

AGENDA

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on February 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.**

CALL TO ORDER AND DECLARE A QUORUM

CITIZEN COMMUNICATION

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.)

1. Review and approve minutes from the MSAB regular meeting held on January 19, 2022
– Doug Moss
2. Review and receive the financial reports from January 2022 - Doug Moss

REGULAR AGENDA:

Main Street Manager’s reports – Jan Harris:

- a. Manager’s Activity Report
- b. Main Street Business & Property Report
- c. Board Member Attendance Report
- d. Upcoming special events

Discuss and take action on removing the requirement that sign grants must be approved prior to a sign being installed.

3. Discuss and take action on the façade grant request – 421 N Main St for Brookshire Insurance -Tim Kriegerl

4. Discuss and take action on the signage grant request – 421 N Main St for Brookshire Insurance – Tim Kriegel
5. Discuss and take action on the signage grant request – 313 N Main St for Forty Six & Two – Jenn Griffith
6. Update on Blackland Prairie Days
 - a. Progress report
 - b. Discuss setting up committees to help with
 - i. volunteer recruitment
 - ii. obtaining sponsorships
 - iii.
7. Update on wayfinding signage and other downtown-related streetscape/hardscape projects – Jan Harris
8. Discuss topic, date, and location for DT Business Breakfast Bites meeting for March – Jan Harris
9. Discuss and take action on the MembershipWare Digital Map Project – Ashley Doss/Jan Harris
10. Receive progress report on the open flag project – Jan Harris
11. Review the FY-22 Work Plan to determine next steps with implementation – Jan Harris
12. Discuss items for upcoming agendas – Doug Moss

ADJOURN

Next Meeting Date: March 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 January 19, 2022. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Jan Harris Date: 2-11-2022
Jan Harris, Main Street Manager

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Consent Agenda - 1

Approve January Meeting Minutes

MEETING MINUTES

CITY OF TAYLOR, TEXAS

MAIN STREET ADVISORY BOARD

5:30 pm on January 19, 2022+9
Taylor City Hall Council Chambers

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: Ruth Rivera, Curie Humphreys, Jeff Snyder, John McRae, Ashley Doss, Erwin Stauffer, and Doug Moss

MEMBERS ABSENT: none

STAFF PRESENT: Jan Harris - Main Street Manager

GUESTS PRESENT: Adam Davenport and Keith Hagler

1. **CALL TO ORDER AND DECLARE A QUORUM:** Vice Chairman Stauffer called the meeting to order at 5:30 pm and noted that a quorum was present.
2. **CITIZENS COMMUNICATION:** None

CONSENT AGENDA:

1. **REVIEW AND APPROVE MINUTES FROM THE MSAB REGULAR MEETINGS HELD ON DECEMBER 15, 2022:**
MOTION: A motion was made to approve the November minutes as presented. E. Stauffer / R. RIVERA / UNANIMOUS
2. **RECEIVE THE FINANCIAL REPORTS FROM NOVEMBER 2021:**
MOTION: The board received the financial reports as information.

REGULAR AGENDA:

1. **MAIN STREET MANAGER'S REPORTS:**
 - a. **MANAGER'S ACTIVITY REPORT** – Jan reviewed her monthly activity report with the board.
 - b. **DOWNTOWN PROPERTY AND BUSINESS REPORT** – There were several properties leased since the last meeting: 111 Main St; 112 W 2nd St, Ste 202; 120 W 2nd St, Ste D; 210 W 2nd St, Ste 201; and 310 W Main St; Ste A. The following businesses opened since the December board meeting: The Flower Note, Graphismo, and Forty-Six & Two Apothecary. SRSLY Chocolate has closed – the business was sold to a buyer in south Austin.
 - d. **BOARD MEMBER ATTENDANCE REPORT** – Jan reviewed the attendance report with the board.

2. MURAL APPLICATIONS:

- a. **KEITH HAGLER – 200 PORTER STREET** – Artist Adam Davenport has been commissioned to paint 2 murals on the former Taylor Chevrolet dealership now used for Taylor Auto Credit Service Garage. One mural will depict the original neon sign for the business. The other will fill the original curved glass showroom window and will show classic Chevrolet cars in a realistic setting as though they were in a showroom window.

MOTION: To approve the Mural Application Form for 2 murals on the building at 200 Porter Street. C. HUMPHREYS / J. MCRAE / UNANIMOUS.

- b. **JAMES BUZAN – 407-B NORTH MAIN STREET** – Artist Adam Davenport has also been commissioned for a mural on the side of 407 N Main for 74 Man Store. The proposed design will feature the profile of a realistic bison with snow on his shoulders and back. This wall has been painted before and it is adjacent to the parking lot owned by Rick Northcutt.

MOTION: To approve the Mural Application Form for a mural located on the south-facing wall of 407 N. Main St. J MCRAE / C. HUMPHREYS / UNANIMOUS

3. **DETERMINE SPECIFICS FOR THE DOWNTOWN WAYFINDING SIGNAGE PROJECT:** The board decided to refer this item back to a committee made of Doug Moss, John McRae, and Curie Humphreys and empowered them to review clearer PDF documents to be sent by Mark Baker and to report their decisions back to the board and to the Planning Department.

4. **DISCUSS AND PROVIDE INPUT FOR THE 2022 ANNUAL ASSESSMENT FOR THE NMSC (FOR 2021 ACTIVITY):** Jan had sent copies of the assessment document to the board members in order to seek their input. She then reviewed the document with the board to determine their final recommendations for the final report.

MOTION: To allow staff to complete the Annual Assessment form with their input and to submit it to the State. D. MOSS / J. MCRAE / UNANIMOUS

5. **DISCUSS AND APPROVE THE 2022 TAYLOR MAIN STREET WORK PLAN** – Jan presented the board with their transformative strategies as developed at the October Board Retreat. She had put them into a format for easier tracking of progress throughout the year.

MOTION: To allow staff to finalize the Work Plan and submit it to the State Main Street Office as a part of the 2022 Annual Assessment. D. MOSS / A. DOSS / UNANIMOUS

6. **REVIEW THE BOARD MEMBER ACCOUNTABILITY AGREEMENT FOR 2022:** Jan presented the board with copies of the Member Accountability Agreement and reviewed it with them. The documents were signed by the individual members and co-signed by Chairman Moss. Jan will file these in the 2022 Main Street Program notebook.

7. **REVIEW AND APPROVE THE FINAL DOCUMENTS FOR THE SIGNAGE GUIDELINES PACKAGE** – The entire packet of information was provided to the board for their review: the Design Guidelines, information on registering for My Permit Online, the sign permit checklist, the Main Street Signage Reimbursement Grant package and application, and the Sign Ordinance. These will be placed on the City's website for use by business owners. Hard copies will also be available. Jan has ordered folders with 4 pockets for the various documents in the package.

MOTION: To approve the final Signage Design Guidelines Package as presented. J. MCRAE / E. STAUFFER / UNANIMOUS

8. **DIGITAL MAP PROJECT** - This item was tabled until the February meeting.

9. **OPEN FLAG PROJECT REPORT:** Jan reported that 14 complete agreement packages have been received. She will move ahead and have City staff install these flags.

10. Discuss items for the upcoming agenda:

- Report on progress with the Digital Map Project
- Open Flag Project report
- Wayfinding signage report
- Information on annual MSAB presentation to City Council
- Blackland Prairie Days event

11. Adjourn – MOTION: To adjourn the meeting until February 16, 2022 at 5:30 pm. J. SNYDER / R. RIVERA / UNANIMOUS.

Respectfully submitted,
Jan Harris – Main Street Manager

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Consent Agenda - 2

Receive the January financial reports as information

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 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	7,129.26	33,647.26	27.72	0.00	87,728.74
***	TOTAL EXPENDITURES ***	121,376.00	7,129.26	33,647.26	27.72	0.00	87,728.74
***	TOTAL PROFIT / (LOSS) ***	(121,376.00)	(7,129.26)	(33,647.26)	27.72	0.00	(87,728.74)

