

MEETING MINUTES

MAIN STREET ADVISORY BOARD

CITY OF TAYLOR, TEXAS

5:30 pm on March 16, 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.

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

MEMBERS ABSENT: None

STAFF PRESENT: CDR Jeff Lagrone, Taylor Police Department and Jan Harris, Main Street Manager

GUESTS PRESENT: Scott Dean, Brad Domitrovich, JD Ginn, Jim Buzan, Julie Bennett, Jon Calvin, Marion Martin, Luke Allelo, Chuck Farr, and Karyn Morris

I. CALL TO ORDER AND DECLARE A QUORUM:

Chairman Moss opened the meeting at 5:30 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.)

Scott Dean, co-owner of Trouvaille Antiques addressed the Board noting that his concerns were not with the Mamma Jamma Ride nor with Lone Star Circle of Care but with those small business owners who were adversely impacted by the road closure. He was not in favor of closing North Main Street again this year and asked that an alternate route be found.

Brad Domitrovich, co-owner of Red Cap Cigar Lounge recommended that a different location be found for the start/finish other than Heritage Square.

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 meeting as presented. E STAUFFER / J McRAE / 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.

MOTION: To receive the February 2022 financial reports as presented. J McRAE / A DOSS / UNANIMOUS

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 also reported on her attendance at the Real Places Conference – the Texas Historic Preservation conference in Austin.

2. Main Street business & property report:

Currently there are 3 properties listed for sale, 7 listed for lease, with no properties sold in the downtown district. One property has been leased: 201 W 4th Street has been leased to Rhinestone Cowgirl. Staff met with property owner Jason Simak regarding his plans to build on the vacant lots at 110-112 E 2nd St between Turning Heads and the old Taylor Station. Jan reported that the Design Team with Texas Main Street met with Jason to discuss his plans and offer assistance. There are 4 businesses in the process of opening: Ironwood Industries (112 W 2nd St; Ste A), Piper & Paul (111 N Main St), Milestone CrossFit (310-A N Main St), and Flake Bakery & Larder (103 W 5th St). One new business has opened in downtown: Tierra Grande Real Estate owned by Julie Downs is located at 421-B N Main Street with Brookshire Insurance. There were no business closures in February. Taylor Sporting Goods has been sold to Andrew Gonzales by Tay and Stacey Campbell.

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

Jan reported that all of the board members had perfect attendance so far in 2022.

4. Upcoming special events report:

Jan shared the special events calendar for 2022 noting that there were currently 48 separate events listed.

- B. **Discussion and make recommendation to City Council regarding the requested closure of North Main Street for the 2022 Texas Mamma Jamma Ride scheduled to be held on Saturday, September 17, 2022** – Chairman Moss

Chairman Moss invited those citizens who had signed up to speak and who had waited until the item came up on the agenda to come forward.

Jim Buzan (downtown property owner and co-owner of 74 Man Store) said he was supportive of special events but concerned about the adverse impact of Saturday events which close the streets. He asked how to maintain events while minimizing any adverse effects. He noted that the main problem seemed to be parking more than the road closure.

Julie Bennett (owner of Yipiokya) read the letter she'd sent to the Mayor and Council noting that the Mamma Jamma 2021 closed down Main Street between 4th and 5th Streets, displaced the Farmers Market from under the Pavilion, and was a disaster for her business. She said the problems were there was no parking available and the TPD presence with squad cars also deterred shoppers, and that the event's DJ was too loud. She asked that the event be relocated outside of the downtown and suggested Wilco Expo.

Jon Calvin (CEO, Lone Star Circle of Care) noted that the Mamma Jamma has been held for several years and that in 2021 it was relocated to Taylor. He described that 100% of the net proceeds raised by the Mamma Jamma Ride was used to run the Big Pink Bus which provides low/no cost mammograms for uninsured/underinsured women in Central Texas. He also said the goal was to help the downtown businesses and limit the adverse impact the ride might have on them. He also emphasized the importance of keeping all of the riders safe during the event. He felt that Heritage Square was the best location to use for the event. Mr. Calvin is open to looking at making improvements to the parking issue. He also was in favor of keeping Main Street closed while riders were on the roads but would work with merchants to find a way to help boost sales on the ride day.

CDR Jeff Lagrone (Taylor Police Dept.) stated that the Department's sole concern during the Mamma Jamma event was safety. The goal is to have no accidents nor malicious events taking place on ride day.

Chairman Moss then opened the discussion up to the Main Street board members:

Jeff Snyder asked the number of riders & volunteers (425 riders and 200 volunteers) and what was the number of cars associated with these people (between 300 to 600 vehicles). The ride coordinators notes that they did use the lots at Temple College and the DPS facility on ride day for volunteers and Big Wigs. Jeff asked that riders be told to park outside the central downtown district and that Cadence will help keep the downtown spaces open for shoppers.

