MEETING MINUTES
MAIN STREET ADVISORY BOARD
5:30 pm – February 13, 2023
Taylor City Hall Conference Room

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

MEMBERS ABSENT: Ashley Doss (excused)

GUESTS PRESENT: Chuck Farr

STAFF PRESENT: Jan Harris, Main Street Manager

I. CALL TO ORDER AND DECLARE A QUORUM – Doug Moss called the meeting to order at 5.33 pm and noted a quorum was present.

II. CITIZEN COMMUNICATION – There were no comments made.

III. CONSENT AGENDA:

A. **Review and approve minutes from the MSAB regular meeting held on January 18, 2023 –**
MOTION: To approve the minutes from January 18th as presented. E STAUFFER/R RIVERA/UNANIMOUS.

B. **Review and receive the financial reports from February 2023** – Jan reviewed the February financial report with the board. She drew their attention to the following: item 123-440 353, the Main Street Car Show raised $27,786.00 which was $6,786 more than the City had projected. Currently none of those funds have been moved to offset the $17,600 the event spent beyond City of Taylor costs in manpower overtime and equipment. Jan will make a budget adjustment to reallocate $17,600 to 123-615-235.
She noted that all of the rental assistance grants had been paid out. Jan reported that $17,395 has been either issued or encumbered in Façade Improvement Grants or Sign Grants leaving an available balance of $12,604.38 remaining in that budget line.
ACTION: The financial report was received as information by the board.

IV. REGULAR AGENDA-New Business:

A. **Consider and take possible action authorizing staff to submit a budget adjustment to move the remaining funds from 440-353 (MSCS revenue) into 615-235 (MSCS expenditures). –** At the beginning of FY 23, the Façade Grant budget line was $30,000. As of February 15th, $17,395.00 had been either incumbered or issued for 3 façade grants and two signage grants respectively. This left an available balance of $12,604.38. Jan suggested that the board recommend that she issue a budget adjustment request to move the $13,797.88 remaining in the Rental Assistance line over to façade grants to increase that budget line to $26,402.26.
MOTION: To have staff submit a budget adjustment moving the funds in Rental Assistance over to Façade Grants. J SNYDER/R RIVERA/UNANIMOUS

B. **Distribute the 2023 Taylor Main Street Advisory Board member commitment sheet for members' signatures** – Chairman Doug gave the board a brief background on Main Street's impact and its importance in a community. He noted that we were a part of 90 Texas Main Street cities and over 1,400 Main Street communities in the US. All are governed by the National Main Street Center who sets standards for each participating community to reach in order to remain accredited. One of the key components of a successful Main Street is the existence of active committees and subcommittees which assist the Manager in achieving the goals of the Work Plan. The program will not be as successful as it could be without each board member's active involvement and participation through committees and subcommittees. Jan then issued copies of the Board Member Commitment Sheet for 2023 for the members to sign and return.

V. REGULAR AGENDA - Continuing Business:

A. Main Street Manager's reports -

Manager's activity report - Jan reported that she had attended 18 meetings under community outreach, participated in 7 meetings with local business groups and individuals, participated in 4 professional development meetings in addition to her regular duties as Main Street Manager.

Main Street business & property report - Jan reported that there were 5 properties listed for sale and 10 for lease in the district. Two properties were leased during the past month bringing in a professional office/call center and a retail business.

B. Consider and take possible action on the revisions of the Façade Improvement Grant packet - Jan presented the board with the latest revision to the Façade Improvement Grant. A few suggestions were made to the draft by board members.
MOTION: To accept the draft of the Façade Improvement Grant with changes. R RIVERA/J SNYDER/UNANIMOUS.

In addition, the board suggested that the reimbursement amount be raised from $5,000 to $25,000. Because the Façade Improvement Grant cannot be raised without the recommendation by the TIF Board and the approval of City Council, an additional motion was presented.
MOTION: To recommend that the Façade Reimbursement amount be raised to $25,000 and for this request to be presented to the TIF board and the City Council for final approval. D MOSS/E STAUFFER/UNANIMOUS

C. Receive report from February 11th Breakfast Bites - Jan reported that while RSVP's were down, attendance was good with 22 downtown stakeholders attending the event. The March Breakfast Bites will feature Trey Ancira discussing marketing strategies and Curie Humphreys sharing tips on successful social media marketing. The March Breakfast Bites will be on March 8th.
ACTION: No action was required by the board.

D. Receive report on the February 4th Special Events Work Session and take possible action – Jan reviewed the results of the board's work session and also reported that the same information has been well received by those stakeholders present at Breakfast Bites.
Under the Blackland Prairie Day section, Jan had listed out the committees with those board members who had volunteered during the work session:
Big Vision Committee: Curie, Ashley – and John volunteered at the board meeting to also serve.
Promotion Committee: Channing Kingerly-Boles and Trey Ancira
Logistics Committee: The following members volunteered at the meeting to serve: Jeff, John, and Ruth
Fundraising/Sponsorships Committee: Doug and Ruth
Tractor Show Committee: Jeff and Erwin volunteered at the meeting to also serve.

E. Receive report on Second Saturday Shop & Stroll – Jan reported on the reboot of 2nd Saturday Shop & Stroll will be held on February 11th. Taylor Sporting Goods will be the hub where balloons will be inflated and sparkly tassels put together for participating merchants. The 2nd Sat team have been pushing out promotions on social media and a great day is anticipated.

Ruth volunteered to help on Saturday morning.
ACTION: No action required.

F. Receive report on Blackland Prairie Days – Jan made the following report of progress made in event preparation:
Sponsorship Packets – complete and sent to Doug and Ruth electronically last week
Entertainment – Jan spoke with Shannon Bagent to gave her recommendations for music from R&B; Blues, Soul, & Funk; Tex Mex; and Country. Jan will also reach out to Ballet Folklorico and the Czech Music Masters.
Sound Services – Jan will send out invitations to bid to sound companies.
Vendors – Jan sought direction whether to keep the vendor selection open to both hand made and resale products as it has been in the past but work toward a makers market next year? – The board agreed with this plan of action. Jan also asked if the pricing should remain the sale as last year ($100/10x10; $200/10x20; $300/10x30; $75/non-profits; DT brick and mortar businesses free. They also supported this staying the same for 2023. Jan will now complete the vendor application packet and send it out via email to past participants along with putting it on the website.
Footprint: She asked for input regarding the new proposed footprint – centering the event around Heritage Square, E 5th St and E 4th between Porter and Main.

G. Update on Downtown Improvements - Jan reported that the installation of irrigation and new plantings should be finished in two weeks. Then the restriping will begin. The entire project should end in a couple of months.
ACTION: No action from the board.

H. Membershipware project update - Update on database and video/photography – Jan reported that John has submitted lots of photographs to use on the site. She was going to have training by Membership Ware as some aspects of the site have been updated.
ACTION: No action from the board.

I. Discuss items for upcoming agendas –
- Potters Alley - Can the city sweep/clean the alleys in the downtown core?
- Parking – expanding the footprint of parking in the downtown.

VI. ADJOURN – The meeting was adjourned at 8 pm.

NEXT MEETING DATE: MARCH 15, 2023

Respectfully submitted by,
Jan Harris
Jan Harris, Main Street Manager