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

100-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: JANUARY 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	5,059.68	19,580.13	29.77	0.00	46,199.87
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	100.00	0.00	0.00	0.00	0.00	100.00
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	5,059.68	19,580.13	29.72	0.00	46,299.87
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	140.00	15.64	63.67	45.48	0.00	76.33
524-121	FICA SOCIAL SECURITY	5,050.00	527.05	1,672.27	33.11	0.00	3,377.73
524-122	WORKERS COMPENSATION	130.00	43.37	72.54	55.80	0.00	57.46
524-123	STATE UNEMPLOYMENT TAXES	162.00	141.67	141.67	87.45	0.00	20.33
524-124	RETIREMENT- TMRS	8,870.00	0.00	1,955.26	22.04	0.00	6,914.74
524-126	HEALTH INSURANCE	7,750.00	0.00	2,523.96	32.57	0.00	5,226.04
524-127	DENTAL INSURANCE	320.00	24.39	121.95	38.11	0.00	198.05
524-128	LONG TERM DISABILITY	200.00	0.00	65.76	32.88	0.00	134.24
524-129	VISION INSURANCE	50.00	3.96	11.88	23.76	0.00	38.12
* SUB-CATEGORY TOTAL *		22,672.00	756.08	6,628.96	29.24	0.00	16,043.04
<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	75.56	9.45	0.00	724.44
* SUB-CATEGORY TOTAL *		800.00	0.00	75.56	9.45	0.00	724.44
<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	75.00	585.00	41.79	0.00	815.00
524-143	MEMBERSHIPS AND DUES	1,325.00	535.00	1,210.00	91.32	0.00	115.00
524-144	SUBSCRIPTIONS AND BOOKS	1,824.00	391.00	1,190.34	65.26	0.00	633.66
524-146	TRAINING- TRANSPORTATION	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-147	TRAINING- LODGING	2,200.00	0.00	319.12	14.51	0.00	1,880.88
524-148	TRAINING- MEALS	850.00	0.00	56.25	6.62	0.00	793.75
* SUB-CATEGORY TOTAL *		9,349.00	1,001.00	3,360.71	35.95	0.00	5,988.29

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

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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	6,816.76	29,645.36	30.04	0.00	69,055.64

200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	171.25	320.31	32.03	0.00	679.69
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	0.00	0.00	0.00	0.00	100.00
* SUB-CATEGORY TOTAL *		1,750.00	171.25	485.06	27.72	0.00	1,264.94

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	0.00	0.00	0.00	17,000.00
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	0.00	0.00	0.00	19,100.00

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	171.25	485.06	2.33	0.00	20,364.94
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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	46.00	138.00	23.00	0.00	462.00
* SUB-CATEGORY TOTAL *		625.00	46.00	138.00	22.08	0.00	487.00

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

PAG 5

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	46.00	138.00	22.08	0.00	487.00
<u>400-EQUIPMENT OPERATIONS/MAINT</u>							
<u>OFFICE EQUIPMENT</u>							
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	46.07	315.31	31.53	0.00	684.69
* SUB-CATEGORY TOTAL *		1,000.00	46.07	315.31	31.53	0.00	684.69
** CATEGORY TOTAL **		1,000.00	46.07	315.31	31.53	0.00	684.69
<u>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
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	32.95	114.86	0.00	0.00	(114.86)
* SUB-CATEGORY TOTAL *		0.00	32.95	1,498.61	0.00	0.00	(1,498.61)
<u>FEES FOR SERVICES</u>							
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
<u>CONTRACT SERVICES</u>							
524-532	SOFTWARE MAINT/LICENSING	200.00	16.23	64.92	32.46	0.00	135.08
524-539	OTHER CONTRACT SERVICES	0.00	0.00	1,500.00	0.00	0.00	(1,500.00)
* SUB-CATEGORY TOTAL *		200.00	16.23	1,564.92	782.46	0.00	(1,364.92)
** CATEGORY TOTAL **		200.00	49.18	3,063.53	531.77	0.00	(2,863.53)

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 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>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
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
<u>*** CATEGORY TOTAL ***</u>							
		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
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
<u>*** CATEGORY TOTAL ***</u>							
		0.00	0.00	0.00	0.00	0.00	0.00
***	DEPARTMENT TOTAL ***	121,376.00	7,129.26	33,647.26	27.72	0.00	87,728.74
***	TOTAL EXPENSES ***	121,376.00	7,129.26	33,647.26	27.72	0.00	87,728.74
***	TOTAL PROFIT / (LOSS) ***	(121,376.00)	(7,129.26)	(33,647.26)	27.72	0.00	(87,728.74)
*** END OF REPORT ***							

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

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	0.00	0.00	0.00	17,000.00
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	2,460.00	27,214.00	52.84	0.00	24,286.00
450-	INTERFUND OPERATING T	39,600.00	0.00	9,900.00	25.00	0.00	29,700.00
***	TOTAL REVENUES ***	108,100.00	2,460.00	37,114.00	34.33	0.00	70,986.00
<u>EXPENDITURE SUMMARY</u>							
615-	CONTRIBUTE TO CIVIC P	108,100.00	3,176.54	48,955.87	45.57	300.00	58,844.13
***	TOTAL EXPENDITURES ***	108,100.00	3,176.54	48,955.87	45.57	300.00	58,844.13
***	TOTAL PROFIT / (LOSS) ***	0.00	(716.54)	(11,841.87)	0.00	(300.00)	12,141.87

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 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	0.00	0.00	0.00	17,000.00
330-236	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		17,000.00	0.00	0.00	0.00	0.00	17,000.00
<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 SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	6,000.00	2,460.00	3,081.00	51.35	0.00	2,919.00
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	0.00	0.00	0.00	0.00	14,000.00
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		51,500.00	2,460.00	27,214.00	52.84	0.00	24,286.00
<u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	20,000.00	0.00	5,000.00	25.00	0.00	15,000.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	1,250.00	25.00	0.00	3,750.00
450-365	TRANSFER FROM GENERAL FUND	14,600.00	0.00	3,650.00	25.00	0.00	10,950.00
** REVENUE CATEGORY TOTAL **		39,600.00	0.00	9,900.00	25.00	0.00	29,700.00
*** TOTAL REVENUES ***		108,100.00	2,460.00	37,114.00	34.33	0.00	70,986.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 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
<u>** CATEGORY TOTAL **</u>							
		0.00	0.00	0.00	0.00	0.00	0.00
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
615-232	FARMERS' MARKET	6,000.00	0.00	748.05	12.47	0.00	5,251.95
615-233	CITY SPONSORED EVENTS	5,225.00	0.00	2,000.00	38.28	0.00	3,225.00
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	30,554.86	123.42	300.00	(5,854.86)
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	25,000.00	0.00	0.00	0.00	0.00	25,000.00
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	0.00	34,458.16	51.28	300.00	33,016.84
<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)
<u>** CATEGORY TOTAL **</u>							
		70,275.00	0.00	41,240.71	59.11	300.00	28,734.29
<u>500-CONTRACT SERVICES AND FEES</u>							

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 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>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	0.00	1,575.25	3,875.39	0.00	0.00	(3,875.39)
*	SUB-CATEGORY TOTAL *	0.00	1,575.25	3,875.39	0.00	0.00	(3,875.39)
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	3,225.00	0.00	0.00	0.00	0.00	3,225.00
*	SUB-CATEGORY TOTAL *	3,225.00	0.00	0.00	0.00	0.00	3,225.00
**	CATEGORY TOTAL **	3,225.00	1,575.25	3,875.39	120.17	0.00	(650.39)
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
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>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	1,601.29	3,839.77	26.30	0.00	10,760.23
615-813	FACADE GRANT	20,000.00	0.00	0.00	0.00	0.00	20,000.00
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
*	SUB-CATEGORY TOTAL *	34,600.00	1,601.29	3,839.77	11.10	0.00	30,760.23
**	CATEGORY TOTAL **	34,600.00	1,601.29	3,839.77	11.10	0.00	30,760.23
***	DEPARTMENT TOTAL ***	108,100.00	3,176.54	48,955.87	45.57	300.00	58,844.13
***	TOTAL EXPENSES ***	108,100.00	3,176.54	48,955.87	45.57	300.00	58,844.13

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

PAG 5

FUND
 PROGRA

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
IS) ***	0.00	(716.54)	(11,841.87)	0.00	(300.00)	12,141.87

*** END OF REPORT ***

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda - 1

Main Street Manager's reports:

- a. Manager's Activity Report
- b. Main Street Business & Property Report
- c. Board Member Attendance Report
- d. Upcoming special events

Main Street Monthly Report for January 2022 activities

Community Outreach:

- Main Street Advisory Board Meeting – 1/19
- PAAB Public Arts Master Plan Work Session – 1/22
- Taylor Farmers Market Steering Committee – 1/10
- Chamber Tourism Committee – no Tourism Committee meeting
- Wayfinding Signage meeting – 1/12; 1/21; 1/26
- CoT Culture Committee meeting – 1/11
- CoT Quarterly Staff meeting – 1/31

Local Business / Owner Visits:

- Pre-App meeting with engineers for the 200 N Main renovation project
- TDA Webinar – Helping Small Businesses – 1/28

Event Planning:

- Blackland Prairie Day planning meeting – 1/7
- MLK Event Committee meeting – 1/11
- Mamma Jamma Bike Ride planning meeting – 1/12
- Taylor Pride planning meeting – 1/13

Required Reporting to State Main Street Office:

- Economic Development Report – 4th Quarter – submitted 1/10
- National Main Street Assessment Report for 2021 activities – submitted 1/21
- FY22 Main Street work plan submitted to State MS Office – 1/31

Film Friendly Taylor – December Film Events:

- No film events in January

Professional Development:

- TDA Outreach & Education Committee meeting – 1/11
- TDA Webinar – Helping Small Businesses – 1/28

Other Duties:

- Development Team Meetings – Every Monday at 9am
- 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:

- OPEN flag project progressing – flags delivered – working with installer to schedule

Upcoming Calendar of Events:

- Every Saturday 10am-2pm – Taylor Farmers Market – Heritage Square Pavilion
 - Feb 12 – 2nd Saturday – DT Taylor
 - Feb 17 – 3rd Thursday – DT Taylor
 - Feb 19 – 1st Annual Taylor Downtown Chili Cookoff Invitational – TBC, Black Sparrow & Good Strangers
 - Feb 25 – St. Mary’s School’s Cultura Vitae dinner event
 - Mar 12 – 2nd Saturday – DT Taylor
 - Mar 17 – 3rd Thursday – DT Taylor
 - Mar 19 – CTX Yellow Jacket Event & Car Show – Memorial Field
 - May 7 – Blackland Prairie Days – Downtown and Heritage Square
 - May 7 – General Election – City Hall

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

February 2022

	A	B	C	D	E	F	G
1							
2	PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	F ²	PRICE	STATUS
3	Rococo's Building	119-121 W. 3rd St	Richard Torres/Kelly Loessin	830-542-9353	9916SF	\$975,000	
4	Texas Historic Café Bldg	219-221 N Main St	Tony Gomes/Sloan Spaeth	512-656-4034	16,138SF	\$3,900,000	
5	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	
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	fmr E Jones office	109 W 3rd St	Tony Gomes	512-784+8712	980SF	\$1,600/mo	
9	Texas Historic Café Bldg	219-221 N Main St	Tony Gomes	512-784+8712	3,200SF	TBD	
10	fmr Boomers Advisory Group	408 W 2nd; Ste 2	Dapper Dog Ltd LLC/Robert Fischer		1517SF	\$675/mo	
11	fmr Southern Hospitality Restaurant	105 E 3rd St.	Cliff Olle/Julie Downs	(512) 365-8563	3300SF	\$1.35/SF	
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							
18							
19	NEW CONSTRUCTION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
20	None						
21							
22	NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	

TAYLOR MAIN STREET PROPERTY AND BUSINESS REPORT

February 2022

	A	B	C	D	E	F	G
23	Ironwood Industries	120 W 2nd St; ste A	Wells Mason	512-466-9577	design & fabrication studio	5	
24	Piper & Paul	111 N Main St	Stacey Sellers	432-599-2618	pet grooming	2	
25	Milestone Crossfit	310-A N Main St	Joe Rush	512-595-5055	gym	2	
26	Flake Bakery & Larder	103 W 5th St		512-643-5989	bakery		
27							
28							
29	NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
30	None						
31							
32	BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO		# EMPLOYEES LOST	
33	none					0	
34	BUSINESS EXPANDING	ADDRESS	OWNER	CONTACT INFO		# EMPLOYEES GAINED OR LOST	
35	None					0	
36	BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
37	Brookshire Insurance	421 N Main St	Tim Kriegel	512-208-5162	1611 Old Granger Road	0	

MAIN STREET ADVISORY BOARD

February 2022

MEMBER NAME	1/19/2022	2/16/2022	3/16/2022	4/20/2022	5/18/2022	6/15/2022	7/20/2012	8/17/2022	9/21/2022	10/19/2022	11/16/2022	12/21/2022	TOTAL MTGS CALLED	TOTAL MEETINGS ABSENT	Met Attendance Requirement per handbook
Doug Moss	P														
ErwinStauffer	P														
Jeff Snyder	P														
Ruth Rivera	P														
Curie Humphreys	P														
Ashley Doss	P														
John McRae	P														
EA = Excused Absence, per Chairman				A = Absent, not excused								P = Present at meeting			
Please Note:															
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member. The term "duly called meetings" includes all meetings of the board and all meetings of subcommittees of the board on which the public official serves. The Chairman of each Board, upon request by the Board's staff liaison or the City Clerk, shall forward to the liaison or City Clerk his/her opinion or reason for each member's absence over the 25% of the duly called meetings or more than two duly called meetings in any period of twelve (12) consecutive months. Final determination lies with the City Council.															

MONTH	DATE	NAME OF EVENT	PRESENTOR(S)
FEBRUARY			
	2/17/2022	3rd Thursday 1st Annual Downtown Taylor Chili	DT Businesses TBC, Black Sparrow, Good
	2/19/2022	Cookoff Invitational	Strangers
	2/25/2022	Cultura Vitae Dinner & Concert	ST Mary's School
MARCH			
	3/12/2022	2nd Saturday	DT Businesses
	3/17/2022	3rd Thursday	DT Businesses
		GTX Yellow Jacket semi-pro FB	CTX Yellow Jacket
	2/19/2022	team event & car show	coordinators & Robert Garcia
APRIL			
	4/9/2022	2nd Saturday	DT Businesses
	4/16/2022	Easter Egg Hunt	Main Street
	4/21/2022	3rd Thursday	DT Businesses
	4/21/2022	Music on Main Concert	PAAB
			New Century Club &
	4/22/2022	Cancer Survivors Celebration	Immanuel Luth. Ch
MAY			
	5/7/2022	Blackland Prairie Days	Main Street
	5/14/2022	2nd Saturday	DT Businesses
	5/19/2022	3rd Thursday	DT Businesses
	5/19/2022	Music on Main Concert	PAAB
		30-May Memorial Day Observance	City/Legion
JUNE			
	6/11/2022	2nd Saturday	DT Businesses
	6/11/2022	Pounds of Plenty	CoT/Moody Museum
	6/11/2022	Movie in the Park	P&R
	6/16/2022	3rd Thursday	DT Businesses
	6/16/2022	Music on Main Concert	PAAB
	6/19/2022	Juneteenth	CoT/Juneteenth Comm.
	6/25/2022	2nd Annual Taylor Pride	COT/Pride Comm
JULY			
	7/4/2022	July 4th Celeb & Fireworks	CoT/Legion
	7/9/2022	2nd Saturday	DT Businesses
	7/21/2022	3rd Thursday	DT Businesses
	7/21/2022	Movie in the Park	P&R
AUGUST			
	8/13/2022	2nd Saturday	DT Businesses
	8/13/2022	3rd Thursday	DT Businesses

	8/25/2022 Movie in the Park	P&R
SEPTEMBER	9/10/2022 2nd Saturday	DT Businesses
	9/11/2022 9-11 Parade & Commemoration	CoT
	9/15/2022 3rd Thursday	DT Businesses
	9/15/2022 Music on Main Concert	PAAB
	9/17/2022 2nd Mamma Jamma Bike Ride	DT Taylor/Heritage Square
	9/17/2022 KidFish	P&R
OCTOBER		
	10/4/2022 National Night Out	TBD
	10/8/2022 2nd Saturday	DT Businesses
	10/8/2022 Good Life 5/10K	Bull Branch Park
	10/20/2022 3rd Thursday	DT Businesses
	10/20/2022 Music on Main Concert	PAAB
	10/29/2022 MainStreet Car Show	Main Street/MSCS Comm
	Spooktacular - Scare on the	
	10/31/2022 Square	Main Street/Library
NOVEMBER		
	11/12/2022 2nd Saturday	DT Businesses
	11/17/2022 3rd Thursday	DT Businesses
	11/17/2022 Music on Main Concert	PAAB
DECEMBER		
	12/3/2022 Christmas Fair on the Square	Main Street
	12/3/2022 Christmas Parade/Tree Lighting	CoT/Taylor Ministerial Assn
	12/10/2022 2nd Saturday	DT Businesses
	12/10/2022 3rd Thursday	DT Businesses

LOCATION

DT Taylor
TBC, Good Strangers, & Black
Sparrow

school grounds

DT Taylor
DT Taylor

Memorial Field

DT Taylor
Heritage Square
DT Taylor
Heritage Square

Heritage Square

DT & Heritage Square
DT Taylor
DT Taylor
Heritage Square
Murphy Park

DT Taylor
Moody Museum
Heritage Square
DT Taylor
Heritage Square
Dickey-Givens Center
DT between N Main & Talbot
on W.2nd St

Murphy Park
DT Taylor
DT Taylor
Heritage Square

DT Taylor
DT Taylor

Heritage Square

DT Taylor

DT Taylor & Heritage Square

DT Taylor

Heritage Square

Mamma Jamma

Committee/Lone Star Circle of
Care

Bull Branch Park

TPD

DT Taylor

CoT/Good Life Comm

DT Taylor

Heritage Square

DT/Heritage Square

Heritage Square

DT Taylor

DT Taylor

Heritage Square

Heritage Square/City Hall

DT/Heritage Square

DT Taylor

DT Taylor

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 2

Proposed change to the Sign Grant

PROPOSED CHANGE IN THE SIGN REIMBURSEMENT GRANT PROGRAM

Staff proposes the following change to be made to the Signage Reimbursement Grant application:

to replace the bulleted requirement that “no grants will be awarded for work that has already been done” (bullet # 6 on pg. 1) with “grant applications for new signage will be considered within 3 months of the business receiving a City of Taylor sign permit.”