Curie Humphries also noted that parking is a concern if the participants park downtown – suggested that they park on South Main Street and ride their bicycles to Heritage Square. She recognized that Heritage Square was the best venue for this event because it is beautiful, and its use allows DT Taylor to be shown off to visitors. She also asked about the possibility of holding the ride on a Sunday where the businesses would not be affected. Luke Allelo said that Saturdays were highly preferred by riders as Sunday church services would be impacted and riders would not have a day to recuperate before the work week if the ride was on a Sunday.

Erwin Stauffer echoed that parking was a central issue with the lack of shoppers on ride day last September.

Doug Moss noted the importance of finding appropriate off-street parking locations for use by riders and volunteers.

Luke Allelo (Cadence Sports) pointed out the pros of re-opening Main Street during the event: benefits to the City and downtown businesses while the cons were loss of the riders' experience of riding back to Heritage Square.

MOTION: To recommend to the City Council that City staff work with Cadence Sports and LSCC to develop a route which closes N. Main Street between 4th and 5th Streets until 9:00 am before opening the road; that route organizers will develop a route which allows a return to Heritage Square without requiring another hard closure of

North Main Street; and that City staff, Cadence Sports, and LSCC will work on developing off-street parking locations for riders and volunteers. D MOSS / J McRAE / UNANIMOUS

- C. Discussion and take possible action on the mural application presented by April Rector, owner of The Light House Boutique located at 105 W. 5th Street for a mural located on the west façade of that building.**

Jan presented a mural application from April Rector, owner of Light House Boutique (105 W 5th St) for a mural already partially installed on her building. Upon contacting Chris Cotter, the property manager for her building, staff learned that Ms. Rector does not have the permission by either the property owners (Jarrell & Shannon Boles) nor the property manager (Chris Cotter) to install a mural on that property.

MOTION: To deny the request for a mural permit presented by April Rector for the building housing her business, Light House Boutique, located at 105. W 5th Street.

E STAUFFER / J McRAE/ UNANIMOUS

- D. Discussion and provide feedback on the CoT parking space restriping project for downtown:**

Chairman Moss discussed the parking restriping plan with the board noting that any changes found in the plan would make our parking system easier for the driving public. He applauded the work done by Tom Yantis and Jacob Walker on this project.

MOTION: To support the proposed parking restriping plan presented by HDR. **J McRAE / C HUMPHRIES / UNANIMOUS**

- E. Receive update on OPEN Flag project – Jan Harris**

Jan reported that 16 OPEN flags had been installed and that there are 13 more awaiting installation. She noted that one business has declined the flag. No further action was required of the board at this time.

- F. Receive updates on Blackland Prairie Days Festival, consider authorizing Michael Craig's Mobile Music System to provide sound services for the event, and establish a committee to assist with planning the event – Ruth Rivera and Jan Harris**

1. Updates –

Sponsorships: We have received 7 sponsorships to date bringing in \$2,550 with an additional \$1,500 promised for a total of \$4,050.

Vendors: To date, we have 7 food vendors (one has yet to pay the fee), 8 arts & craft vendors, 3 non-profit vendors, 3 information only booths and 1 downtown brick & mortar business having a booth. Staff does not charge B&M businesses located in the Main Street district for a booth at City festivals. This has brought in \$2,325.00

2. Entertainment / Sound Services

Bands/Dance: We have the following performers: Kelley McRae (Americana), The undisKovered Band (country/rock), The Rian C Band (Hispanic/Tejano), The Chubby Knuckle Choir (R&B), and Ballet Folklorico (traditional Hispanic dance). Jan has been trying to obtain a response from the Band and Chorus directors from THS to have the Chorus and Jazz Ensemble perform as the opening acts and also the National Anthem. She has enlisted the school's principal in her efforts to speak with these directors so the acts can all be scheduled.

Sound Services: Jan sought 3 bids for sound services: Michael Craig's Mobile Music System (\$2,000 bid received), Lance Stacy Pro Sound (declined, already booked); and Boss Radio (Provided sound for Music on Main Concerts but did not respond).

MOTION: To accept the bid of \$2,000 to provide sound services Blackland Prairie Days by Michael Craig's Mobile Music System. E STAUFFER / J McRAE / UNANIMOUS.

3. **Planning Committee:** Jan requested that a committee be developed composed of board members and downtown business owners/staff to assist her with the planning for Blackland Prairie Days. A Breakfast Bites event will be held on March 30th at 8:30 am at El Corral Lozano to develop the committee and to discuss the MembershipWare project for promoting downtown businesses.

G. Receive update on the wayfinding signage projects – Jan Harris

Jan reported to the board that she has submitted a downtown map showing the locations of businesses which fit into the 3 categories chosen by the board for inclusion on the ma/directory (retail, restaurant/food service/bar, and personal service) and also provided a spreadsheet with each businesses' name, location, and business category to Mark Baker with SEC. No action was required by the board at this time.

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

Jan will work with the MembershipWare staff to start the Main Street Program's subscription this week.

I. Discuss items for upcoming agendas – Doug Moss

1. electing officers for 2022
2. Doug will present a draft of the presentation to City Council to the board
3. signage

V. ADJOURN:

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

Next Meeting Date: April 20, 2022

Respectfully submitted,



Jan Harris, Main Street Manager