Wednesday of the month.*

- ◆ Applicant Name Courtney Pittman Date 5/10/2022
- ◆ Business Name Western Darlin
- ◆ Mailing Address 723 W. 6th Street, Taylor, TX 76574
- ◆ Contact Phone 512 983 1487 Email Address courtneycoxpittman@gmail.com
- ◆ Building Owner (if different from applicant) Douglas Moss
- ◆ Building Name 2nd Main and Lofts
- ◆ Building Address 112 N. Main Street, Taylor, TX 76574
- ◆ Description of Sign/s and Installation: (includes signboards, projecting signs and pedestrian signage)
We would like to get our business name hand painted on the window by a sign painter.

- ◆ List Sign Company Proposals and Total Amounts (please attach original proposals):

1. \$850 (window paint)
2. _____
3. _____

- ◆ TOTAL COST OF PROPOSED SIGN/S: \$850

- ◆ AMOUNT OF SIGN GRANT REQUESTED: \$500 ** 50% of 850 = \$425.00**
(~~maximum of \$500~~; 50/50 match) Maximum of \$1,500

Attach with completed application: 1) scale drawing/s or photographs of proposed sign/s, 2) all final paint color samples and sign materials used and 3) original copies of all sign company proposals including installation.

Courtney Pittman

5/10/2022

Applicant's Signature

Date



SIGN REIMBURSEMENT GRANT AGREEMENT FORM

*Please return completed with necessary attachments and signed to Taylor Main Street office, 400 Porter St.
no later than the 2nd Wednesday of the month.*

I have met with the Taylor Main Street Manager, and I fully understand the Sign Reimbursement Grant Program Procedures and Details established by the Taylor Main Street Advisory Board. I intend to use this grant for the aforementioned renovation projects to forward the efforts of the downtown revitalization and historic preservation program known as Taylor Main Street.

I have read the Sign Reimbursement Grant Application Procedures including the Sign Reimbursement Grant Details and the Recommended Sign Design Guidelines for the Downtown Redevelopment Area.

I understand that if I am awarded a Sign Reimbursement Grant by the Taylor Main Street Advisory Board, any deviation from the approved project may result in the partial or total withdrawal of the grant. If the sign 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 Sign Reimbursement Grant.

Western Darlin

Business Name

Courtney Pittman

5/10/2022

Applicant's Signature

Date

[Signature]

5-10-2022

Building Owner's Signature

Date

Taylor Main Street Manager's Signature

Date

Taylor Main Street Advisory Board's Approval

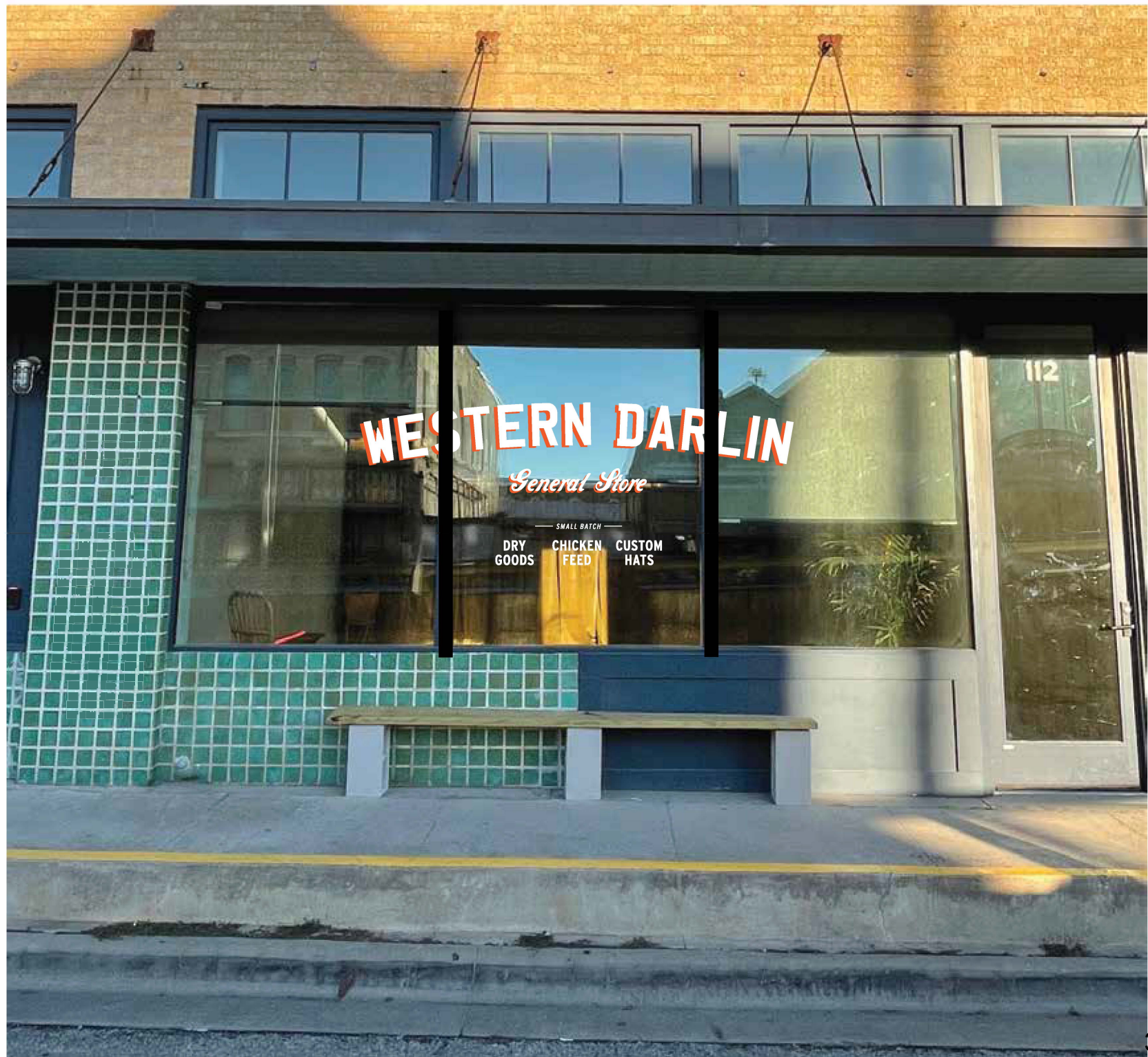
Date

Window sq. ft. 104' 0"