The Main Street board does not have official design review authority over new signage being installed within the Downtown Sign District for Taylor. All signage must be submitted for review by the planning staff for compliance with the City’s sign ordinance.

Main Street’s role with the Signage Grant is to: encourage business owners to spend more money on better signage because partial costs will be reimbursed by the grant.

Small business owners are eager to have their signage installed as rapidly as possible as their survival depends upon the consuming public knowing that they are open for business. The lag time caused by the schedule of monthly Main Street board meetings results in business owners deciding that it is more important to be open for business with a sign than to wait a month or more for the Main Street board to meet before installing their sign after being awarded a grant.

The MSAB should do all it can to assist new small business owners by helping them stretch their budgets by awarding grants for permitted signage.



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 property owners per building/business, and in some situations, tenants.
- **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.
- 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.
- 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 required 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.
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.
 - (b) The applicant must 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 (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.

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 3

Façade Grant Request:

421 N Main St – Brookshire Insurance

TAYLOR MAIN STREET
Façade Improvement Grant (FIG) Program Application

Please return completed the application with necessary attachments and signatures to the Main Street Office in Taylor City Hall. If you have any application questions, please contact the Main Street Manager at 512-352-3463.

Applicant Name <u>Tim Kriogel</u>	Date <u>1-16-22</u>
Business Name <u>Brookshire Insurance Co</u>	
Mailing Address <u>421 N. Main St.</u> <u>Taylor, TX 76574</u>	
Contact Phone <u>512-560-4319</u>	Email Address <u>Tim@BrookshireIns.com</u>
Building Owner (if different from applicant) <u>(same)</u>	
Historical/Current Building Name	
Project Site/Address <u>421 N Main St.</u>	

Type of Work: (check all that apply)

- | | |
|---|---|
| <p>☐ Paint Only</p> <p>☐ Masonry Cleaning/Paint Removal</p> <p>☒ Facade & Building Renovation</p> | <p>☐ Awning/Canopy</p> <p>☐ Uncovering/Replacing Windows</p> <p>☐ Other: _____</p> |
|---|---|

Details of planned improvements relating to grant request (attach additional information if necessary).

Restore Front Facade
Replace Soffit, Replace Fascia, Trim out
and Paint
Repair roof look seal wall flashing
Add lighting on facade

How will this project benefit Downtown?

Upgrade a deteriorating facade, Repair failing roof

Project Categories	Estimated Costs	Grant Requested
Facade/Building Rehab	3250	
Awning/Canopy		
Masonry Clean/Paint Removal		
Paint	1950	
Uncovering/Replacing Windows	1175	
Other: <u>Roof</u>	1470	
Totals <u>lighting</u>	1900	

TOTAL COST OF PROPOSED PROJECT

\$ 9,805.00

TOTAL GRANT REQUEST

(May not exceed 50% of TOTAL COST up to \$5,000)

\$ _____

List Contractors' Itemized Proposals and Total Amounts (please attach original proposals):

1. W & S Home Repair

2. Kruse Electric

3. _____

Attach all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building's exterior facade, roof and foundation.

[Signature]
Applicant's Signature

01/18/2022
Date

OFFICE USE ONLY:

Date completed packet was received: _____

DOWNTOWN REINVESTMENT GRANT AGREEMENT FORM

Please complete and return with the Façade Improvement Grant Application to the Main Street Office in City Hall; 400 Porter Street. If you have any questions, please contact the Main Street Manager at 512-352-3463.

Please place your initials where indicated so show you have read, understand, and agree to each statement.

I have met with the Main Street Manager, and I have read and fully understand the Façade Improvement Grant procedures established by the Taylor Main Street Advisory Board. TPK

I intend to use this grant program for renovation projects to advance the efforts of revitalization and historic preservation of Taylor's historic downtown. TPK

~~I have not received, nor will I receive insurance monies for this revitalization project.~~

TPK

I (or my Contractor) will apply for and receive all applicable permits for this project. TPK

I understand that if I am awarded a Façade Improvement Grant by the City of Taylor, any deviation from the approved project may result in the partial or total withdrawal of the grant. (If I am awarded a reinvestment grant for façade or awning work and the façade or awning 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 grant.) TPK

R. Brent Kiegele, Inc. dba Brookshire Insurance
Business/Organization Name (please write legibly)

[Signature] Timothy P. Kiegele 01/18/2022
Applicant's Signature Printed Name Date

[Signature] (same) Timothy P. Kiegele 01/18/2022
Building Owner's Signature (if different from applicant) Printed Name Date

This section is to be completed by Taylor Main Street staff:

Date considered by MS Mgr.

Recommendation

Staff Signature

*Date considered by Main Street
Advisory Board*

Recommendation

Chairman Signature

W & J HOME REPAIR AND CONSTRUCTION

JORDAN TALLEY

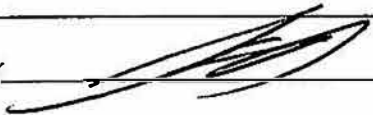
137 Canyon Oak Loop Georgetown, Texas 78633

512-365-5793

Name:	Brookshire Insurance Co	Date:	1-16-82
Address:	421 N. Main St		
City, State, Zip:	Taylor, Tx 70554	Phone:	657-3780

Sold By	Cash	C.O.D.	Charge	Return	Paid Out
QTY.	DESCRIPTION			PRICE	AMOUNT
	ReBuild Focade Framing damage from water damage, Termites				
	Replace Siding, Replace Focade, Trim				
	ReBuild Att Joists Framing Tie into Build			\$	3,250.00
	Repair Focade All New material 2 color scheme.			\$	1,950.00
	Repair/Replace Trim on Doors/Windows Repair Doors, Windows			\$	1,175.00
	Repair roof leak, seal wall flashing, Brick mortar, Seal rolled roofing			\$	1,470.00
	Add lighting on Focade Led spotlights Wiring on Timer.			\$	1,960.00
	Total			\$	9,805.00
— Payment DUE Upon Receipt —				TOTAL	

RECEIVED BY



THANK YOU!

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 4

Signage Grant Request:

421 N Main St – Brookshire Insurance

**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 R. Brent Krieger Inc. do Tim Krieger Date 01/18/2022
- ◆ Business Name Brookshire Insurance
- ◆ Mailing Address P.O. Box 830 Taylor, TX 76574
- ◆ Contact Phone 512-360-4319 Email Address tim@brookshireins.com
- ◆ Building Owner (if different from applicant) N/A (same)
- ◆ Building Name 421 N Main
- ◆ Building Address 421 N Main Taylor, TX 76574
- ◆ Description of sign/s and installation: (Includes signboards, projecting signs, and pedestrian signage)
1 Main Sign on Brick
1 Window Decal on Left Window

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

1. Art of the Signs => \$1,610
2. Cedar Park Signmen (don't come to Taylor)
3. Couldn't find any other sign company

- ◆ Total cost of proposed sign/s: \$1,610 + (Tax)

- ◆ Amount of Sign Grant requested: \$500 or 50/50 of cost.
(Maximum of \$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.

Applicant's Signature

Date

01/18/2022



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.

