

**AGENDA
MAIN STREET ADVISORY BOARD
6:00 pm – April 20, 2023
Taylor City Hall Conference Room**

MEMBERS PRESENT: Curie Humphreys, Erwin Stauffer, John McRae, Jeff Snyder, and Vice Chairperson Ruth Rivera

MEMBERS ABSENT: Ashley Doss and Doug Moss

GUESTS PRESENT: Rhonda Reid, Kourtney Jirosek, and Chuck Farr

STAFF PRESENT: Jan Harris, Main Street Manager

I. CALL TO ORDER AND DECLARE A QUORUM – The meeting was called to order at 6.00 pm by Vice Chairperson Ruth Rivera who noted that a quorum was present.

II. CITIZEN COMMUNICATION – There was no communication.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on March 15, 2023 – MOTION: To approve the minutes as presented: E STAUFFER / J SNYDER / UNANIMOUS

B. Review and receive the financial reports from April 2023 – MOTION: To accept the financial reports as presented: R RIVERA / J SNYDER / UNANIMOUS

IV. REGULAR AGENDA-New Business:

A. TRAINING MOMENT: Main Street America – Jan showed a brief video created by the National Main Street Center to act as a refresher course for the board and as a reminder that Main Street is an economic development generator as well as a social movement with a 40+ year track record of success.

B. FIG Application – Roof repair/replacement at 203 W 4th St. – This property is owned by Larry and Rhonda Reid. It is subdivided into 2 separate addresses: 201 and 203 W 4th. 201 W 4th received a FIG in November 2020. 203 W 4th is eligible for a grant currently. The project plans to replace the roofing material with thermoplastic polyolefin which has a lifespan of up to 20 years. The cost of the project is \$17,103.50. The maximum allowable reimbursement is \$5,000. **MOTION:** To approve the request for a Façade Improvement for 103 W 4th Street by Larry and Rhonda Reid with a reimbursement of \$5,000 payable upon completion of the project and submission of proof of payment in full to the Main Street Manager. J MCRAE / J SNYDER / UNANIMOUS

V. REGULAR AGENDA - Continuing Business:

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

Manager's activity report – Jan reported attending numerous meetings for community outreach as well as business and property owner visits. Especially of note include the Jay McNabb new construction project located on 1st Street. She is currently working on 11 Special Events permit projects in various stages of completion.

Main Street business & property report – There are currently 9 downtown properties listed for sale; 10 commercial properties are listed for lease along with 1 loft apartment; no properties have been sold in the past month. Several businesses are in the last stages of opening their doors – this includes 3 eateries, 1 bakery, 2 businesses.

Report on the Easter Egg Hunt – The Easter Egg Hunt was held on Saturday April 10th. Frontier Bank and Linea de Vida were co-sponsors. Main Street Volunteers were Ruth, Jeff, and Doug. The event cost \$3,731.75 and featured 11,000 candy and toy eggs, music, games, and lots of fun plus the Easter Bunny.

Update on large banner project – The proof of the banner that will be hung on large cobra head poles along 79 and 95 into downtown has been approved. Jan showed the map with the increased number of banners Main Street is requesting to increase the banners' visibility in the Southside district. We are requesting 9 additional banners.

Downtown Parking Striping Project – The striping project is done!!

- B. **Discuss and approve the revisions to the Façade Improvement Grant** – This item was tabled until the May meeting when changes proposed by Chairman Doug could be incorporated into the latest draft.
- C. **Parking Committee** – Jan reported that this committee has not been able to meet. She asked that the item be tabled until a later meeting.
- D. **Receive report from April 12th Breakfast Bites meeting** - Jan reported that there were 19 attendees with 4 being property owners. Two MSAB members attended: Curie and Jeff, and MSAB Volunteer Chuck was also in attendance. The topic was Marketing and Promotion on Social Media with speakers Trey Ancira and Curie Humphreys. There is interest in a morning workshop where Trey and Curie could drill down deeper with attendees for more information.
- E. **Receive report on Second Saturday Shop & Stroll** – Jan reported that the weather was cold and damp, but people still came out. She saw several bags provided by Frontier Bank in downtown so egg hunt attendees stayed to shop. One business forgot it was 2nd Sat but when a customer came in and asked about the drawings, it showed that it is gaining traction in people's minds. Another business took a video of their business' basket winner and posted it on social media.
- F. **Receive update on Blackland Prairie Day:**
 - 1. **Draft Budget** – \$6,075.00 (\$2,850.00-sponsors) (\$3,225.00 – with \$200 outstanding – vendors)
 - 2. **Sponsorship Update** – Jan reported that 6 businesses have provided sponsorships ranging from \$100 to \$1,500
 - 3. **Antique Tractor Update** – Jeff Snyder and Erv Stauffer are still working on getting tractors confirmed.
 - 4. **Entertainment Update** – All of the musicians/dancers are confirmed with W-9's filed.
 - 5. **Logistics Update** – Jan Harris
 - Audio Services – all confirmed
 - Porta-Potties – all confirmed
 - Radios – all
 - 6. **Kid's Games** – Ruth Rivera and Jan Harris – Several companies are bringing children's games and Fry's Animal Farm is confirmed to have at least 25 baby farm animals.
 - 7. **Vendor Update** – Jan has 27 confirmed vendors but expects a last-minute flurry of entries to come in the last 3 weeks.
 - 8. **Logo Update** – Jan revealed the logo Nick Ramos has created for both the poster and the T-shirt. It features a word cloud with the names of the bands, etc.
- G. **Membershipware project update** - Update on database and video/photography – Jan confessed that she has not had time to work on this project but will once the Special Events Coordinator is in place.
- H. **Discuss items for upcoming agendas** - 2nd Saturday Shopping Bags; updated FIG App; 1st

review of BPD.

VI. ADJOURN – MOTION - To adjourn the meeting at 7.45 pm. E STAUFFER / J SNYDER /
UNANIMOUS

Respectfully submitted,

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

Jan Harris, Main Street Manager