

MEETING MINUTES

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.

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: None

1. **CALL TO ORDER AND DECLARE A QUORUM:** Chairman Moss called the meeting to order at 5:33 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 JANUARY 19, 2022**
MOTION: A motion was made to approve the January minutes as presented. STAUFFER / DOSS / UNANIMOUS
2. **RECEIVE THE FINANCIAL REPORTS FROM JANUARY 2022:**
MOTION: The board received the financial reports as information. No action was necessary.

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** – Jan pointed out that she has divided Incoming Businesses into Incoming Businesses and New Businesses Open as several incoming businesses are having to do extensive renovations on their properties before actually opening their doors. Tim Kriegel has subdivided his building at 421 N Main into 2 spaces: 421-A will house Brookshire Insurance and 421-B will house Julie Downs' new realty office Tierra Grande Real Estate. Other new businesses coming online include Ironwood Industries (120 W 2nd St, Ste A), Piper & Paul Dog Grooming (111 N Main St), and Milestone CrossFit (310-A N Main St.).

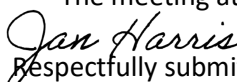
- c. **BOARD MEMBER ATTENDANCE REPORT** – Jan reviewed the attendance report with the board.
 - d. **Upcoming Special Events:** Jan provided a list of special events in Taylor as they are currently on the books for 2022. There are 51 events on the calendar so far and the majority of them will be held in the downtown area.
2. **DISCUSS AND TAKE ACTION ON REMOVING THE REQUIREMENT THAT SIGN GRANTS MUST BE APPROVED PRIOR TO A SIGN BEING INSTALLED:**
Jan presented a proposed change to the sign grant program as businesses had complained that it was difficult for them to wait for the MSAB met before being able to install signs when they were ready to (or already) open for business. The MSAB does not have any regulatory powers nor are their design guidelines beyond those the board has developed that support the sign ordinance as currently written. The Codes Department reviews all signs and rules on their compliance with the sign ordinance. She pointed out that Main Street’s role with the signage grant is to encourage business owners to spend more money on better signage as the end cost will be offset by the grant.
MOTION: To keep the requirement that a signage grant be approved prior to a sign being installed in the grant application. McRAE / HUMPHRIES / UNANIMOUS
3. **DISCUSS AND TAKE ACTION ON THE FAÇADE GRANT REQUEST: 421 N MAIN STREET FOR BROOKSHIRE INSURANCE BY TIM KRIEGL:** Mr. Kriegel was requesting a grant for façade and building renovation work on his property. The following work was planned: reframe the front façade; replace soffit and fascia and trim out and paint; repair the roof leak and seal wall flashing and add lighting on the façade. The project is estimated to cost \$9,805.00 – 50% of that amount is \$4,902.50.
ACTION ITEM: To require both the applicant and the contractor to appear at the MSAB meetings when a grant is considered.
MOTION: To approve the request for a façade grant assuming the applicant can provide more information regarding the fascia of the canopy and how the new work will maintain the building’s historic character; better understand the exposed ceiling of the canopy; and to provide more detail on lighting to reflect the building’s historic character. MOSS / DOSS / UNANIMOUS
4. **DISCUSS AND TAKE ACTION ON THE SIGNAGE GRANT REQUEST: 421 N MAIN STREET FOR BROOKSHIRE INSURANCE BY TIM KRIEGL:** Mr. Kriegel is requesting a grant for wall and window signage. The contractor is Art Office Signs. The wall sign is 1” white flat cut acrylic letters 21” tall costing \$1,310.00. The window sign is white cut vinyl applique costing \$250. The total cost of the project is \$1560.00 – 50% is \$780.00.
MOTION: To approve the grant request - the wall sign is approved as presented. To approve the design and context of the window sign but the board would prefer the window sign be hand painted. MOSS / RIVERA / UNANIMOUS
5. **DISCUSS AND TAKE ACTION ON THE SIGNAGE GRANT REQUEST: 313 N MAIN STREET FOR 46 & 2 BY JENN GRIFFITH:**
ACTION ITEM: Obtain proof that the proposed signage seeking grant assistance is compliant to the City’s sign ordinance.
Jenn Griffith proposes a 23.75” x 189.5” alupanel sign with vinyl letters which will be placed within the mounding frame for a sign on the building’s façade. Art Office Signs is the contractor. The sign is estimated to cost \$350.00 – 50% is \$175.00.
MOTION: Approve the grant for a sign for 46 & 2 as illustrated. The board encourages the owner to consider a contrasting color for the sign’s background to differentiate it from the white of the building’s façade and pending the sign’s approval by Development Services. MOSS / RIVERA / UNANIMOUS
6. **UPDATE ON BLACKLAND PRAIRIE DAYS FESTIVAL:** Jan presented the board with a progress report on staff’s activities for this festival scheduled for May 7th. The board provided direction that in

previous years, the ponies and petting zoo were on 4th Street between Talbot and Main and not under the Pavilion. Jan asked for 3 subcommittees to assist with Sponsorship / Fundraising, Entertainment, and Day Of Event Volunteers. Ashley, John, Jeff, and Erv have volunteered to help with the Day of Event and Volunteers; Ruth and Doug have volunteered to help with Sponsorships and Fundraising; and Curie will help with entertainment. No further action was required of the board.

7. **UPDATE ON WAYFINDING SIGNAGE AND OTHER DOWNTOWN-RELATED STREETScape/HARDScape PROJECTS:** Jan presented the board with a dated schedule of the activities and costs for upgrades planned for the downtown district. Doug will meet with SEG Engineer Mark Baker to further discuss the board's thoughts on the downtown Wayfinding Signage project on February 17th. It is hoped that all of these projects will be able to go to bid at the same time. Report was received as information by the board.
8. **DISCUSS TOPIC(S), DATE AND LOCATION FOR MARCH DOWNTOWN BREAKFAST BITES MEETING:** Jan will approach El Corral Lozano for the use of their meeting room and make provisions to order off of a limited breakfast menu. The topics could be the DT OPEN flags and the MembershipWare project. Other topics for future Breakfast Bites meetings include signage guidelines, and Historic Tax Credits applications (this one will be targeted to property owners).
9. **DISCUSS AND TAKE ACTION ON THE MEMBERSHIP DIGITAL MAP PROJECT:** Ashley reported on the virtual meeting with MembershipWare staff, City staff, Curie & herself. The subcommittee recommended that the board register for the Full Showcase Website & Modules which would be interfaced with the City's website for ease of access while the site would have its own domain name. The Showcase includes modules for directory, events, news, properties, and a member app for Main Street Business Owners. This package costs \$59/month. A custom domain add on is \$10/month. Total cost of project is \$69.00/month or \$780 for the full year. Business owners would have access to their space on the site where they will be responsible for uploading information, photos, and whatever else they want to present to the shopping public.
MOTION: To recommend the purchase of the MembershipWare Full Showcase Website & Modules software plus the custom domain add-on for \$69.00/month. DOSS / HUMPHREYS / UNANIMOUS
10. **RECEIVE PROGRESS REPORT ON THE OPEN FLAG PROJECT:** Jan reported that Rick Jones will be marking the buildings where the OPEN flags will go on Tuesday, February 22nd for installation.
11. **REVIEW THE FY 22-23 WORK PLAN TO DETERMINE NEXT STEPS WITH IMPLEMENTATION:** In the interest of time, Jan requested that the board members read through the work plan and be prepared to share their thoughts on the implementation of projects listed there at the next meeting.
12. **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 –**

The meeting at 7.45 pm until March 16, 2022 at 5:30 pm.


Respectfully submitted,
Jan Harris – Main Street Manager