Art sq. ft. 25' 6"

(30% of window square footage: $104 \times .3 = 31.2$)





Date and Time Commented	Comment Type	Action Type	Commented By
5/16/2022 1:19:00 PM	Public	Municipality	Colin Harrison

Email sent to: Courtney Pittman , Douglas Moss Subject: Project 2022-10884 - Permit Issued
Taylor has completed the necessary review of your project, and has issued a permit for project number 2022-10884.
Your permit document is now available at the Customer Portal.
You may track the progress of your project online at www.mygovernmentonline.org
Please post a copy of your permit or placard in a conspicuous location on site.
If your issued permit is a construction permit, an approved set of plans must be present on the job site for the duration of construction.

5/13/2022 9:49:00 AM	Public	Municipality	Ruby Lepe
----------------------	--------	--------------	-----------

Email sent to: Courtney Pittman , Douglas Moss Subject: Project 2022-10884 - Payment Required Notification A payment is required on project number 2022-10884 for the jurisdiction Taylor.
To pay the fee online, please log-on to www.mygovernmentonline.org to access the project and process a payment online with a credit card.
If the jurisdiction does not offer online payments, please pay the fee in person at the permit office

5/12/2022 4:15:00 PM	Public	Municipality	Colin Harrison
----------------------	--------	--------------	----------------

Email sent to: Courtney Pittman Subject: Project 2022-10884 - Payment Required Notification A payment is required on project number 2022-10884 for the jurisdiction Taylor.
To pay the fee online, please log-on to www.mygovernmentonline.org to access the project and process a payment online with a credit card.
If the jurisdiction does not offer online payments, please pay the fee in person at the permit office

5/12/2022 4:09:00 PM

Private

Municipality

Colin Harrison

Customer Portal Application Note:

Landowner's Authorization: Yes

Location of Sign: Front Window

Zoning District for Site Location:

Name of Business : Western Darlin

Is Sign Temporary: No

Is Sign Illuminated: No

Sign Description and Type: Attached

Width of Lot Measured Along Front Boundary in Ft: 5' 6"

Width of Front of the Building in Ft: 25'

Distance Sign Set Back from Pavement or Curb in Ft: 5' 6"

Maximum Height of Sign above Ground Level in Ft: 8'

Sign Dimensions - Width: 8' 6"

Sign Dimensions - Height: 3'

Sign Dimensions - Total Square Feet: 25' 5"

Contract Value: 850

Applicant's Email Address: courtneycoxpittman@gmail.com

Sign Acknowledgement I: CP

Sign Acknowledgement II: CP



Downtown sign district

proposal: non illuminated window signs

ordinance; Sec 24.3 (t) 4 e & 2021 01 - window signs

The window and front door area of the unit covers approx. 104 sq ft.
The proposed window sign covers approx 25 sq ft = 24% of window
area. complies with 30% rule.

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

IV-C

Review of MSAB 2022-2023 priorities considering the recent presentation to Council:

1. Additional MSAB staff
2. Turning a Highway into a Street
3. Addressing vacated and underutilized buildings



City of Taylor
Main Street Program

Work Plan
FY 21-22

Vision

Taylor Main Street envisions a resilient downtown community that celebrates its historical significance and is a people place, diverse in experiences, that welcomes local residents and visitors to live, work, dine and be entertained.

Mission

Taylor Main Street will promote historical preservation principles and assist in economic development within Taylor's historical downtown business district using the Four Points of Main Street approach, including Organization, Design, Promotion and Economic Restructuring, thereby making a significant contribution to the quality of life in our community.

Transformation Strategy #1:

Become a pedestrian-friendly destination: welcoming, walkable, and comfortable.

The process of creating a more pedestrian-friendly destination in downtown is to coincide this with creating things for people to do in downtown. Pedestrian-friendly environment goes beyond curb appeal because there have to be reasons for people to come here rather than any of a million other places. With any visual components added to downtown, couple them with an “activity” component: the Pianos on Main exemplified this; create photo-worthy changeable tableaux in downtown windows; create a scavenger hunt – Mice on Main sculptures with a scavenger hunt developed to help find them. Place abstracted cotton bale sculptures for children to climb on or adults to sit on around the downtown.

Goal 1: Capitalize on already-identified downtown improvements”

Actions	Start	Check In	Complete	Lead
Go through the Downtown Master Plan	February			Staff & Committee
Prioritize projects and objectives by year	March			Committee
Present to City Council	April		April	Staff & Board Chair

Goal 2: Encourage quality development of private properties.

Actions	Start	Check In	Complete	Lead
Continue work on Taylor Historic Preservation Ordinance centered around demolition and demolition-by-neglect.				Staff
Offer educational session on tax credits and other incentives available to commercial property owners.				Doug, TCH staff
Explore Vacant Building Registry / Ordinance with CoT to discourage property owners from sitting on their buildings.				
Create an “Endangered Species” list of buildings – post their histories and offer tours of them during Preservation Month.				

Goal 3: Create a livelier and more welcoming streetscape:

Actions	Start	Check In	Complete	Lead
Explore creating artful pedestrian crosswalks in strategic locations.			Ongoing	Staff and MSAB
Activate the windows of empty and underused buildings – put “this building isn’t empty - it’s full of possibilities” or “visualize your business here” posters with a QR code link to DowntownTX.org				
Encourage more storefront lighting - consider using a lighting provision in the grants available to businesses.				
Evaluate whether the Pianos on Main continue to make sense to continue as a project.				
Consider sandwich boards and/or directional signage to help visitors downtown.				
Consider art painted on sidewalks to coordinate with “OPEN” flags.				

