

AGENDA
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL
400 PORTER STREET
LARGE CONFERENCE ROOM
OCTOBER 16, 2024, 5:00 PM

MISSION STATEMENT: The Taylor Main Street Program strives to fill all downtown buildings with businesses and residents by prioritizing historic preservation, cultural experiences, community partnerships, and cultivated growth.

VISION STATEMENT: Taylor, where experiences are on every block; where you are greeted with a Texas smile; and where growth is cultivated to create a vibrant historic downtown that has something for everyone. To be that place!

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)

III. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a 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. Approve the August 18, 2024 meeting minutes as information.
2. Receive the September financial reports as information.

IV. REGULAR AGENDA - NEW BUSINESS

3. Receive information on the upcoming 2025 National Main Street Accreditation report and review the 2024 report results.
4. Receive information, discuss, and make a recommendation to the City Manager and Council on the issue of broken storefront windows and the rocks in the planted beds downtown.
5. Discuss and make recommendations as to Taylor's special draw for residents, visitors, and shoppers.

V. REGULAR AGENDA - CONTINUING BUSINESS

6. Receive the September activity reports from the Main Street Manager and Special Events Coordinator as information.

7. Receive the October Property & Business report as information
8. Receive the activity report from the Marketing Committee as information.
9. Receive the report on progress with the Downtown Master Plan Update as information
10. Receive the latest report on the Main Street Car Show as information
11. Receive the report on progress for the Heritage Square Farmers Market as information.
12. Receive an updated report on progress made with the project to activate vacant storefront windows with merchandise from downtown retail stores.

VI. ADJOURN

13. Recommend items for upcoming agendas

I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted by: Jan Harris Date: _____
Jan Harris, Main Street Manager

MINUTES
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL - LARGE CONFERENCE ROOM
SEPTEMBER 18, 2024, 5:00 PM

MEMBERS PRESENT:

Doug Moss
Alyse Mervosh

Jeff Snyder
John McRae

Jennifer Lopez

MEMBERS ABSENT:

Curie Humphreys

Ruth Rivera

GUESTS PRESENT:

Rebecca Leonard (via Teams) Andrew Lesmes (via Teams) Ed Komandosky

STAFF PRESENT:

Ruby Fisher, Special Events Coordinator
Jan Harris, Main Street Manager & Historic Preservation

- I. CALL TO ORDER AND DECLARE A QUORUM** – The meeting was called to order at 5.43 pm by Chairperson Moss who noted that a quorum was present.
- II. CITIZEN COMMUNICATION** – No citizen communication.
- III. CONSENT AGENDA**

- 1. **Receive and approve the regular meeting minutes from August 21, 2024**
- 2. **Receive and approve the minutes from the special called meeting held on August 26, 2024**
- 3. **Receive the current financial report for the Main Street Operating Fund (100-524)**
- 4. **Receive the current financial report for the Main Street Revenue Fund (123)**

MOTION: To approve the meeting minutes for August 21, 2024 and August 26, 2024 as presented and to receive the financial reports for the Main Street Operating Fund and the Main Street Revenue Fund as information. J MCRAE / J LOPEZ / UNANIMOUSLY APPROVED

IV. REGULAR AGENDA - NEW BUSINESS

- 5. **Receive and discuss the report from Lionheart Places for the Downtown Master Plan Update** – Ms. Leonard reported that the Team were now in the “Creative Stage” of the project. She reviewed the takeaways from the Stakeholder Dialogue #1 held at the Public Library:
 - A. **Prosperity** – Those present wanted more infill; they felt the New City Hall will stimulate reinvestment; wanted to maximize infill development at the current City Hall by constructing a 4-story building; wanted better encouragement and enforcement of downtown building maintenance.
 - B. **Vibrancy** – Those present wanted more local businesses; to expand CARTS; felt that DT parking was inconvenient for H/C and large personal trucks; wanted a parking garage, wanted narrower streets and more human-scall development; wanted more public restrooms.
 - C. **Human Comfort** – Those present wanted safe sidewalks; bicycle access; trees in the downtown district; additional canopies on downtown commercial buildings; to include more natural elements in downtown; reduce the speed limit in the DT core and enforce it; wanted signage for public parking.

