

MINUTES
MAIN STREET ADVISORY BOARD
6:00 pm – August 18, 2023
Taylor City Council Chambers

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

GUESTS PRESENT: Al Block, HS Farmers Market; Molly Pantalone, HS Farmers Market; Karyn Morris, Sweet & Southern Finds; Steve Schiller, HS Farmers Market; Luke Allelo, Cadence Sports; Kathleen Thompson, HS Farmers Market; Mary Dubee, HS Farmers Market; Shannon Chavez, Taylor Bicycle Co.; Eddie Chavez, Taylor Bicycle Co.

STAFF PRESENT: Tom Yantis, Assistant City Manager; Ruby Fisher, MS Special Event Coordinator; and Jan Harris, Main Street Manager

I. CALL TO ORDER AND DECLARE A QUORUM – The meeting was called to order at 6 pm by Chairman Doug Moss who noted that a quorum was present.

II. CITIZEN COMMUNICATION – There was no citizen communication.

III. CONSENT AGENDA:

A. Review and approve minutes from the MSAB regular meeting held on July 19, 2023 –
MOTION: TO approve the July 19, 2023 minutes as presented. E STAUFFER / J MCRAE /
UNANIMOUS

B. Review and receive the financial reports from August 2023 – Jan reviewed both the 100-524 Main Street General Fund Report and the 123 Main Street Revenue Fund Report with the board noting that she was in the process of cleaning up expenditure overages that were normal at the end of the fiscal year through the use of budget adjustment requests and a budget amendment request to move funding from the TIF#1 into the 100-524 MS General Fund account to cover necessary equipment purchases for the new MS Special Events Coordinator Position.

ACTION: No motion required; the report was received as information by the board.

IV. REGULAR AGENDA-New Business:

A. Receive information, discuss, and consider action regarding establishing the definition of parameters which must be met for a permitted special event which has leased access to the Heritage Square to seek to relocate the Heritage Square Farmers Market from its regularly leased position under the pavilion and into another location within or adjacent to Heritage Square – Jan introduced the agenda item noting that the task of the board was to establish what parameters are fair and equitable in those rare cases when a special event will want to occupy the pavilion and displace the Farmers Market. She noted that she'd asked the Farmers Market to begin discussion by drafting a set of parameters they felt were fair.

Al Block, HSFM noted that having the market move is a “big disruption” and that regular customers will not attend if the market is moved. He also said that when parking is taken away because of a special event, customers will not come. The market will be asked to move 4 times out of 50 market Saturdays in 2023 if the Mamma Jamma stays in the Pavilion in September.

MSAB asked what it costs to rent a 100' x 30' tent. Ruby had found one for \$2485.00 weighted by water barrels but most tents lease for between \$5-8,000.

Molly Pantalone, HSFM reported that the market has 37 vendors on the roster and that between 18-25 attend on a regular basis.

MSAB asked why 10' x 10' tents would not work – because they only shelter the vendor and not the customer.

MSAB discussed that it should not be easy for the farmers market to be displaced and that the high cost of renting a tent to relocate the market would discourage special events from pursuing the option.

Marion Martin, Lone Star Circle of Care/Mamma Jamma Ride told the board that they leased Heritage Square on March 17 and submitted a check for the rental on March 29th but was told on June 26th that they could not use the pavilion. They have 500 riders and 250 volunteers for this event and the shade provided by the pavilion is very necessary. They will have tables and chairs for food service - lunch will be served in rotation as the riders return beginning at 10.30 am until all riders are in usually around

4.30-5 pm.

Tom Yantis, CoT informed those present that the City will pay half of the cost of leasing the tent.

Luke Allelo pointed out that inconsistency is the problem as the market will move for some events but not for others.

Doug Moss said given the size of the event, it cannot just change. Mamma Jamma needs to stay in the pavilion. We will have to figure out how to rent the tent and put in the best location possible.