Goal 4: Increase comfort and safety for downtown visitors and residents

Actions	Start	Check In	Complete	Lead
Benches – review the number and location of benches to recommend additional ones or relocation of others.				
Consider each bench’s location and placement to encourage conversations and not just sitting alone for a few minutes.				
Perform walkabouts in downtown to suggest the addition of shade trees or other shade-providing means for the sidewalks.				
Perform an awning/canopy survey – which buildings have awnings in good condition, are in need of replacement, or need awnings or canopies installed and work with property owners to utilize the grants program to improve/install them.				
Perform walkabouts to determine where trashcans are needed and recommend their installation.				
Advocate for TPD to activate a bike patrol dedicated to downtown.				

Goal 5: Reduce Noise Clutter in Downtown

Actions	Start	Check In	Complete	Lead
Invite all applicable parties to the table (TxDOT, Railroad Commission, CoT) to discuss creating a quiet zone for train horns			Ongoing	Staff and MSAB
Consider working with TxDOT and CoT to install traffic-calming measures to reduce speeds on Main, 4 th and 2 nd Streets.				
Ask for a rolling speed meter to be consistently utilized in various areas of the downtown.				

Transformation Strategy #2 –

Nurture and activate the downtown business community

Goal 1: Encourage locals’ patronage of downtown businesses by combatting the perception that there is insufficient parking.

Actions	Start	Check In	Complete	Lead
Publish a map of parking on the TaylorMade FB page, the CoT FB page, and located permanently on the City website, etc. with the number of parking spaces noted				Staff
Publish a graphic that illustrates how far you would walk from the parking lot at a big box retailer compared to the distance you have to walk from a typical downtown parking space to a downtown business.				
Consider building merchant buy-in to a “Park Away” program by marketing it as “Heart Smart Parking.”				

Goal 2: Improve communication channels between merchants and Main Street Program / City of Taylor. Boost the Main Street’s communication about downtown businesses.

Actions	Start	Check In	Complete	Lead
Continue Breakfast Bites – dedicate meeting to communication and how best to communicate with the merchants – group texts are a possibility.				
Request that a portion of HOT Funds go towards Main Street – to help hire an assistant to work on communications/special events specializing in social media, website and Main Street-to-merchant communications.				

Goal 3: Make sure downtown is open to everyone.

Actions	Start	Check In	Complete	Lead
The South Side holds untapped potential in terms of an increased customer base for Taylor's downtown businesses and events.				
Support existing and fledgling businesses located in South Side to grow and prosper.				
Establish an ad hoc committee to find ways to reach leaders there and learn how to effectively communicate with and market to them.				

Goal 4: Support businesses "where they are."

Actions	Start	Check In	Complete	Lead
Offer free training opportunities for downtown and prospective business owners in conjunction with the SBDC.				
Work with downtown businesses to improve their presence on the Internet – update Google maps along with business data visible to surfers				
Explore ways to create better synergy between restaurant and bars – group promotions?				
Develop a pre-order "concert or event" meal program with downtown restaurants when downtown concerts or other events are occurring.				

SOP for implementation of Board Approved Action Items:**BREAKFAST BITES:**

Actions	Start	Check In	Complete	Lead
Discuss top downtown trends and make list of potential topics and speakers for the year and potential local partners				Staff
Confirm speakers and reserve meeting space at least <u>one month</u> in advance				Staff
Design and print promotional materials at least <u>two weeks</u> in advance to promote “Breakfast Bites” online through social media and printed materials				Staff
Review post-event evaluations and make adjustments as needed				Staff

VOLUNTEER DEVELOPMENT:

Actions	Start	Check In	Complete	Lead
Identify active citizens, local leaders and business owners from the community and invite them to get involved with TMSP			Ongoing	Staff and MSAB

ACTION PLAN FOR BLACKLAND PRAIRIE DAYS 2022:

Actions	Start	Check In	Complete	Lead
Determine event chair				Staff
Determine venue for registration and VIP				Staff
Determine sponsorship levels and print rack card				Staff
Determine participating Texas breweries				Staff
Secure downtown retailers coordinator				Staff
Secure entertainment and photographer				Staff
Determine ambassador coordinator				Staff
Select VIP Coordinator for Registration and plan reception				Staff

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

IV-D

Signage Issues –

1. Ongoing efforts with the standing Code Advisory Team and SimpleCity staff to rewrite various codes and ordinances including the City's Sign Ordinance;
2. Discussions Jan has had with SimpleCity staff regarding the sign permitting process;
3. The July Breakfast Bites topic will be signage. Date scheduled for July 6th.

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, Main Street Manager
DATE: June 9, 2022
RE: Staff Report – MSAB recommendations to Council and Senior City Staff regarding the updates to the Sign Ordinance and Sign Permitting Process

BACKGROUND: Main Street is an Advisory board to the City Council. We have received input from the downtown business owners regarding their frustration with the current sign ordinance and the current sign permitting process. In response to this input, the MSAB could consider making formal recommendations to Council and Senior Staff regarding ways the ordinance and sign permitting process could be improved.

For example,

1. Upload an index and searchable copy of the Main Street Signage Design Guidelines to the City's website as well as the My Permit Now/ My Government Online website.
2. Include drawings and/or photographs in the sign ordinance to make it easier for the public to understand and utilize.
3. Clarify the requirements for the materials needed in a sign permit application. For example, the site requires SCALED drawings but a sketch or a photograph of the subject property with measurements added will suffice. Applicants are intimidated by requirements such as this and it contributes to their frustration.
4. Ensure the verbiage used in the documents are clear and not overly intimidating, i.e., rewrite them for the average reader.

MAIN STREET MANAGER'S RECOMMENDATION: That the Board consider making a formal statement in the form of recommendations to the Council and Senior Staff regarding the updates to the Sign Ordinance by SimpleCities.

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

IV-E

Discuss the importance of Breakfast Bites, their topics and as a communication tool with the merchants/property owners.

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, Main Street Manager
DATE: June 9, 2022
RE: Staff Report – Breakfast Bites

BACKGROUND: Breakfast Bites are an effective tool to communicate with the downtown Business and Property Owner community.

They are held on the 1st Wednesday of each month at 8.30 am. Main Street provides a light breakfast of tacos, fruit/yoghurt, pastries, coffee & juice.

This is a budgeted item in the 123 Fund.