Brookshire Turance
Business Name

[Signature]
Applicant's Signature

01/18/2022
Date

[Signature]
Building Owner's Signature

01/18/2022
Date

Taylor Main Street Manager's Signature

Date

Taylor Main Street Advisory Board's Approval

Date

Date: December 23, 2021

Art Office Signs

EST. 1980

Location: 421 N Main St, Taylor

(1) Set 1" White Flatcut Acrylic
21" Tall @ \$1,310.00
+ Permit Acquisition Fee @ \$50.00
+ Permit

Plus Tax Installed

Art Approval

Signature

Date

Art Office Signs

HOUSTON OFFICE:

8406 Monrridge Houston, TX 77080
Phone: 713-862-2994 Fax: 713-862-2997

AUSTIN OFFICE:

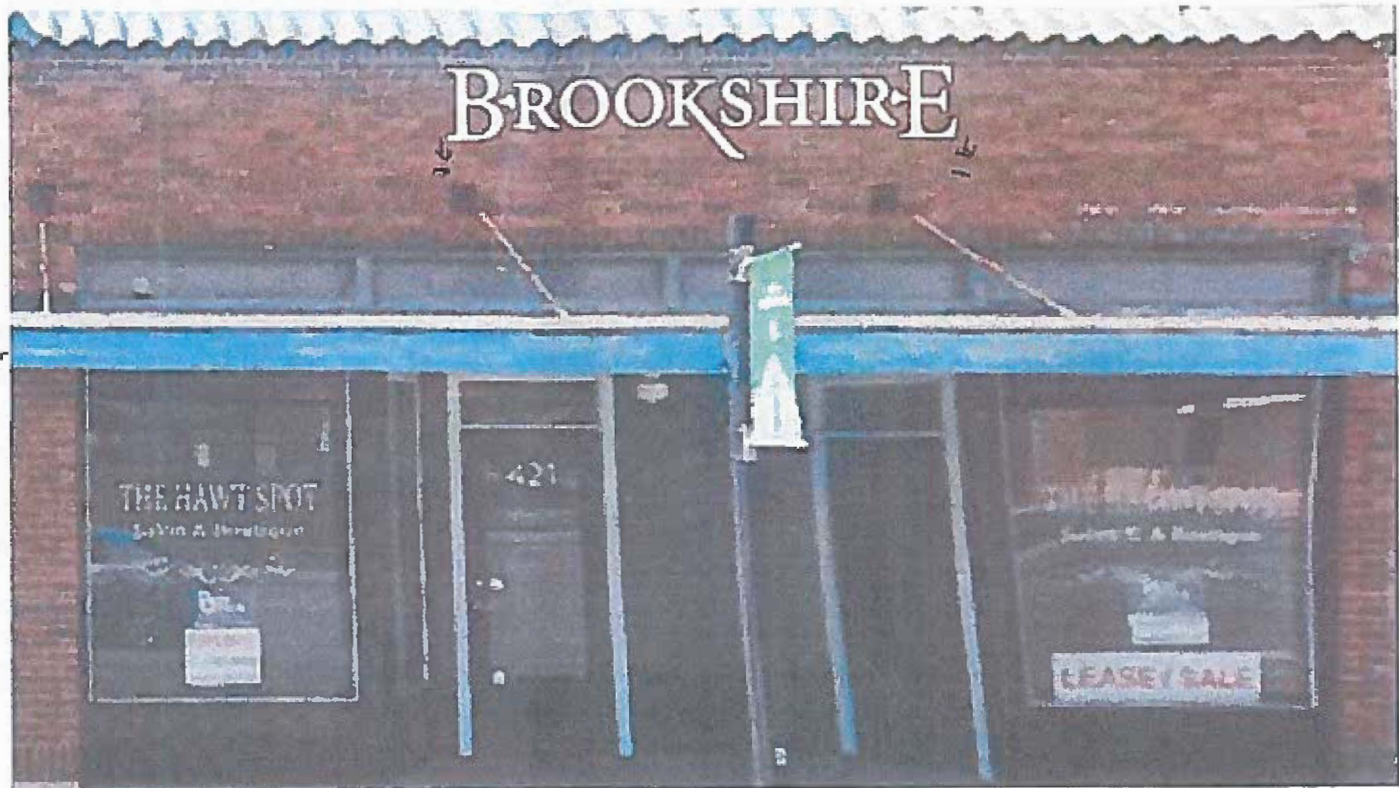
201 W. 2nd St. Taylor, TX 76574
Phone: 512-365-2010 Fax: 512-365-7210

SAN ANTONIO OFFICE:

5620 Randolph Blvd
San Antonio, Texas 78233
Phone: 210-731-0878

www.artofficesigns.com

Graphic Designer: Shannon Davis



21" Tall logo

Total \$ 1,700.00

NOTE: Images may not appear in full resolution. Colors may not appear accurate on your screen or office printer. Image edits vary depending on real world conditions.
Terms and Conditions are C.O.D (cash on delivery) unless otherwise noted.

Date: December 23, 2021

Art Office
Signs
EST. 1980

Location: 421 N Main St, Taylor

(1) Set White Cut Vinyl
on Window to right of door

Total:

\$250.00

Plus Tax Installed

Art Approval

Signature

Date

Art Office Signs

HOUSTON OFFICE:

9406 Montridge Houston, TX 77080

Phone: 713-862-2994 Fax: 713-862-2997

AUSTIN OFFICE:

201 W. 2nd St. Taylor, TX 76574

Phone: 512-365-2010 Fax: 512-365-7210

SAN ANTONIO OFFICE:

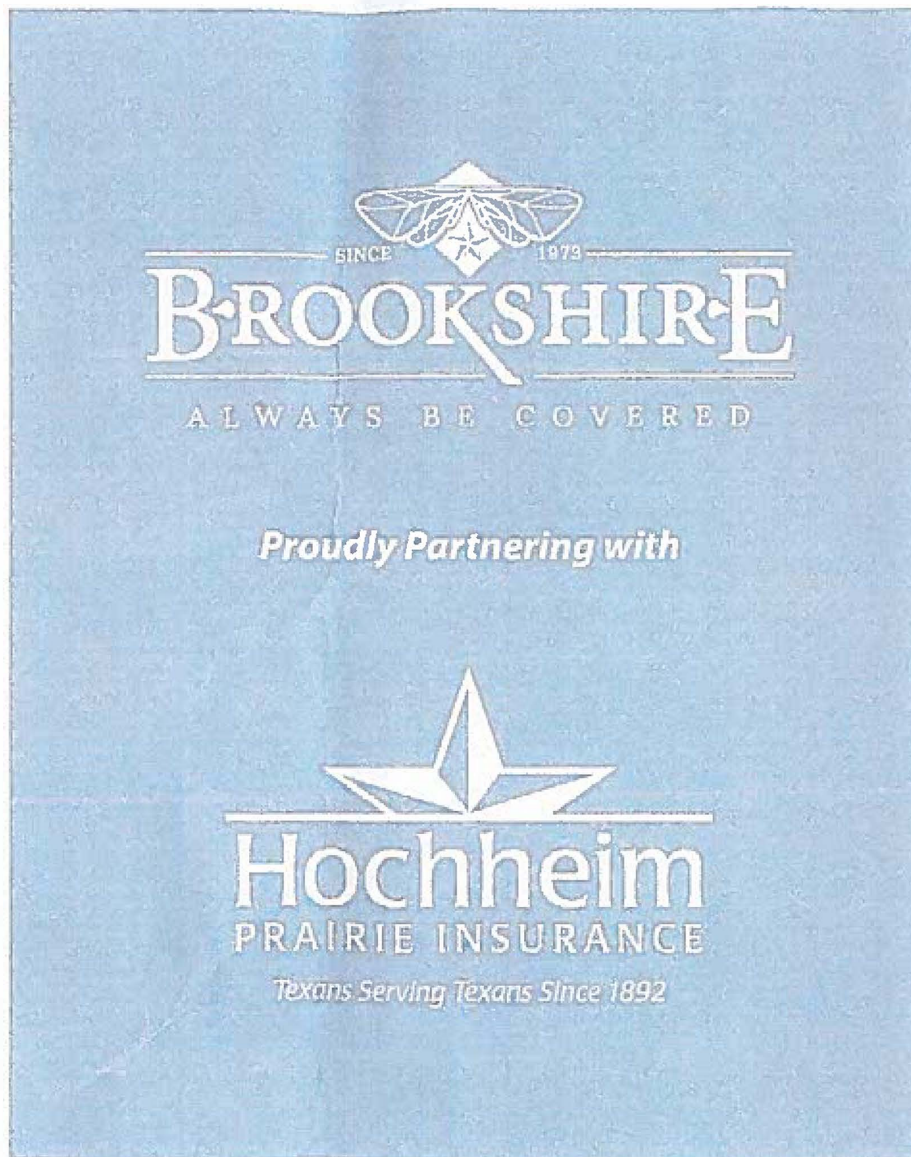
5620 Randolph Blvd

San Antonio, Texas 78233

Phone: 210-731-0878

www.artofficesigns.com

Graphic Designer: Shannon Davis



Window Dimensions: 79"x62.5"

NOTE: Images may not appear in full resolution. Colors may not appear accurate on your screen or office printer. Image edits vary depending on real world conditions.
Terms and Conditions are C.O.D (cash on delivery) unless otherwise noted.