- D. Cultural Significance – Those present applauded the Studio Tour and wanted more; wanted public art; a greater variety of business types in downtown; to increase the number of markets and festivals; wanted to activate south Taylor.

The two goals listed as #1 by those attending the Stakeholder Dialogue were support local small business and to provide incentives and/or lower taxes to decrease building vacancy.

Strategies Discussion:

Bicycle Mobility: To increase mobility for bicycles on 4th, 2nd, and 7th Streets, Talbot, Porter, Booth, & Bland Streets.

DT Trees: Ms. Leonard reported that during a meeting with TxDOT engineer Kyle Russel that there could be ways to add trees along Main Street if they were breakaway (ornamental) trees. This had been approved by TxDOT in Fredericksburg.

Building Canopies: While Mr. Russel did point out that canopies did encroach into the TxDOT right-of-way, buildings with an historic precedent of having canopies might be allowable.

Benches: Ms. Leonard asked to board to consider placing benches facing toward buildings or in small groupings in the future.

Alleyways: Priorities for alleyways include lighting, cleanliness, and safety. These sites could become locations for public art or passive recreation opportunities. Lighting can create a ceiling plane below the Oncore electrical wires.

Greenspace: Considering adding additional greenspace and outdoor space in S. Taylor. At Old Taylor High, develop space for a playground, additional food trucks, and passive recreation.

Enhance Doak Park.

Adaptive Reuse: Adaptively reuse industrial structures north of Oak Street for purposes which could generate energy and activity. Also adaptively reuse the cotton gin area.

Infill: There are infill opportunities between Oak Street, MLK, and Main Street.

Future Activity: The board agreed that the 2 preferred locations for the 2nd Stakeholder Dialogue were Our Lady of Guadalupe and Temple College. The next dialogue will be held on Monday, November 4th.

ACTION: The board received Lionheart's presentation as information.

6. Discussion Topic: What is historic downtown Taylor's special draw and how can this be incorporated into and strengthened by the update to the Downtown Master Plan?

Chairman Moss asked the board to consider this question and be prepared to report back their answers at the October meeting. **ACTION:** Item tabled until October.

7. **Receive information on upcoming key meetings** – Ms. Harris provided information on upcoming meetings: Retail Food Success on September 19th at the WILCO Expo Center and the Downtown Texas Conference in Abilene October 28th-30th.

ACTION: No action taken by the board.

8. **Receive information on the 2024 Supporting Small Businesses on Main Street course from the Main Street America Institute** - Ms. Harris informed the board of a course she was taking under the Main Street Now Institute called Supporting Small Business on Main Street. This is an online course starting September 5th with live lectures on the 5th, 12th, and 19th. At the end of the course, she will be producing a final project: A Guide to Assist Small Businesses from Idea to End. **ACTION:** The board received this as information.

V. REGULAR AGENDA - CONTINUING BUSINESS

9. **Receive the Monthly Reports for the Main Street Program and Special Events** – Ms. Harris explained that the Activity Reports were also provided to the City Council and reflected work accomplished under both Main Street and Special Events. This report has data for the previous month, i.e., the current report covered August activities. The Business & Property Report, however, contains current data from each month. **ACTION:** The board received the reports as

information.