The remaining dates for 2022 are:

July 6, 2022	Signage
August 3, 2022	
September 7, 2022	
October 5, 2022	
November 2, 2022	
December 7, 2022	

MAIN STREET MANAGER’S RECOMMENDATION: Staff requests that board members assist in developing topics and content material for future Breakfast Bites and that they make every effort to attend these meetings.

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

V-A

Main Street Manager's reports:

1. Manager's activity report
2. Main Street business & property report
3. Upcoming special events report

**Main Street Monthly Report
for May 2022 Activities through June 9, 2022**

Community Outreach:

- Main Street Advisory Board meeting – 5/20
- Chamber Tourism Committee – no Tourism Committee meeting
- Development Code Update Team meeting – 5/10; 6/8
- Public Arts Advisory Board meeting – 5/25
- CoT Culture Committee – Employee of the Quarter Mtg – 5/26
- Design Rodeo with SimpleCities – 5/3
- Heritage Square Farmers Market Steering Committee Meeting – 5/9
- Meeting with SimpleCities Jordan Feldman to discuss sign issues – 5/10

Local Business / Owner Visits:

- Worked with City staff to continue installation of downtown OPEN flags
- Met with property owner (119 W 2nd St) Nic Armstrong – 6/7
- Breakfast Bites Meeting – 6/8

Event Planning:

- Blackland Prairie Days festival Volunteer Meeting – 5/5
- Taylor Pride meeting – 5/26
- Sound Services for BPD Meeting – 5/2
- Juneteenth Parade Meeting – 5/25; 6/8
- Main Street Car Show Meeting – 5/31
- Music on Main Concert – 5/19
- Music on Main Concert – 6/16

Special Events:

- Every Saturday – check on Farmers Market
- Blackland Prairie Days festival – 5/7

Film Friendly Taylor – May Film Events:

- No film events in May

Professional Development:

- Regional Main Street Partners Meeting – Taylor – 5/13
- Attended the Main Street Now National Conference – Richmond – 5/15-5/19
- Records Retention Training – 5/24
- Presented 2 Power Point Presentations to the New Texas Main Street Manager Group – “Dealing with Energy Vampires” and “Main Street Manager Survivor Guide”

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Main Street FY 23 Budget Review – 5/9
- 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 downtown business meetings will be monthly (1st Wednesday of each month) starting in April

Upcoming Calendar of Events:

- **Every Saturday 10am-2pm – Taylor Farmers Market – Heritage Square Pavilion**
- You Matter Outreach special event – Revelations of Christ Church — Howard Street - 6/4
- 2nd Saturday – 6/11
- Movie in the Park – Heritage Square – 6/11
- Third Thursday – 6/16
- Music on Main – 6/16
- Juneteenth Parade – starts at 3rd Street & Porter (City National Bank parking lot) – 6/18
- Taylor Pride Day – 6/25
- July 4 Parade and Fireworks – 7/4
- 2nd Saturday – 7/9
- Movie in the Park – 7/9
- Code Rodeo – 7/13
- Third Thursday – 7/21

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

February 2022

	A	B	C	D	E	F	G
1	PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	STATUS
2	Rococo's Building	119-121 W. 3rd St	Richard Torres/Kelly Loessin	830-542-9353	9916SF	\$975,000	
3	Texas Historic Café Bldg	219-221 N Main St	Tony Gomes/Sloan Spaeth	512-656-4034	16,138SF	\$3,900,000	
4	old Taylor Bedding Co.	417 W. 2nd St	Taylor Second LLC/Ryan Perry; Asterra Properties	512-694-5426	Bldg: 23,100SF; land: 103,398SF	serious enquiries only	
5							
6	PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	
7	Vacant lot	104 N Main St	Public Sketch/Julie Downs	(512) 365-8563	6600SF	\$30/SF/Y	will build 2-800-SF buildings to suit
8	Texas Historic Café Bldg	219-221 N Main St	Tony Gomes	512-784+8712	3,200SF	TBD	
9	fmr Boomers Advisory Group	408 W 2nd; Ste 2	Dapper Dog Ltd LLC/Robert Fischer		1517SF	\$675/mo	
10	fmr Southern Hospitality Restaurant	105 E 3rd St.	Cliff Olle/Julie Downs	512-489-9885	3300SF	\$1.35/SF	
11	fmr. Location of Rhinestone Cowgirl	123 W 4th St	Pfeil	rick.von.pfeil@gmail.com	1521SK		
12							
13	SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
14	NONE						
15							
16	LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
17	fmr SRSly Chocolate	117 E 3rd St	Carol Drolette with Threads Urban Boutique	drolettec@aol.com ; 512-784-5579	clothing store	\$2,300/month	
18	fmr E Jones office	109 W 3rd St	?	?	Small Bites Wine Bar	?	
19	Suite A - fmr location of Blue Sage Clothiers	211 N Main St	Jennifer Lopez with Alchemy	512-626-0488	clothing store		
20							

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

February 2022

	A	B	C	D	E	F	G
21							
22	PROPOSED NEW CONSTRUCTION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
23	vacant lots betw. Turning Heads & fmr. Taylor Station	110-112 E. 2nd St	Jason Simak	512-696-0239	Retail/Food Service/Bar		
24							
25	NEW CONSTRUCTION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
26	None						
27							
28	NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
29	SooBrie	109 W 3rd St	Steven N Haig	949-510-9497; steven.n.haig@gmail.com	"Grazing & Wine Bar"		
30	Flake Bakery & Larder	103 W 5th St		512-643-5989	bakery		
31							
32							
33	NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
34	Threads Urban Boutique	117 E 3rd Street	Carol Drolette	drolettec@aol.com ; 512-784-5579	women's clothing & accessories	1	
35							
36	BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO		# EMPLOYEES LOST	
37	None					0	
38							
39	BUSINESS EXPANDING	ADDRESS	OWNER	CONTACT INFO		# EMPLOYEES GAINED OR LOST	
40	None					0	
41							

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

February 2022

	A	B	C	D	E	F	G
42	BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
43	Longhorn Title Co	1902 Old Granger Road	Chasaty Huckabay, Mgr.	chas@longhorntitle.com ; 512-352-3520	309 N Main	-5	
44							
45	BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
46	None						