MOTION: To enable the Mamma Jamma Ride to remain in possession of the pavilion on Saturday, September 16th by relocating the farmers market to a 100' x 30' tent to be located in the City Hall parking lot. Half of the cost of the lease for this tent will be paid for from the City Manager's fund and the other half by the Main Street program. D MOSS / J MCRAE / UNANIMOUS

- B. Receive information, discuss, and determine possible funding sources for the back sides of the downtown directory maps. Jan reported that despite the board's choices for the designs for the DT Directory Maps that clearly showed a front and a back, the back portion of the design was dropped at some later time in the process and Main Street was never brought back into the discussion thread. She reported that there are several options for back signboards:

(1) the same material could be used and a design – the city logo ? – placed at the top and the rest left blank for later cling promotions (this is probably the most expensive option due to the materials cost.)

(2) a metal panel cut to the same shape and painted to match could be used and left blank (the least expensive overall.)

(3) a metal panel cut to the same shape, painted to match with the City logo centered or placed at the top.

(4) a metal panel cut to the same shape, painted to match with a collage of photographs from Taylor history, culture, etc.

MOTION: To approve option 1. J SNYDER / C HUMPHREYS / UNANIMOUS

ACTION: An ad hoc committee made up of Curie, Jenn, and Jan will work to determine which photographs would be recommended to go on below the City logo on the panels.

- C. Discuss and determine a date for a work session to review the new Main Street America Community Evaluation Framework to prepare for the annual Program self-assessment which is due in January 2024. Jan reported to the board that the National Main Street Center is pushing out training and information for Managers and board members to prepare them for the self-assessment report that we will be charged with completing late this calendar year. They have a series of 9 videos which will take about 3 hours plus some additional reading they strongly recommend boards and managers take advantage of. Jan asked the board for available dates for a half-day retreat.

ACTION: The item was tabled.

V. REGULAR AGENDA - Continuing Business:

A. Main Street Manager's reports

1. Manager's activity report – During July 1-August 10, the Manager attended 8 board and committee meetings, held 6 small business visits, discussed murals with 2 downtown stakeholders, met with 2 potential tenants for 2 separate properties, met with 1 group interested in purchasing a downtown property, and met with 2 downtown property/business owners interested in grants.
2. Main Street business & property report – During July 1- August 10, there have been 6 properties listed for sale, 18 building/spaces are for lease (some are small spaces within large buildings); two properties were leased: 115 W 2nd St and 120 W 2nd St, Ste G; Flake Bakery & Larder is holding soft openings as they are testing their ovens and Leisha expects to fully open soon. One business closed: Taylor Trading Co: 211 N Main St, Ste B-2.

B. Special Events Coordinator's report

1. Special Event Activities – During July, 2 permits approved, 3 permits under review, and 1 being completed by applicant.
2. City Special Events – Design & implemented planning for Shop Small Sip & Stroll, Duck Bucks-Shop Small Initiative; completed grant application of funding from Simon's FDN for eclipse event on April 8, 2024; updated and marketed materials for the Main Street Car Show; maintained consistent posting on social media; opened conversation with Farmers Market about weekly programming schedule.

- C. Update on downtown directory signage – Nothing new to report.

- D. Update on shop downtown Taylor website – Jan reported that she was adding many more photographs to the site as well as the Main Street Facebook page, and videos.
- E. Update on Tax Credit Workshop – Doug reminded the board that this event was Thursday, August 24th from 3 pm until 6 pm in the Library's meeting room.
- F. Discuss items for upcoming agendas - Erwin brought up Blackland Prairie Days and Doug established an ad hoc committee made up of Jeff Snyder, Ruby Fisher, and Erwin to report back on progress planning for 2024 at the next meeting.

VI. ADJOURN – MOTION – To adjourn the meeting at 8.45 pm. J MCRAE / E STAUFFER / UNANIMOUS.

NEXT MEETING DATE: SEPTEMBER 20, 2023

Respectfully submitted,

Jan Harris
Main Street Manager