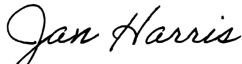
10. **Receive Project Update: Main Street Car Show** – Ms. Fisher provided the current update for the October 26th MSCS: Expenses to date have been \$7,341.00 with current revenue standing at \$4,685.00. To date sponsor revenue is at \$1,000, Vehicle Registration is \$1,260.00, and one confirmed vendor at \$100 and 8 food vendors and 16 craft/promotion vendors pending for and additional \$2,325.00. Bands for the event have been booked and will include Clutch Kings, Chubby Knuckle Choir, Ready Betty, Gabor Nicholson Band, Roy Heinrich and the Pick Up Trucks, and a different Elvis than in previous years. **ACTION:** The board received this report as information.
11. **Receive Project Update: Available Storefront Windows Project** – Chairman Moss reported that 2 property owners were interested in participating but that one of these may now be rented. Both Ms. Lopez and Ms. Mervosh were interested in providing merchandise for the windows. **ACTION:** The board received this report as information.
12. **Receive Project Update: Heritage Square Farmers Market** – Ms. Harris is still awaiting the final contract form the City’s attorney. Upon receipt of this, she will present it to Jennifer Lopez and Hayley Blundell for their review and signatures. Ms. Lopez reported that they have purchased tote bags, additional A-frame signs, and a new sound system with the funds raised during FY 23-24 by the HSFM. **ACTION:** The board received this report as information.
13. **Receive Project Update: Marketing Committee Report** – Ms. Fisher commented on the success of the photo sessions several small businesses participated in which provides professional photographs for marketing and promotion. She also reported that Terry Skiles will be updating the outdated video on both the City’s website and ShopDowntownTaylorTX.com. He will also provide B-roll footage for our use. Chairperson Moss reported on the recent meeting where the consultants assisting the Chamber with HOT fund management reported on their progress. It was reported that, while Taylor has several websites and organizations working on marketing, the efforts are not coordinated and sometimes even conflict. **ACTION ITEM:** How to bring Mighty Arsenal, CoT Communications Director, Chamber, EDC, and the MSAB together to coordinate and unify our marketing efforts. **ACTION:** The board received this report as information.
14. **Receive Project Update: Downtown Beautification Committee** – Ms. Lopez noted that her report had already been covered during the TIF board meeting and made no additional comments.
15. **Receive Project Update: New City Hall Advisory Committee Report** – Mr. McRae reported that contracts will be issued soon for the new City Hall. He reported that this committee was working to keep such projects as art in the lobby and utilizing the retention pond as a green space viable. The committee expressed some concern about the project due to the retirement of Tom Yantis who has been a driving force in this project. **ACTION:** The board received this report as information.

VI. ADJOURN

16. **Suggest upcoming agenda items:** Marketing Committee report, Taylor’s special draw, window display project, and the farmers market.

MOTION: To declare the meeting adjourned at 8.11 pm. J MCRAE / A MERVOSH /
UNANIMOUSLY APPROVED.

Respectfully submitted,


Jan Harris

Main Street Manager & Historic Preservation Officer

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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	221,529.00	1,938.73	1,938.73	0.88	0.00	219,590.27
***	TOTAL EXPENDITURES ***	221,529.00	1,938.73	1,938.73	0.88	0.00	219,590.27
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS) ***	(221,529.00)	(1,938.73)	(1,938.73)	0.88	0.00	(219,590.27)
		=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

100-GENERAL FUND

REVENUES

ACCT #	ACCOUNT NAME	ANNUAL	CURRENT	Y-T-D	% OF	Y-T-D	BUDGET
		BUDGET	PERIOD	ACTUAL	BUDGET	ENCUMB.	BALANCE
***	TOTAL REVENUES	***					
		0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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
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100-EMPLOYEE SERVICESWAGES & SALARIES

524-111	REGULAR FULL TIME	148,985.00	0.00	0.00	0.00	0.00	148,985.00
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	192.00	0.00	0.00	0.00	0.00	192.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		149,177.00	0.00	0.00	0.00	0.00	149,177.00