MONTH	DATE	NAME OF EVENT	PRESENTOR(S)	LOCATION
JUNE	6/4/2022	You Matter Outreach	Revelation of Christ church	Howard St
	6/11/2022	2nd Saturday	DT Businesses	DT Taylor
	6/11/2022	Pounds of Plenty	CoT/Moody Museum	Moody Museum
	6/11/2022	Movie in the Park	P&R	Heritage Square
	6/16/2022	3rd Thursday	DT Businesses	DT Taylor
	6/16/2022	Music on Main Concert	PAAB	Heritage Square
	6/18/2022	Juneteenth Parade	CoT/Blackshear-OL Price Ex-Students Assn	W 3rd to Robinson to Frank
	6/19/2022	Juneteenth	CoT/Juneteenth Comm.	Dickey-Givens Center
	6/25/2022	2nd Annual Taylor Pride	COT/Pride Comm	DT between N Main & Talbot on W.2nd St
JULY				
	7/4/2022	July 4th Celeb & Fireworks	CoT/Legion	Murphy Park
	7/9/2022	2nd Saturday	DT Businesses	DT Taylor
	7/21/2022	3rd Thursday	DT Businesses	DT Taylor
	7/21/2022	Movie in the Park	P&R	Heritage Square
AUGUST				
	8/13/2022	2nd Saturday	DT Businesses	DT Taylor
	8/13/2022	3rd Thursday	DT Businesses	DT Taylor
	8/18-20/2022	Taylor International BBQ Cook Off	Tim Mikeska	Murphy Park
	8/25/2022	Movie in the Park	P&R	Heritage Square
SEPTEMBER				
	9/10/2022	2nd Saturday	DT Businesses	DT Taylor
	9/10/2022	Saturday Tardeada-Hisp. Month Kick Off	Jose Orta	Heritage Square
	9/11/2022	9-11 Parade & Commemoration	CoT	DT Taylor & Heritage Square
	9/15/2022	3rd Thursday	DT Businesses	DT Taylor
	9/15/2022	Music on Main Concert	PAAB	Heritage Square

	9/17/2022	2nd Mamma Jamma Bike Ride	DT Taylor/Heritage Square	Mamma Jamma Committee/Lone Star Circle of Care
	9/17/2022	KidFish	P&R	Bull Branch Park
OCTOBER				
	10/4/2022	National Night Out	TBD	TPD
	10/8/2022	2nd Saturday	DT Businesses	DT Taylor
	10/8/2022	Good Life 5/10K	Bull Branch Park	CoT/Good Life Comm
	10/8/2022	Empty Bowl Project	Art Off Center/Shepherd's Heart	Potter's Alley
	10/20/2022	3rd Thursday	DT Businesses	DT Taylor
	10/20/2022	Music on Main Concert	PAAB	Heritage Square
	10/29/2022	MainStreet Car Show	Main Street/MSCS Comm	DT/Heritage Square
	10/31/2022	Spooktacular - Scare on the Square	Main Street/Library	Heritage Square
NOVEMBER				
	11/12/2022	2nd Saturday	DT Businesses	DT Taylor
	11/17/2022	3rd Thursday	DT Businesses	DT Taylor
	11/17/2022	Music on Main Concert	PAAB	Heritage Square
DECEMBER				
	12/3/2022	Christmas Fair on the Square	Main Street	Heritage Square/City Hall
	12/3/2022	Christmas Parade/Tree Lighting	CoT/Taylor Ministerial Assn	DT/Heritage Square
	12/10/2022	2nd Saturday	DT Businesses	DT Taylor
	12/10/2022	3rd Thursday	DT Businesses	DT Taylor

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

V-B

After Action Report on the Blackland Prairie Days festival

MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, Main Street Manager
DATE: June 9, 2022
RE: Staff Report – After Action Report on BPD

The event was pretty successful financially in relation to expenses outside of CoT costs:

\$17,425.00 raised in sponsorships & fees (\$2,000 still outstanding in sponsorships which are not counted)

\$13,252.77 in festival costs outside of CoT costs

\$4,172.23 to contribute to offsetting CoT costs

This is an expensive festival, final figures are not in from Public Works:

\$13,253 – Main Street costs

\$20,250 – CoT costs – may rise

\$33,503 – estimated cost of Blackland Prairie Days

No festival-related or heat-related injuries.

I did not receive the SWOT analysis I'd wanted from the PD but did get an overview

Overall, the vendors who responded to the survey were positive in their responses.

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
1	INCOME:								
2	DATE	COMPANY	CONTACT	PURPOSE / LEVEL	AMOUNT	PAID Y/N	METHOD	BALANCE	LOGO SUBMITTED?
3									
4									
5									
6	4/5/2022	Direct Auto Insurance	Lisa Balcazar	Chick	\$250.00	YES	cc		YES
7	4/4/2022	Dovetail Wealth Management	Louis Hughes	Chick	\$250.00	YES	ck		YES
8	3/11/2022	Eagle Bank	Robert Randig	Chick	\$300.00	YES	ck		YES
9	5/9/2022	McCrory Timmerman	Judy Blundell	Chick	\$250	YES	ck		YES
10	5/4/2022	Taylor Auto Credit	Keith Hagler	Chick	\$250	YES	ck		YES
11	3/15/2022	The Real Estate Social	Syrisa Dominguez	Chick	\$250.00	YES	ck		YES
12	4/26/2022	Wilco GOP	Steve Armbruster	Chick	\$250.00	YES	ck		YES
13									
14		Baylor Scott & White	Franny Patek	Piglet	\$500.00	N	pending		YES
15	3/18/2022	Brookshire Insurance	Tim Kriegel	Piglet	\$500.00	YES	ck		YES
16	3/8/2022	Citizens National Bank	Debroah Parker	Piglet	\$500.00	YES	ck		YES
17	3/8/2022	HJD Homes	David Downs	Piglet	\$500.00	YES	ck		YES
18	5/9/2022	Jeff's Resurrections	Jeff Snyder	Piglet	\$500.00	YES	ck		YES
19	2/16/2022	Re/Max Associates Group	Debbie Kovar	Piglet	\$500.00	YES	ck		YES
20	3/8/2022	Tierra Grande Real Estate	Jullie Downs	Piglet	\$500.00	YES	ck		YES

