

MEETING MINUTES

MAIN STREET ADVISORY BOARD CITY OF TAYLOR, TEXAS May 20, 2020 5:30 P.M.

MEMBERS PRESENT: Scott Dean, Chairman; Steve Truex, Erwin Stauffer, Stacey Smith, Sharla Gola, and Shannon Grace

MEMBERS ABSENT: Michael Van Jones

STAFF PRESENT: Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager

OTHERS PRESENT: None

I. CALL TO ORDER AND DECLARE A QUORUM: Chairman Scott Dean called the April meeting of the Main Street Advisory Board to order at 5:34 pm and noted that a quorum was present. All members were present via the Zoom meeting format.

II. CITIZENS COMMUNICATION: There was no communication from the citizenry.

III. CONSENT AGENDA

- 1. REVIEW AND APPROVE MINUTES FOR THE APRIL 16, 2020 MEETING.** Jan noted that there was a typographical error in the February minutes and that error would be corrected for the record.
- 2. RECEIVE THE APRIL 2020 MAIN STREET PROGRAM FINANCIAL REPORTS.** Jan reported that only routine spending for cell phone and building maintenance had been paid from the 100-General Fund account. She reported that the following expenditures came from the 123-Main Street Revenue Fund: refund of \$150 to vendors of the cancelled Blackland Prairie Days, a check was written to Honey Buckets for use of porta potties at the Taylor Wine Swirl, and Rental Assistance checks totaling \$1264.42 was paid out.
MOTION: S. SMITH made a motion to approve the Consent Agenda as presented E. STAUFFER seconded the motion and it carried unanimously.

REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER/ACTION:

- III. MAIN STREET MANAGER’S REPORT AND UPDATE:** Jan reviewed the April report with the board. She also reviewed the Downtown Matters E-blast report for newsletters sent out from March through April. She pointed out that roughly half of the recipients opened the e-blasts upon receiving them which is higher than the national average. It was also noted that $\frac{3}{4}$ of the newsletters were opened on desktop computers with the other $\frac{1}{4}$ being opened on mobile devices. **NO ACTION WAS REQUIRED BY THE BOARD.**
- IV. UPDATE ON TAYLOR HERITAGE SQUARE FARMERS MARKET, A MAIN STREET PROJECT – 2020 SEASON:** Jan reviewed the report with the board noting that the Market was allowing crafters to sell now that the Governor had lifted the business closure order. Vegetables were still limited in quantity and variety, but it is still very early in the season. **NO ACTION WAS REQUIRED BY THE BOARD.**

- V. **DISCUSS AND CONSIDER MAIN STREET ADVISORY BOARD OFFICERS:** After discussion, Stacey Smith agreed to serve as Vice Chairperson and Scott Dean would continue to serve as Chairperson. **MOTION: THE BOARD AGREED UNANIMOUSLY ON THIS SLATE OF OFFICERS.**

- VI. **REPORT ON UPCOMING SPECIAL EVENTS: MEMORIAL DAY AND JULY 4TH:** Memorial Day: Scott reported that the Legion was gathering additional information on Taylor veterans KIA from the Spanish American War through Korea. Jan volunteered to assist them in the collection of information on soldiers KIA in Vietnam and the Gulf War, Afghanistan, and Iraq. July 4th: Scott reported that the fireworks had been purchased earlier and were in a warehouse in the US. The Legion has secured funding to pay for the fireworks including increased underwriting by the City. The car show will be a rolling parade through various neighborhoods in all 4 Council districts and will be limited to 40 vehicles. Safety precautions will be observed including people riding inside their own vehicles while wearing masks. The City will continue to meet to determine precautions for citizens gathering in public spaces to view the fireworks. These precautions will be released closer to the event. **NO ACTION WAS REQUIRED BY THE BOARD.**

- VII. **UPDATE ON COVID-19, ITS IMPACT UPON SMALL BUSINESSES, AND ASSISTANCE OPPORTUNITIES:** Jan reported that the All In Campaign was within \$8000 of their goal of raising \$100,000 to be issued back to businesses in \$1,500 grants. She presented a report with the recipients of the 2 rounds of grants that have occurred so far. The 3rd round will be determined this week. To date, 45 grants have been awarded and a bit less than \$63,000 has been paid out. She also reported on the WILCO Forward grant being presented by Williamson County. There was a \$25M fund available for local businesses with 100 or fewer employees. Applications were online only. **NO ACTION WAS REQUIRED BY THE BOARD.**

- VIII. **POTENTIAL IMPACT OF 2020 WILCO PROPERTY TAX INCREASE UPON SOME BUILDING TENANTS ALREADY HARD HIT BY COVID-19:** Jan had been asked to research the property tax issue by members of the board at the April meeting. She reported that increasing property values are a sign of a healthy real estate market and the growth experienced by western Williamson County was reaching Taylor. Commercial property owners who have not maintained their buildings are faced with two options: to make improvements to those buildings so that they will generate income for the owner, or to sell the property and allow someone else to develop it. Jan pointed out that if commercial property owners investigated the tax payments paid by owners of similar properties in other Wilco cities, they would find that the taxes are far lower because while out tax rates are higher, but our property values are lower than other Wilco cities. **THIS WAS RECEIVED AS INFORMATION BY THE BOARD.**

- IX. **DISCUSS ITEMS FOR THE UPCOMING AGENDA:**

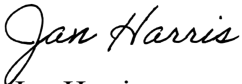
1. Update on COVID-19, its impact upon small businesses, and assistance opportunities.
2. Jan was asked to research the Rental Assistance program and provide information on the amount spent, who received the grants and what is the status of those businesses now and report back to the board with the goal of improving the effectiveness of the Rental Assistance program.

3. Jan was asked to provide lists of resources and supplies to help small businesses effectively comply with the rules for disinfecting their businesses now that they are opening to the public.

IX. ADJOURN: With no further items to be discusses, Chairman Scott called for a motion to adjourn the meeting at 6:17 pm. **MOTION: E. STAUFFER/ S. SMITH/UNANIMOUS**

NEXT MEETING DATE: Wednesday, June 17, 2020 at 5:30 pm

Respectfully submitted,

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

Jan Harris

Main Street Manager