Sign Permit Application Information

Name Tim Kigel c/o Brookshire Insurance
Mailing Address P.O. Box 820 Taylor, TX 76574
Telephone Number 512-560-4319 Email Address tim@brookshireins.com

If the Applicant is a tenant, the property owner must agree to and sign the following:

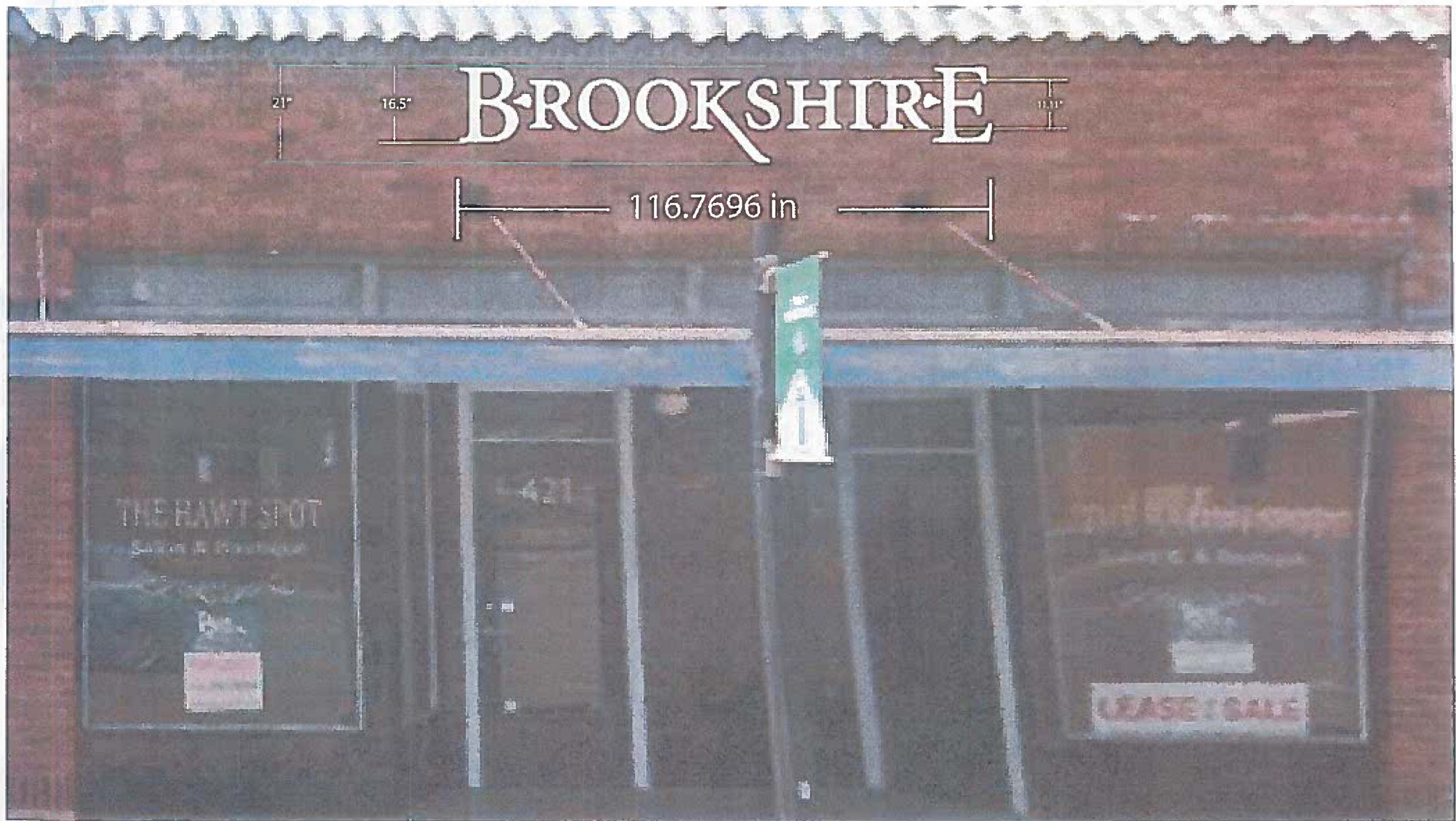
I hereby grant permission for the construction, operation, maintenance, modification, or display of the proposed sign or sign structure as described in this application.

J.H. president 01/10/2022
Signature of Property Owner Date

Printed Name of Property Owner R. Brent Kigel Inc

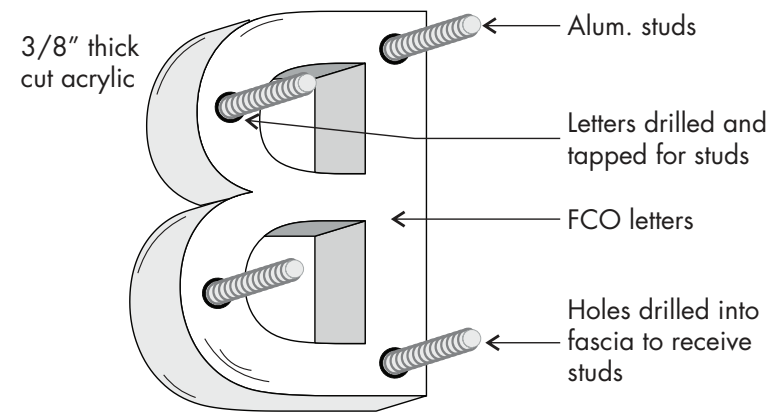
Telephone Number 512-560-4319 Email Address tim@brookshireins.com

J.H. president





This is
going
on
Left
Window
YJ



3/8" thick cut acrylic
Typical FCO Stud Mounted Letter

Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 5

Signage Grant Request:

313 N Main Street – Forty Six & Two

Rec'd 11/17/2022



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 Jenn Griffith Date 12-31-2021
- ◆ Business Name Forty Six & Two
- ◆ Mailing Address 313 N. Main St Taylor
- ◆ Contact Phone 512-970-5130 Email Address info@46and2tx.com
- ◆ Building Owner (if different from applicant) Ian Reddy
- ◆ Building Name ?
- ◆ Building Address 313 N. Main St Taylor
- ◆ Description of sign/s and installation: (includes signboards, projecting signs, and pedestrian signage)

front of store above doors - to fit
inside of the black trim - ~~wood~~ sign to
be installed to fit there

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

1. ~~Art Office Signs~~ - Taylor
2. _____
3. _____

◆ Total cost of proposed sign/s: \$700 + permit fee

◆ Amount of Sign Grant requested: \$350? (do you pay half of permit too?)
(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.

Jenn Griffith
Applicant's Signature

1-8-22
Date

Date: December 14, 2021



Location: 313 N Main St
Taylor, TX 76574

(1) 23.75"x189.5" Alupanel
@ \$350.00

+ Lift @ \$300.00
+ Permit Acquisition Fee @ \$50.00
+ Permit @ ?

Plus Tax Installed

Art Approval

Signature

Date

Art Office Signs

HOUSTON OFFICE:

9406 Montridge Houston, TX 77080
Phone: 713-862-2994 Fax: 713-862-2997

AUSTIN OFFICE:

201 W. 2nd St. Taylor, TX 76574
Phone: 512-365-2010 Fax: 512-365-7210

SAN ANTONIO OFFICE:

5620 Randolph Blvd
San Antonio, Texas 78233
Phone: 210-731-6678

www.artofficesigns.com

Graphic Designer: Shannon Davis



Measurements Confirmed!

NOTE: Images may not appear in full resolution. Colors may not appear accurate on your screen or office printer. Image edits vary depending on real world conditions.
Terms and Conditions are C.O.D (cash on delivery) unless otherwise noted.



DEE'S BOUTIQUE & FLORIST



Main Street Advisory Board

February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 6

Update on Blackland Prairie Days

BLACKLAND PRAIRIE DAYS – 2022

1. Date: Saturday, May 7th from 10 am -4 pm
Streets closed from 7 am – 5 pm

Complication: May 7th is the date for the General Election – must keep the parking lot open for voters
2. Layout:
 - Street Closures: Close N Main from 5th to 2nd – (W 5th remains open)
Close 5th from N Main to Washburn
Close 4th from Talbot to Porter
Close 3rd from Talbot to Washburn
 - Engineered drawings are in the works – no charge for this service
 - Only 1 stage this year – Heritage Square
3. Budget:
 - City provides \$10,000 to run the event all additional funds must be raised by vendor fees and sponsorships
 - We are responsible for paying for equipment and personnel from other City departments
4. Music:
 - 2019 music budget was \$1,800 (5 acts)
 - 2022 keep budget at or under \$2,000
5. Sound Services:
 - Seeking bids from Michael Craig and those companies used for Music on Main
 - 2019 budget for sound - \$1,800 (for 2 stages)
6. Vendors:
 - 2019 fees: \$75 for food & arts/craft booths; \$50 for non-profit
 - 2022 fees: \$100 for food & arts/craft booths; \$75 for non-profit
 - arts/craft & non-profit booths are placed on N Main Street from 4th to 2nd Streets
 - food vendors will be lines up on 5th from N Main to Porter (were on N Main between 4th & 5th Streets but the generators were a negative for DT businesses (noise & smell)
7. Farmers Market:
 - 2019 – the Market was in the City Hall parking lot (it was much smaller then)
 - 2022 – place the Market on N Main between 4th and 5th Streets (great location between the main vendors and the food)
8. Kid's Activities:

