

MEETING MINUTES

MAIN STREET ADVISORY BOARD

CITY OF TAYLOR, TEXAS

April 20, 2022 – 5:30 pm
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.**

MEMBERS PRESENT: Curie Humphries, Ashley Doss, John McRae, Erwin Stauffer, Ruth Rivera, and Chairman Doug Moss

MEMBERS ABSENT: Jeff Snyder

STAFF PRESENT: Jan Harris, Main Street Manager

GUESTS PRESENT: Chuck Farr

I. CALL TO ORDER AND DECLARE A QUORUM:

Chairman Moss opened the meeting at 5:38 pm and declared that a quorum was present.

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.)

There were no citizen comments.

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 February 16, 2022**
– Chairman Moss:

MOTION: To approve the minutes from the February 16, 2022 board meeting as presented.

E. STAUFFER / A. DOSS / UNANIMOUS

- B. **Review and receive the financial reports from February 2022 – Jan Harris:**
Jan reviewed the minutes from the two budgets assigned to the Main Street program with the board. Jan sought suggestions from the board as to promotional items that might be purchased using funds in line item 100-524-235.
MOTION: The board received the financial reports as information.

IV. REGULAR AGENDA:

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

1. **Manager's activity report:**

Jan reviewed the report which is also presented to City Council with the board highlighting the various meetings attended, the preparations for Special Events including Main Street Car Show, Taylor Pride, and Music on Main. She reported on a meeting with the Design Team from the State Main Street Office to discuss with property owners two planned projects: Jason Simank's property at 110-112 E. 2nd Street and new construction and Jeff & Jo Snyder's two warehouses associated with 209 E 1st Street for a Tax Credit renovation project. She also reported that City staff were working on the FY 23 budgets.

2. **Main Street business & property report:**

Currently there are 3 properties listed for sale, 6 listed for lease, with no properties sold in the downtown district. One property has been leased: 109 W 3rd St. This is owned by Tony Gomes. No information has been made available regarding the renter by the owner. Piper & Paul (111 N Main St) is open and good reports have been received regarding the quality of Stacey Sellers' work as a professional dog groomer.

3. **Board Member attendance report and update on revised term dates:**

Jan reported that all the board members had perfect attendance so far in 2022. She reported to the board that Jeff Snyder was absent at the April 16th meeting out of caution as his wife has COVID. This absence has been listed as excused.

4. **Upcoming special events report:**

Jan shared the special events calendar for 2022 noting that there were currently 45 separate events listed.

B. **Discuss and vote on 2022 Chairman and Vice-Chairman – Jan Harris**

After discussion, the following slate of officers was presented: Chairman – Doug Moss and Vice-Chairman – Ruth Rivera.

MOTION: To approve the slate of officers as presented.

C. HUMPHRIES / A. DOSS / UNANIMOUS

C. **Review and discuss annual City Council presentation – Doug Moss**

Doug informed the board that the annual presentation by the Main Street Board to the City Council was scheduled to take place on May 26th. This is the Board's chance to present where we are as a board and where we want to go in the future. He presented 7 "Really Big Goals" for the Taylor Main Street program and asked the board to discuss which three are the most important. The board determined that (1) Staff Assistance for Events Management, (2) Turn a Highway into a Street – discuss with TxDOT how to make N Main Street a better & more livable street for residents, shoppers, and business

owners, and (3) Deal with Empty Buildings in Downtown were the three most pressing needs.

D. Discuss and determine alternate meeting date for May 2022 MSAB meeting – Jan Harris:

Jan reported to the board that she will be attending the National Main Street Now Conference in Richmond, VA from May 15-19. She asked for an alternate date for the board's May meeting. The board decided to meet on May 11th at the regular time.

E. Receive update on road closure requests for special events in 2022 – Jan Harris

Jan reported that the Council approved the closure of the requested roads for Blackland Prairie Days, the Main Street Car Show, Spooktacular, and the Mamma Jamma Ride.

F. Receive update on alcohol sales requests for special events in 2022 – Jan Harris

Jan reported that the council approved alcohol sales and consumption during the Blackland Prairie Days and the Main Street Car Show for 2022. She had been asked if any TABC-approved vendor could sell alcohol at these events and she responded that yes, that was not only possible but welcomed.

G. Receive update on OPEN Flag project – Jan Harris

Of the 52 separate business addresses with eligible businesses, 27 have had their flags installed. Three of the remaining 25 eligible addresses have declined to take part in the program leaving a balance of 22 locations yet to submit paperwork and receive their flags.

H. Receive updates on Blackland Prairie Days Festival

1. General overview:

Entertainers have been secured at \$400 each for 45 minutes:

- Songwriters In The Round with Kelley McRae, Josh Harty & Brent Clifton– Americana
- Chubby Knuckle Choir – R&B
- Rian C Band – Tejano
- undisKovered Band – Rock/Country
- Ballet Folklorico – traditional Mexican dance

The THS Choir and Jazz Band Ensemble will be performing as the opening acts. Stipends of \$200 each will be offered to those programs.

Bids for T-shirts will go out next week – there will be 2 runs – one for the public to purchase (and for us to give to the Council) and the other will have 'STAFF/VOLUNTEER?' on the back

Traffic Control Plan is in hand – after the Council Meeting on 4/14/22, I can send the packet to TXDOT for their approval to close the road.

Kids Activities – we have a train ride. The Parks & Recreation staff are not in favor of animals on the lawns at Heritage Square, so efforts have ceased to look for pony rides/petting zoos. We may have a balloon game (carnival-style vendor) coming. Seeking other options for kids activities.

2. Sponsorship update:

At present we have received \$7,850 from 13 sponsors with another \$2,500 promised from 4 additional sponsors for a total of \$12,850.

3. Vendor update:

At this time, there are 10 vendors providing information, 21 arts/crafts vendors, 4 non-profit vendors, and 8 food vendors. Money raised to date from vendor fees totals \$3,975.

4. Volunteer update:

Jan presented the various jobs opportunities for volunteers for the festival for the board's review.

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

Jan reported that she had begun entering the necessary data for every business in the downtown district. It will be a time-consuming task as the various social media outlets used by each business must be checked and entered into the database.

J. Discuss items for the May board meeting:

1. No new items were suggested for the May meeting.

V. ADJOURN:

MOTION: To adjourn the April 16, 2022 board meeting at 8:00 pm. E STAUFFER / J McRAE / UNANIMOUS

Next Meeting Date: May 11, 2022

Respectfully submitted,

Jan Harris
Main Street Manager