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
21									
22	4/11/2022	City National Bank	Trish Littlejohn	Calf	\$1,000.00	YES	ck		YES
23		HEB		Calf	\$750 cast; \$250 gift card	YES	CK/GIFT CARD		YES
24		Taylor Press	Jason Harrington	Calf	\$1000 in adverts	YES	in kind		YES
25									
26	4/4/2022	Cottage & Key Real Estate	Melissa Olson	Colt	\$1,500.00	YES	cc		YES
27	5/2/2022	Drip Coffee	John Murrah	Colt	\$1,500.00	YES	cc		YES
28	3/31/2022	Public Sketch	Doug Moss	Colt	\$1,500.00	YES	ck		YES
29		TX Comfort Air	Mark Scarborough	Colt	\$1,500.00	N	pending		YES
30									
31									
32							Total Pledged	\$13,050.00	\$2,000 lin o'standing contributions
33							Total Cash in Hand:	\$11,050.00	
34		SPONSOR INCOME:						\$11,050.00	
35									
36		VENDOR INCOME:					Total:	\$6,375.00	
37									
38		TOTAL INCOME:					GRAND TOTAL ALL INCOME:	\$17,425.00	
39									
40									
41									
42									
43									
44									
45									

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
46	MAIN STREET EXPENDITURES								
47	DATE	COMPANY	CONTACT	PURPOSE	AMOUNT	PD Y/N	PO #	BALANCE	COMMENTS
48		Honey Buckets	Caryn Dobbs-Smith	Porta Loos	\$1,025.00	YES	41772		
49		Mobile Comm. America	Manny Artega	Radios	\$200.00	YES			
50		Georgetown Shirt Company	Sandy Mooney	T-Shirts	\$2,179.85	YES	41871		120 - general public & 60 staff/volunteers
51		undisKovered Band	Carol Portillo	Entertainment - Music	\$400.00	YES			
52		Ballet Folklorico	Johnathan Guzman	Entertainment - Music	\$400.00	YES			
53		Chubby Knuckle Choir	Sheila Lowe	Entertainment - Music	\$400.00	YES			
54		Songwriters in the Round with Kelley McRae, Josh Harty, & Brent Clifton	Kelley McRae	Entertainment - Music	\$400.00	YES			
55		Rian C Band	Rian Castillio	Entertainment - Music	\$400.00	YES			
56		THS Chorus	J Van de Vere	Entertainment-Music	\$200.00	YES			
57		THS Jazz Band	Jared Perry	Entertainment-Music	\$200.00	YES			
58		Banners on the Cheap		Event Banners for Welcome Signs	\$139.11	YES			
59		Office Depot-Business		Directory & Entertainment Signs	\$259.92	YES			
60		Banners on the Cheap		Sponsor Banners	\$141.32	YES			
61		All Aboard Fun Train	Sherry Piper	Kid's Area	\$680.00	YES			

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
62		Austin Moonwalk	Heather	Kid's Area	\$1,578.00	YES			
63		Traffic Zone		Wand & Chalk for marking vendor spaces	\$126.57	YES			
64		Amazon Business		cash box, tape & laminating sleeves	\$69.37	YES			
65		Michael Craig's Mobile Music System	Michael Craig	Sound Services	\$2,000.00	YES	14858		
66		ezcater (Subway)		sandwiches for vols/staff	\$177.63	YES			
67		Fajitas on Wheels		breakfast tacos for vols/staff	\$80.00	YES			
68		CoT - PIO	Kendra Dubee	Promo - Facebook	\$150.00	YES			
69		Taylor Press	Jason H	Adverts – Taylor Press	\$150.00				
70		e Wilco Insider	Jason H	Advert	\$300.00	YES			
71		KRXTY	Michael Craig	Radio Spots	\$750.00	YES			
72		KOKE	Peggy McCormick	Radio Spots	\$685.00	YES			
73		Cameron & Thorndate Papers	Debbie Hall	Press	\$161.00	YES			
74				EXPENDITURES:	\$13,252.77				
75									
76	CITY OF TAYLOR EXPENDITURES								
77		CoT – PW	Brett Bachmayer	Cones	\$200.00				
78		CoT – PW	Brett	Barricades	\$50.00				
79		CoT -TKO	Brett	Signs	\$2,100.00	YES	41924		

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
80		CoT – PW	Brett	2 Message Boards	\$800.00				
81		PD - PW		OT for personnel	\$15,000.00	YES			
82		PD / PW	Brett	Equipment	\$2,000.00				
83									
84				EXPENDITURES:	\$20,150.00				
85									
86									
87				TOTAL EXPENDITURES	\$30,353				
88									
89		TOTAL VERIFIED EXPENSITURES = \$30,352.77 QUESTIONS REMAIN ON COST OF CONES, BARRICADES, ELECTRONIC SIGNS, & EQUIPMENT - AWAITING PW RESPONSE \$ 17,425 - RAISED IN S'SHIPS & FEES \$ 13,252,77 - FESTIVAL COSTS OUTSIDE OF COT REMAINDER OF \$4,172.23 TO CONTRIBUTE TO COT COSTS							
90									
91									
92									
93									
94									
95									

Jan Harris

From: Joseph Branson
Sent: Wednesday, May 11, 2022 3:45 PM
To: Jan Harris
Subject: Fw: Blackland Prairie Days After Action Report

Jan, here is the after-action report from Sgt. Coty Brown. This should answer your questions without needing a SWOT analysis, and we can provide these to you after events like this in the future.

Joseph G. Branson, LCC
Commander, Support Services
Taylor Police Department
500 S. Main St. Taylor, Tx.
(512) 352-5551



From: Coty Brown <coty.brown@taylortx.gov>
Sent: Saturday, May 7, 2022 6:38 PM
To: Henry Fluck <henry.fluck@taylortx.gov>; Jeffery Lagrone <jeffery.lagrone@taylortx.gov>; Joseph Branson <Joseph.Branson@taylortx.gov>
Subject: Blackland Prairie Days After Action Report

Command,

Blackland Prairie Days went off without a hitch. There were no issues that required police response and no issues that were reported to police. During vendor setup at about 8:30 a.m. an older female possibly had a medical episode brought on by diabetes. She was seen by Taylor FD on-site and left with her husband. Given the extreme heat of the day surprisingly there were no heat related illnesses reported. The event ended at 4:00 p.m. and the roadway was cleared and opened shortly before 6:00 p.m.

