

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.

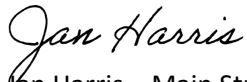
- 9. OPEN FLAG PROJECT REPORT:** Jan reported that 14 complete agreement packages have been received. She will move ahead and have City staff install these flags.

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,

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

Jan Harris – Main Street Manager