PAID BENEFITS

524-120	UNUM LIFE	297.00	20.55	20.55	6.92	0.00	276.45
524-121	FICA SOCIAL SECURITY	11,397.00	0.00	0.00	0.00	0.00	11,397.00
524-122	WORKERS COMPENSATION	344.00	65.79	65.79	19.13	0.00	278.21
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT-TMRS	20,631.00	0.00	0.00	0.00	0.00	20,631.00
524-126	HEALTH INSURANCE	16,597.00	1,467.60	1,467.60	8.84	0.00	15,129.40
524-127	DENTAL INSURANCE	576.00	47.24	47.24	8.20	0.00	528.76
524-128	LONG TERM DISABILITY	369.00	33.97	33.97	9.21	0.00	335.03
524-129	VISION INSURANCE	<u>99.00</u>	<u>9.58</u>	<u>9.58</u>	<u>9.68</u>	<u>0.00</u>	<u>89.42</u>
* SUB-CATEGORY TOTAL *		50,472.00	1,644.73	1,644.73	3.26	0.00	48,827.27

ALLOWANCES/REIMBURSEMENTS

524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>1,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,500.00</u>
* SUB-CATEGORY TOTAL *		1,500.00	0.00	0.00	0.00	0.00	1,500.00

TRAINING/PROFESSIONAL DEVELOPM

524-141	WORKSHOP TRAINING	400.00	0.00	0.00	0.00	0.00	400.00
524-142	PROFESSIONAL CONFERENCES	1,545.00	0.00	0.00	0.00	0.00	1,545.00
524-143	MEMBERSHIPS AND DUES	1,375.00	0.00	0.00	0.00	0.00	1,375.00
524-144	SUBSCRIPTIONS AND BOOKS	2,250.00	294.00	294.00	13.07	0.00	1,956.00

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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 **		211,799.00	1,938.73	1,938.73	0.92	0.00	209,860.27

200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,545.00	0.00	0.00	0.00	0.00	1,545.00
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	500.00	0.00	0.00	0.00	0.00	500.00
524-215	POSTAGE	<u>100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>100.00</u>
* SUB-CATEGORY TOTAL *		2,145.00	0.00	0.00	0.00	0.00	2,145.00

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,100.00</u>
* SUB-CATEGORY TOTAL *		2,100.00	0.00	0.00	0.00	0.00	2,100.00

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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		4,245.00	0.00	0.00	0.00	0.00	4,245.00
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300-FACILITIES OPERATIONS/MAINUTILITIES

524-323	TRUNK TELEPHONE SYSTEM	0.00	0.00	0.00	0.00	0.00	0.00
524-324	CELL PHONES	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>600.00</u>

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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>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	<u>2,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,000.00</u>
* SUB-CATEGORY TOTAL *		2,000.00	0.00	0.00	0.00	0.00	2,000.00
** CATEGORY TOTAL **		2,000.00	0.00	0.00	0.00	0.00	2,000.00
 <u>500-CONTRACT SERVICES AND FEES</u>							
 <u>PROFESSIONAL SERVICES</u>							
524-512	ENGINEERING SERVICES	1,425.00	0.00	0.00	0.00	0.00	1,425.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		1,425.00	0.00	0.00	0.00	0.00	1,425.00
 <u>FEES FOR SERVICES</u>							
524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00
 <u>CONTRACT SERVICES</u>							
524-532	SOFTWARE MAINT/LICENSING	1,260.00	0.00	0.00	0.00	0.00	1,260.00
524-539	OTHER CONTRACT SERVICES	<u>200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>200.00</u>
* SUB-CATEGORY TOTAL *		1,460.00	0.00	0.00	0.00	0.00	1,460.00
** CATEGORY TOTAL **		2,885.00	0.00	0.00	0.00	0.00	2,885.00