Officers on duty and times:

Sgt. Brown: 9am - 6pm (9 hrs)
Sgt. Culp: 9am - 6pm (9 hrs)
Cpl. Rousar: 6am - 6pm (12 hrs)
Ofc. Hamby: 9am - 6pm (9 hrs)
Ofc. McIntire: 6am - 6pm (12 hrs)
Ofc. Loeve: 9am - 6pm (9 hrs)
Ofc. DeHoyos: 6am - 1pm (7 hrs)
Ofc. Guerrero: 1pm - 6pm (5 hrs)

BLACKLAND PRAIRIE DAYS FESTIVAL 2022 SWOT ANALYSIS

STRENGTHS:

Weather clear, a little hot - honoring past with name of festival, downtown fest, involving the community and nearby talent for entertainment.

WEAKNESSES:

Mother's Day weekend, not enough activities for children as last minute cancelation of petting zoo. Stretched too far out where Main St (between 4th & 5th) empty and 4th St block (between Main St & Talbot) empty.

OPPORTUNITIES:

Better grasps of getting more sponsorship to afford children's activity. Face painting, moon houses, train, petting zoo, target children's related type booths (eg. organized sports, YMCA) to compliment the booths from private schools and boy scouts. Possibly do a better job to tell the story of "Blackland Pairie" name, abbreviating the name like everything else to attract young parents/crowd.

THREATS:/THOUGHTS

Other festivals same weekend, weekend of holiday (Mother's Day), cooler weather weekend. Story telling with ads of the name "Blackland Pairie"

BLACKLAND PRAIRIE DAYS FESTIVAL 2022 SWOT ANALYSIS

STRENGTHS:

- Weather was good – but very hot.
- This festival has been going on for many years and CoT staff and some volunteers are very familiar with the routine.
- Much of the past logistical info including the traffic control plan (TCP) is reusable
- BPD is a festival with name recognition value
- Great sponsorship support – Thanks, Sponsorship Team!!
- Very positive vendor revenue
- MSAB very involved – Thank, Team!
- Great volunteer participation

WEAKNESSES:

- Very labor-intensive event – work starts in January developing applications and sponsorship packets, contacting vendors & potential sponsors, maintaining database of respondents & funds collected, contacting talent, sound services, & attractions, etc. A great deal falls on staff and it is very time consuming.
- Competition with large events in nearby communities: Granger Lake Festival (multi-day) and Manor Festival both hurt our participation and attendance.
- Lower attendance
- Very hot – may have hurt the food vendors especially.
- We had great music but no one listened – it was too hot in Heritage Square

OPPORTUNITIES:

- Partner with CARTS to provide shuttle transportation from an off-site location to DT – will have to raise funds for this as it is projected to cost \$100/hour/bus.
- To determine whether or not this is the type of festival is the highest and best use of our time and talent and if now, what is?
- Beef up the kid's area – attract kids who come with parents
- Set up shade tents for people to listen to the music in Heritage Square
- Misting tents?

THREATS:

- Competition with nearby festivals
- Possibility that this type of festival is passed its prime – public attracted to other types of festivals with carnival rides or attractors like a car show
- Burnout

Help us improve by providing feedback!

- profit ^{that's not} 600.00
made? \$ ~~100.00~~

Name DAVID FITZPATRICK
Address 7013 Haverford Dr City/St Dallas Tx Zip 75217
Phone Number 512-848-3851 Email Address Fitzpatrickcatering3@aol.com

Phone: 512-352-3463
jari.harris@taylor.tx.gov | www.taylor.tx.gov

Blackland Prairie Days festival 2022

VENDOR EVENT EVALUATION

Help us improve by providing feedback!

1. How did you hear about this event? Chamber of Commerce
2. Will you return to the event next year? Why or why not? Yes, event layout and organization was better than expected
3. How would you rate the following (on a scale of 1 to 10, with 10 being the best):
 - Event Traffic: 7
 - Event Sales: 8
 - Helpfulness of Staff & Volunteers: 10
 - Vendor Application Process (from registration to check-in): 9
 - Overall Experience at the Event: 9
4. Did your sales meet your expectations? N/A Lower or Higher? - Your sales made? \$ -
- ☐ If you passed out giveaways at your booth, approximately how many did you give out? N/A
6. We are considering moving the festival back to the 2nd week of April to avoid conflict with other festivals and the heat. What is your opinion? See comments below
7. Did you have a chance to shop at the other booths or visit other downtown businesses? Yes
8. How much money did you spend in Taylor including gas, food, shopping? \$ 125
9. Suggestions for improving next year's event? Advertisement and community promotion of the events in Taylor can be improved
10. Other comments: Hutto Crawfish Festival is typically the 2nd weekend in April. Thank you for researching conflicting events, it makes a difference

Fill in the following information and return it to Taylor Main Street Office; City Hall; 400 Porter St.; Taylor, TX 76574

Name Dr. Justin Garcia - Weber Chiropractic

Address 517 W. 2nd Street City/St Taylor, TX Zip 76574

Phone Number 512-365-2225 Email Address djustin@weber-chiropractic.com

Taylor Main Street | City Hall | 400 Porter St.; Taylor, TX 76574

Phone: 512-352-3463

jan.harris@taylor.tx.gov | www.taylor.tx.gov

Blackland Prairie Days festival 2022

VENDOR EVENT EVALUATION

Help us improve by providing feedback!