- put petting zoo and ponies under the pavilion as they need shade and access to water
- 2019 – ponies & petting zoo cost \$2,500 – have not received a price for 2022 – may be cost prohibitive – but it was very popular and brought out the crowds
- train ride will run around the parking lot
- 2019 cost was \$680
- 2022 – costs is \$700

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
1									
2	EXPENDITURES:								
3	DATE	COMPANY	CONTACT	PURPOSE	AMOUNT	PD Y/N	PO #	BALANCE	COMMENTS
4									
5				Sound System					
6	2/9/2022	Honey Buckets	Caryn Dobbs-Smith	Porta Loos	\$1,025.00				
7	2/9/2022	Mobile Comm. America	Manny Artega	Radios	\$200.00				
8				T-shirts (100)					
9				Entertainment - Music					
10				Event Banners	\$220.00				
11				Stage Banners	\$150.00				
12				All Aboard Fun Train	\$700				
13				Entertainment – Ballet Folklorico					
14		Taylor Press	Jason H	Adverts – Taylor Press	\$800.00				
15		KTAE	Michael Craig	Radio Spots	\$400.00				
16		KOKE	Peggy McCormick	Radio Spots	\$685.00				
17		CoT - PIO	Kendra Dubee	Promo - Facebook	\$300.00				
18		CoT – PW	Brett Bachmayer	Cones	\$200.00				
19		CoT – PW	Brett	Barricades	\$50.00				
20		CoT -TKO	Brett	Signs	\$1,750.00				
21		CoT – PW	Brett	2 Message Boards	\$800.00				

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
22		CoT – PW	Jim Gray	OT for personnel	\$2,700.00				
23		CoT – PW	Brett	Equipment	\$2,000.00				
24									
25		Taylor PD	CDR Lagrone	TPD Coverage	\$4,000				
26									
27					\$16,680.00				
28									
29	INCOME:								
30	DATE	COMPANY	CONTACT	PURPOSE / LEVEL	AMOUNT	PAID Y/N	CHECK #	BALANCE	COMMENTS
31		Durcon	Nellie Zurtuche						
32		DR Horton							
33		Citizens National Bank	Debroah Parker						
34		City National Bank	Trish Littlejohn						
35		Nyle Maxwell CDJR of Taylor	Steve David						
36		Covert Ford Hutto	Mark Gill						
37		United Ag & Turf	David Crouch						
38		Condra Funeral Home	Lora Kropp						
39		Williamson County Grain							
40		Taylor Rodeo Assn							
41		Taylor Auto Credit	Keith Hagler						

2022 BLACKLAND PRAIRIE DAYS
INCOME EXPENDITURES

	A	B	C	D	E	F	G	H	I
42		Brasfield Real Estate	Bo & Donna Brasfield						
43		Cornerstone Realty	Sharla Gola						
44		Re/Max Associates Group	Debbie Kovar						
45		Patschke & Patschke Real Estate	A.P. Patschke						
46		The Real Estate Social	Syrissa Dominguez						
47		Keller Williams Real Estate	Shane Polach						
48		Shiner Beer							
49		Best Western							
50		Holiday Inn	Dianna Phillips						
51		Pecan Manor	Jo Anna McGinnis						
52		HEB							
53		TX Comfort Air	Mark Scarborough						
54		Lucky Duck	Shana Whitely						
55		Lone Star Circle of Care	Marion Martin						

2019 BLACKLAND PRAIRIE DAYS BUDGET

\$10,000.00

DATE	COMPANY	PURPOSE	AMOUNT	PAID Y/N	CHECK #	BALANCE
	EXPENSES:					
	Michael Craig	Sound System	\$1,800.00			\$8200.00
	Brett	Barricades	\$ 1,475.00			\$6275.00
	Ballet Folklorica	Entertainment	\$300.00			\$6425.00
	Chubby Knuckle Choir	Entertainment	\$300.00			\$6125.00
	Debonaires	Entertainment	\$600.00			\$5525.00
	Undiscovered Band	Entertainment	\$300.00			\$5225.00
	Czech Band	Entertainment	\$300.00			\$4925.00
	L&M Enterprise	Petting Zoo/Pony Rides	\$ 2,500.00			\$2425.00
	All Aboard Fun Train	Train	\$ 680.00			\$1745.00
	Amy's Honey Pots	Porta Potties	\$ 885.00			\$860.00
	United Rentals	Tent for Judy	\$871.41			(\$11.41)
	(something)		\$127.80			(\$139.21)
	(something)		\$311.00			(\$450.21)
		Banners	\$252.60			(\$702.81)
	(something)		\$208.87			(\$911.68)
	(something)		\$77.70			(\$989.38)
	Austin Magazine	Ad	\$ 350.00			(\$1339.38)
	Michael Craig	Radio	\$ 400.00			(\$1,739.38)
					EXPENDITURES:	\$11,739.39
	INCOME & SPONSORSHIPS					
	SPONSORS:					
	City National Bank	Sponsor	\$250.00			\$250.00
	Citizens National Bank	Sponsor	\$250.00			\$500.00
	DR Horton	Sponsor	\$1500.00			\$2,000.00
	Shiner Beer	Sponsor	\$ 350.00			\$2,350.00
	Durcon	Sponsor	\$1,500.00			\$3,850.00
	Main Street	Petty Cash	\$ 300.00			\$4,150.00
	Nyle Maxwell	Sponsor	\$ 500.00			\$4650.00
	VENDOR FEES:		\$1,955.00			\$6,605.00
	T-SHIRT SALES		\$120.00			\$6,725.00
					INCOME:	\$6,725.00
	Total income available:	\$16,725.00				
	Total expenditures:	(\$11,739.39)				
	FINAL TOTAL:	\$4,985.61	** Does not	Incl.	CoT Expenses!	**



HISTORIC DOWNTOWN TAYLOR ** Saturday, May 7, 2022 ** 10AM - 4PM

It's that time again! Spring has almost sprung, and it's time for Blackland Prairie Days! Because COVID kept us from having our downtown festival for 2 years, we are more excited than ever to welcome everyone back to beautiful downtown Taylor.

Blackland Prairie Days will be held in the heart of our Historic Downtown District on Main Street and in Heritage Square Park. We are closing Main Street from 2nd to 5th Streets and 3rd and 4th Streets from Talbot Street to Porter Street, giving us plenty of room to spread out and showcase our downtown businesses and beautiful historic buildings.

Sponsorship in Taylor's Blackland Prairie Days is a wonderful way to support your community and promote your business. All proceeds from the festival go to the Taylor Main Street program for revitalization activities for our downtown area, including historic preservation, business promotion and economic development. It's also a fantastic way to demonstrate your support in a very visible way and take advantage of potential marketing opportunities for your business or organization.

We hope you will consider being a Festival sponsor this year. We appreciate your support and look forward to collaborating with you to help make this year's Blackland Prairie Days a tremendous success.

Taylor's Blackland Prairie Days Committee contact information:

Jan Harris, Main Street Manager (O) 512-352-3463; (C) 512-365-4041;
jan.harris@taylortx.gov





HISTORIC DOWNTOWN TAYLOR ** Saturday, May 7, 2022 ** 10AM - 4PM

You are invited to be a 2022 Festival Sponsor!

LOCATION: Historic Downtown Taylor - Main Street from 2nd to 5th Streets and 3rd and 4th Streets from Talbot Street to Porter Street and in Heritage Square Park

DATES/TIMES: Saturday, May 7, 2022 | 10 a.m. – 4 p.m.

ATTENDANCE: Estimated to be 3,000 +

AUDIENCE: Family event to include all ages from the Central Texas region.

ACTIVITIES: Traditional family festival with fun-filled activities throughout the day featuring unique shopping at arts & crafts booths, entertainment on two stages and plenty of festival food. Children's activities including pony rides, petting zoo, and much more!

MARKETING OPPORTUNITIES: Radio, print and website coverage (Partnership sponsor level)
Sponsorship banner placements opportunity
On-site signage provided by Festival
Podium recognition throughout the day
Booth/exhibit space

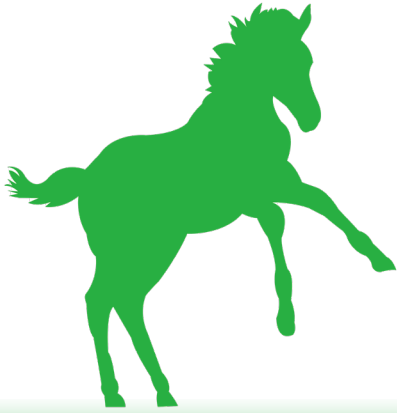
PROMOTION IDEAS: Product sampling and sales
Database development (register to win)
Contests/Promotions /Premium Incentives/Coupons/Bounce Backs
/Cross-Promotions/Sponsor Partnerships

ALL SPONSORSHIPS SUPPORT THE TAYLOR MAIN STREET PROGRAM'S EFFORTS TO STRENGTHEN AND GROW OUR DOWNTOWN BUSINESS COMMUNITY!