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*** DEPARTMENT TOTAL ***		221,529.00	1,938.73	1,938.73	0.88	0.00	219,590.27
		=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***		221,529.00	1,938.73	1,938.73	0.88	0.00	219,590.27
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		(221,529.00)	(1,938.73)	(1,938.73)	0.88	0.00	(219,590.27)
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FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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		0.00	0.00	0.00	0.00	0.00	0.00
430-USE OF MONEY AND PROP		0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT		41,000.00	960.00	960.00	2.34	0.00	40,040.00
450-INTERFUND OPERATING T		<u>53,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>53,100.00</u>
*** TOTAL REVENUES ***		94,100.00	960.00	960.00	1.02	0.00	93,140.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		<u>94,100.00</u>	<u>700.00</u>	<u>700.00</u>	<u>34.77</u>	<u>32,015.58</u>	<u>61,384.42</u>
*** TOTAL EXPENDITURES ***		94,100.00	700.00	700.00	34.77	32,015.58	61,384.42
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		0.00	260.00	260.00	0.00	(32,015.58)	31,755.58
		=====	=====	=====	=====	=====	=====

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2024

PAG 2

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	0.00	0.00	0.00	0.00	0.00	0.00
330-236	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<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	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOURCES</u>							
440-351	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
440-352	FARMERS' MARKET RENTAL FEES	9,000.00	0.00	0.00	0.00	0.00	9,000.00
440-353	MAIN STREET CAR SHOW	17,000.00	960.00	960.00	5.65	0.00	16,040.00
440-354	WINE SWIRL	0.00	0.00	0.00	0.00	0.00	0.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	0.00	0.00	0.00	0.00	0.00	0.00
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR FEST	12,000.00	0.00	0.00	0.00	0.00	12,000.00
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
440-360	2ND SATURDAY	<u>3,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,000.00</u>
** REVENUE CATEGORY TOTAL **		41,000.00	960.00	960.00	2.34	0.00	40,040.00
<u>450-INTERFUND OPERATING TRANSFERS</u>							
450-361	TRANSFER FROM TIF	0.00	0.00	0.00	0.00	0.00	0.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	0.00	0.00	0.00	5,000.00
450-365	TRANSFER FROM GENERAL FUND	<u>48,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>48,100.00</u>
** REVENUE CATEGORY TOTAL **		<u>53,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>53,100.00</u>

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2024

PAG 3

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
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100-EMPLOYEE SERVICESWAGES & SALARIES

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
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIESPROGRAM/SPECIAL EVENTS

615-231	TAYLOR PRIDE	0.00	0.00	0.00	0.00	0.00	0.00
615-232	FARMERS' MARKET	9,000.00	0.00	0.00	0.00	0.00	9,000.00
615-233	CITY SPONSORED EVENTS	3,500.00	0.00	0.00	0.00	0.00	3,500.00
615-235	MAIN ST CAR SHOW	30,000.00	300.00	300.00	1.00	0.00	29,700.00
615-236	TAYLOR FEST	14,000.00	0.00	0.00	0.00	0.00	14,000.00
615-237	WINE SWIRL	2,000.00	0.00	0.00	0.00	0.00	2,000.00
615-238	CHRISTMAS BAZAAR	600.00	0.00	0.00	0.00	0.00	600.00
615-239	SPOOKTACULAR	1,500.00	400.00	400.00	26.67	0.00	1,100.00
* SUB-CATEGORY TOTAL *		60,600.00	700.00	700.00	1.16	0.00	59,900.00

PUBLIC SAFETY SUPPLIES

615-240	CITY PARADES	25,000.00	0.00	0.00	41.08	10,270.00	14,730.00
615-241	2ND SATURDAY	0.00	0.00	0.00	0.00	0.00	0.00
* SUB-CATEGORY TOTAL *		25,000.00	0.00	0.00	41.08	10,270.00	14,730.00

SPECIALTY SUPPLIES

615-259	MISC. SUPPLIES	3,500.00	0.00	0.00	0.00	0.00	3,500.00
* SUB-CATEGORY TOTAL *		3,500.00	0.00	0.00	0.00	0.00	3,500.00

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2024

PAC 4

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
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500-CONTRACT SERVICES AND FEESPROFESSIONAL SERVICES