1. How did you hear about this event? scrolling Instagram
2. Will you return to the event next year? Why or why not? yes
3. How would you rate the following (on a scale of 1 to 10, with 10 being the best):
 - Event Traffic: 8-10
 - Event Sales: 10
 - Helpfulness of Staff & Volunteers: ✓✓✓ 10
 - Vendor Application Process (from registration to check-in): ✓✓✓ 10
 - Overall Experience at the Event: 10
4. Did your sales meet your expectations? yes Lower or Higher? higher Your sales made? \$ over 400
5. If you passed out giveaways at your booth, approximately how many did you give out? No giveaways
6. We are considering moving the festival back to the 2nd week of April to avoid conflict with other festivals and the heat. What is your opinion? do it - too hot!!
7. Did you have a chance to shop at the other booths or visit other downtown businesses? yes
8. How much money did you spend in Taylor including gas, food, shopping? \$ 18
9. Suggestions for improving next year's event? using temporary signage or a person holding signs directing vendors to drop off for parking area - I am not familiar with downtown Taylor.
10. Other comments: great overall!!

Fill in the following information and return it to Taylor Main Street Office; City Hall; 400 Porter St.; Taylor, TX 76574

Name Deanna Churchill

Address 2111 Creek Bend Circle City/State Round Rock zip 78681

Phone Number 512 364 5760 Email Address Churchy130@gmail.com

Taylor Main Street | City Hall | 400 Porter St. | Taylor, TX 76574

Phone: 512-352-3463

jan.harris@taylor.tx.gov

www.taylor.tx.gov

Blackland Prairie Days festival 2022

VENDOR EVENT EVALUATION

Help us improve by providing feedback!

1. How did you hear about this event? local contacts
2. Will you return to the event next year? Why or why not? Probably -- good way to let the public know about our Foundation
3. How would you rate the following (on a scale of 1 to 10, with 10 being the best):
Event Traffic: 7 - seemed less than past years
Event Sales: na
Helpfulness of Staff & Volunteers: no one was at the Porter St. 45 to let our vehicle in to set up or ck in
Vendor Application Process (from registration to check-in): _____
Overall Experience at the Event: 8 - music & TBC was very loud for vendors @ end of festival
4. Did your sales meet your expectations? na Lower or Higher? _____ Your sales made? \$ _____
5. If you passed out giveaways at your booth, approximately how many did you give out? 75
6. We are considering moving the festival back to the 2nd week of April to avoid conflict with other festivals and the heat. What is your opinion? that is Easter weekend next year -- not good
7. Did you have a chance to shop at the other booths or visit other downtown businesses? yes
8. How much money did you spend in Taylor including gas, food, shopping? \$ 25
9. Suggestions for improving next year's event? better/easier ck in for unloading purposes - keep all music @ Heritage Square.
10. Other comments: _____

Fill in the following information and return it to Taylor Main Street Office; City Hall; 400 Porter St.; Taylor, TX 76574

Name Anita Volek - TEE Foundation

Address 3101 N. Main, Bldg. C City/St Taylor TX Zip 76574

Phone Number 512-352-6361 x1147 Email Address anita.volek@taylorisd.org

Taylor Main Street | City Hall | 400 Porter St.; Taylor, TX 76574

Phone: 512-352-3463

jan.harris@taylor.tx.gov | www.taylor.tx.gov

Blackland Prairie Days festival 2022

VENDOR EVENT EVALUATION

Help us improve by providing feedback!

1. How did you hear about this event? Internet
2. Will you return to the event next year? Why or why not? Probably
3. How would you rate the following (on a scale of 1 to 10, with 10 being the best):
Event Traffic: Not heavy
Event Sales: OK
Helpfulness of Staff & Volunteers: Very Good
Vendor Application Process (from registration to check-in): Very Good
Overall Experience at the Event: OK
4. Did your sales meet your expectations? Lower or Higher? Lower Your sales made? \$
- ☐ If you passed out giveaways at your booth, approximately how many did you give out? 0
6. We are considering moving the festival back to the 2nd week of April to avoid conflict with other festivals and the heat. What is your opinion? Yes to help avoid other events
7. Did you have a chance to shop at the other booths or visit other downtown businesses? Yes
8. How much money did you spend in Taylor including gas, food, shopping? \$ 25
9. Suggestions for improving next year's event?
Earlier when not that hot & try to avoid other events locally
10. Other comments:

Fill in the following information and return it to Taylor Main Street Office; City Hall; 400 Porter St.; Taylor, TX 76574

Name Regina A. Corbin
Address P.O. Box 486 City/St Texas Zip 76578
Phone Number 512-635-7767 Email Address reginacorbina@gmail.com

Taylor Main Street | City Hall | 400 Porter St.; Taylor, TX 76574

Phone: 512-352-3463

jan.harris@taylor.tx.gov | www.taylor.tx.gov

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

V-C

Receive staff update on the MembershipWare Digital Map Project

From: [Walton Schilling](#)
To: [Jan Harris](#)
Subject: Re: DT Taylor business database
Date: Monday, June 6, 2022 9:52:03 AM
Attachments: [image001.png](#)

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.

Hi Jan,

Using the information you sent over I have created your directory, which can be viewed here: <https://app.membershipware.com/taylortexas/explore> .

We also have some training materials available on our onboarding page: <https://www.membershipware.com/onboarding>

Lastly, if you would like to schedule a training session, you can schedule that here: <https://www.membershipware.com/schedule-training>

If you have any questions, please let me know.

Thanks!

Walton Schilling

MembershipWare Account Manager

Email: waltons@membershipware.com

Phone: (314) 301-8990

Website: <https://membershipware.com/>



On Wed, May 25, 2022 at 3:34 PM Jan Harris <jan.harris@taylortx.gov> wrote:

Dear Walton –

It was great getting to meet you in person at MSN. Here is the database I promised you.

Jan Harris

Jan Harris, CMSM MHP

Main Street Manager



O: 512-352-3463

C: 512-365-4041

E: Jan.Harris@TaylorTX.gov

400 Porter Street

Taylor, TX 76574

This e-mail message may contain confidential and/or privileged information. If you are not an addressee or otherwise authorized to receive this message, you should not use, copy, disclose or take any action based on this e-mail or any information contained in the message. Please note that any communication sent to City Staff or City Officials may become public record and made available for public/media review. ATTENTION PUBLIC OFFICIALS: a "Reply to All" of this e-mail could lead to violations of the Texas Open Meetings Act. Please reply only to the sender.

Main Street Advisory Board

June 14, 2022

Agenda Item Cover Sheet

Regular Agenda – New Business

V-D

Upcoming Agenda Items