Contact: Jan Harris, Main Street Manager| (O) 512-352-3463; (C) 512-365-4041

jan.harris@taylortx.gov

2022 BLACKLAND PRAIRIE DAYS SPONSORSHIP LEVELS



\$1,500 & Up

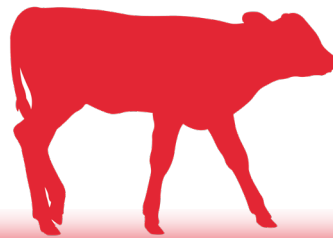
Sponsors:

- Stage
- Entertainment

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Free booth space for sponsor's business.
- Hourly sponsorship recognition will be announced throughout the day.
- Listing on website.

FOAL



\$1,000 - \$1,500

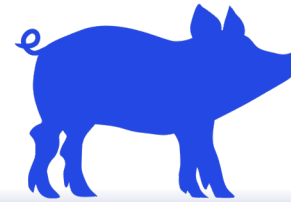
Sponsors:

- Children's Area
- Porta Potties

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Free booth space for sponsor's business.
- Sponsorship recognition will be announced throughout the day.
- Listing on website.

CALF



\$500 - \$1,000

Sponsors:

- Petting Zoo
- Pony Rides
- Train Rides

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Sponsorship recognition will be announced throughout the day.
- Listing on website.

PIGLET



\$250-500

Sponsors:

- Sponsorships will be combined with others to fund areas as needed.

You receive:

- Sponsorship recognition will be announced throughout the day.
- Listing on website.

CHICK



HISTORIC DOWNTOWN TAYLOR ** Saturday, May 4, 2019 ** 10AM - 4PM

SPONSORSHIP FORM

Name: _____

Company name: (As it would appear on signage)

Brief commercial about your business to be announced during event:

Owner/Manager Signature: _____

Address: _____

Phone: _____ Alternative Phone: _____

Sponsorship level: _____ Check enclosed: \$ _____

Please send in application and sponsorship fee no later than Friday, April 1, 2022 to have your company name on our promotional materials.

Credit card payments for sponsorships are accepted by phone for a \$3.00 fee or make check payable and mail to: **Taylor Blackland Prairie Days; 400 Porter Street; Taylor, TX 76574**

For additional information, contact Jan Harris, Taylor Main Street Manager, (O) 512-352-3463; (C) 512-365-4041; or email jan.harris@taylortx.gov

Send forms and checks to: **Taylor's Blackland Prairie Days**
400 Porter Street
Taylor, TX 76574



Main Street Advisory Board
February 16, 2022

Agenda Item Cover Sheet

Regular Agenda – 7

Update on wayfinding signage & other DT streetscape projects

Wayfinding Signage Project Meeting with Main Street Subcommittee
Wednesday, January 26, 2022

Present: Doug Moss, John McRae, Ashley Doss, and Jan Harris

The order of the top three projects was changed to:

#1 – P-1 – Pedestrian Directional Signage –

- The committee preferred design A.
- Relocate the sign on W 2nd to either mid-block near Louis Mueller BBQ or at the NW corner of W 2nd and Talbot Streets
- They suggested that the designer find a way to make the supporting columns less prominent – closer to the body of the sign itself, two supporting legs under the sign (not outside of it), or a single supporting pole.
- One side of the sign would have the map of downtown with numbers/letters to coordinate with a directory below the map – it was thought that a small map showing the entirety of Taylor – especially the park system be put in the bottom corner of the DT map - or
- The other side of the sign could have a map of Taylor with the eight noteworthy sites (see below) highlighted. Below this map, there could be permanent photos of Taylor – they felt the posters, events suggested by staff for this space might become outdated so they should not be included.
- The committee did not like the center bar on the lower portions of the sign – find a way to make the door open from the far left/right or above.
- Incorporate a QR code which would direct shoppers to the digital map project on the Main Street’s portion of the City website as the map with business directory can and will become outdated in between quarters when it will be replaced.
- The map’s directory should include personal service, retail, restaurant/food service businesses like the OPEN flags.
- There should be no charge. Ashley pointed out it is difficult enough to get merchants to pay \$10 for a Facebook advert.

#2 – V-1.1 – Banner – No Directional on Cobra Head Lights – preference for black arms/hardware rather than white

#3 – V-2.1, 2.2 & 2.3 – Banner & Directional on Hwy Light Pole –

- The committee was in favor of doing this as a 3rd priority if they can be done correctly.
- They are concerned that the project would end up looking ridiculous because there wouldn’t be enough directional signs. (The sign on W 2nd shows Amtrak with an arrow – the question was, when would the driver know to turn right to get from 2nd St to the station if there were no additional signs?)
- They would only agree to this if it was part of a comprehensive signage package. If there are only three of these poles, they felt that 20 additional signs would be needed on the period poles to clarify where the 3 directional signs were sending people. *

*Staff pointed out that the packet did have the option to replace some existing small banners on the period poles with signage but at the December meeting, the board decided these would be too small to read. But that is an option.

However, if the #3 choice was to be implemented, the following sites should be included on the V-2.1-3 signs (depending on their location) as noteworthy sites:

Public Library	City Hall
Amtrak Station	Historic Downtown Taylor
City Hall public parking lot	Heritage Square
Post Office	Skatepark

ESTIMATED CONSTRUCTION COST		PROJECT NAME:	City of Taylor Downtown Projects		
		PROJECT LENGTH/LIMITS:	Downtown City of Taylor		
		PROJECT DESCRIPTION:	Summary of Downtown Projects		
I. CONSTRUCTION ITEMS		TOTAL PROJECT COSTS		SUBTOTALS	% OF TOTAL
Priority Projects					
1	Downtown Wayfinding Sign System Plan Project*	\$ 307,490.00		\$ 307,490	48%
2	Downtown Streetscape Project*	\$ 81,208.67		\$ 81,209	13%
3	Downtown Striping Project	\$ 128,714.00		\$ 128,714	20%
4a	Downtown Master Plan Implementation - NW Corner of 2nd St. & Main St.	\$ 128,700.00		\$ 128,700	20%
I. TOTAL DOWNTOWN PROJECT COSTS		\$ 646,113		\$ 646,113	100%
Alternative Projects					
4b	Downtown Master Plan Implementation - 2nd Street - North Side From Talbot St. to Main St.	\$ 530,858.00			
5	Porter Street Improvement Project	\$ 1,336,000.00			
*Estimate provided by SEC Planning. This estimate represents our engineering judgment as professionals knowledgeable with the construction of similar projects. This estimate is for planning and programming purposes only and does not guarantee what actual construction costs will be.					

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Breakfast Bites for March

MARCH 2022 BREAKFAST BITES

1. Determine location –
 - Cannot use auditorium as the noise bothers the Planning & Codes Staff
 - Library? Bring in breakfast food
 - El Corral Lozano? Pre order breakfast taco selection?
 - Where else?
2. Topic?
 - If MembershipWare project is in play, could discuss that with them
 - How to make DT Festivals & Events work for your businesses
 - Can people find your business online and on Google?
 - Navigating the City's permits requirements
 - What else?
3. Date?

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MembershipWare digital map project

MembershipWare:

Available Options...

1. Directory Plan, \$29/ mo – cost incurred for FY 22= \$203.00

What's included?

1. Map and Directory of your Main Street: Business info, logos, social links, Street POI's, Parking/ Restrooms, Building History, Virtual Tours, Advertising, & more!
2. Unlimited updates & ability to maintain the directory yourself
3. Showcase landing page, plug in module, and limited access to our Showcase website (specifically, you will have access to just the directory page)

3. Full Showcase Website & Modules, \$59/ mo – cost incurred for FY 22 = \$413.00

What's Included?

1. Access to our full showcase site: Home, About, Explore, Events, News, and Properties
2. Option to plug modules into an existing website: Directory, Events, News, Properties
3. Advertising on any webpage
4. Optional*** Member App for Main Street Business Owners

4. Custom Domain Add on, Additional \$10/ mo - cost incurred for FY22 = \$70.00

Staff recommendation: Full Showcase Website & Modules plus Custom Domain Add-on

\$69/month – total costs incurred for FY22 = \$483.00

Total cost for FY 23 = \$780.00

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Open Flag Project

OPEN FLAG PROJECT:

Staff is working with Building Maintenance Superintendent Rick Jones to get on his schedule to install the flag brackets.

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FY Work Plan



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

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Upcoming Agenda Items