615-519	OTHER PROFESSIONAL SERVICES	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

FEES FOR SERVICES

615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	5,000.00	0.00	0.00	0.00	0.00	5,000.00
* SUB-CATEGORY TOTAL *		5,000.00	0.00	0.00	0.00	0.00	5,000.00
** CATEGORY TOTAL **		5,000.00	0.00	0.00	0.00	0.00	5,000.00

700-CAPITAL OUTLAYOFFICE FURNITURE/EQUIPMENT

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

800-CONTRIBUTIONS & CONTINGENCCONTRIBUTIONS/TRANSFERS

615-811	RENTAL ASSISTANCE	0.00	0.00	0.00	0.00	0.00	0.00
615-813	FACADE GRANT	0.00	0.00	0.00	0.00	21,745.58	(21,745.58)
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00

CITY OF TAYLOR

PAG 5

FINANCIAL STATEMENT

AS OF: OCTOBER 31ST, 2024

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
***	DEPARTMENT TOTAL ***	94,100.00	700.00	700.00	34.77	32,015.58	61,384.42
***	TOTAL EXPENSES ***	94,100.00	700.00	700.00	34.77	32,015.58	61,384.42
***	TOTAL PROFIT / (LOSS) ***	0.00	260.00	260.00	0.00	(32,015.58)	31,755.58

*** END OF REPORT ***

AGENDA ITEM REPORT
October 16, 2024

2025 MAIN STREET ASSESSMENT

Texas Main Street Cities are 106 days (as of today) out of the final due date for the 2025 Main Street Program Assessment. On October 9th, a national online meeting was held between key NMSC staff and Main Street Managers from around the nation.

This report is mandatory and one that should be completed as a joint effort of staff and board members.

Why is the NMSC Annual Assessment valuable?

- The results recognize communities operating to the highest standards of the Main Street Movement.
- The results generated are a useful tool in volunteer recruitment and development and also program sustainability. If a Main Street program does not perform well, funding entities, such as City governments, have been known to cancel the program.
- The assessment shows concrete evidence of program accountability and responsibility.
- The results of the assessment can challenge the board to organize better, become more active in the program's work, and grow as a group.
- The results indicate that Taylor is a creditable program for the Council, City staff, residents, and all stakeholders.
- As we work to become better as a program, we will be building the brands of the NMSC, Texas Main Street, and Taylor Main Street to the community.
- Now that these reports are being stored online, programs have a record for ongoing performance.

I have uploaded the 2024 Annual Assessment for our program. Please take time to read it and ask questions regarding the document.

At future meetings, I will be presenting information on the various Standards and the supporting criteria of each so that when we meet to complete the assessment together, everyone will be familiar with what is being discussed and will be able to contribute fully to the document.

[Baseline Requirements](#)
[Cumulative Average Scores](#)
[Additional Information](#)
[Explanation](#)

Baseline Requirements

	LP
1. A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program. Please upload your Board of Directors document.	Yes
2. Communities over 5,000 in population must employ an FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.	Yes
3. Identified Transformation Strategy to direct the work of the program, based on community input and market understanding. What is your Transformation Strategy? Family-Friendly, Family-Serving Date Adopted by Board of Directors 11/15/23	Yes
4. Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets. Please upload your Transformation Strategy Work Plan document.	Yes
5. A dedicated budget for the district's revitalization programming and the Main Street program's operations. Please upload your Program Budget document.	Yes
6. Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations and philosophical support.	Yes
7. Reinvestment statistics are reported as required by the Coordinating Program (monthly, quarterly, or annually).	Yes
8. Be a member in good standing with Main Street America, and appropriately use the Main Street America and Coordinating Program logos on the program's website and/or social media.	Yes

Cumulative Average Scores

Please refer to the [Explanation](#) section for more details about each standard.

	LP	CP	MSA
Standard I: Broad-Based Community Commitment to Revitalization	3	3	
I. Partnerships and Collaborations	3	3	
Indicator I	4	3	
Indicator II	2	3	
II. District and Community Outreach	3	3	
Indicator I	3	3	
III. Communication and Public Relations	3	3	
Indicator I	3	3	
Indicator II	3	3	
Indicator III	3	3	
	LP	CP	MSA
Standard II: Inclusive Leadership and Organizational Capacity	3	3	
I. Inclusive Organizational Culture and Diverse Volunteer Engagement	2.25	2.75	
Indicator I	2	3	
Indicator II	2	2	
Indicator III	3	3	
Indicator IV	2	3	
II. Active Board Leadership and Supporting Volunteer Base	2.67	3	
Indicator I	3	3	
Indicator II	3	3	
Indicator III	2	3	
III. Professional Staff Management	4	3.5	
Indicator I	4	4	
Indicator II	4	3	
IV. Effective Operational Structure	5	3	
Indicator I	5	3	
	LP	CP	MSA
Standard III: Diversified Funding and Sustainable Program Operations	3.5	3.25	
I. Balanced Funding Structure	4	3.67	
Indicator I	4	4	
Indicator II	4	3	
Indicator III	4	4	
II. Strategic Revenue Development and Fundraising	2	3	
Indicator I	2	3	
III. Budget and Work Plan Alignment	2.5	3	
Indicator I	2	3	
Indicator II	3	3	
IV. Financial Management and Best Practices	4.5	3	
Indicator I	5	3	
Indicator II	4	3	

	LP	CP	MSA
Standard IV: Strategy-Driven Programming	2.67	3	
I. Planning Guided by Inclusive Community and Market-Informed Inputs	3	3	
Indicator I	3	3	
II. Defining Direction Through Transformation Strategy Identification and Development	3	4	
Indicator I	3	4	
III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points	2	2	
Indicator I	2	2	
	LP	CP	MSA
Standard V: Preservation-Based Economic Development	3.5	3.25	
I. Preservation Ethics and Education on History and Cultural Assets	3.5	3.5	
Indicator I	4	4	
Indicator II	3	3	
II. Standards and Best Practices for Place-Based, People-Focused Design	4	3	
Indicator I	4	3	
III. Promotion of Historic, Heritage, and Cultural Assets	3	3	
Indicator I	3	3	
	LP	CP	MSA
Standard VI: Demonstrated Impact and Results	3.25	3.5	
I. Demonstrating The Value of Main Street	5	4	
Indicator I	5	4	
II. Measuring and Packaging Quantitative and Qualitative Outcomes	3	3.5	
Indicator I	4	4	
Indicator II	2	3	
III. Promoting Progress and Demonstrating Impact and Results	2	3	
Indicator I	2	3	

Standard I: Broad-Based Community Commitment to Revitalization

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization, but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

I. Partnerships and Collaborations

Indicator I

LP	CP	MSA
Taylor Main Street is housed within the Development Services Department of the City of Taylor. The MS Manager is a city employee and is included in all planning & development projects that touch the Downtown Improvement District or the TIF #1 District.	The program is meeting the baseline requirements and expectations.	N/A

Indicator II

LP	CP	MSA
While the Main Street Program has a strong relationship with local government, non-profit organizations tend to work independently rather than collaboratively in Taylor. Taylor Main Street has worked closely with Taylor Pride with their Taylor Pride Arts & Music Festival as well as the Lone Star Circle of Care with their Texas Mamma Jamma Bike Ride.	The program is meeting the baseline requirements and expectations.	N/A

II. District and Community Outreach

Indicator I

LP	CP	MSA
Taylor Main Street utilizes an e-newsletter called Downtown Matters to communicate with downtown stakeholders, property and business owners, government officials, and interested individuals. We also have a dedicated Facebook Page and a new website, ShopDowntownTaylorTX.com in addition to our pages on the City of Taylor website.	N/A	N/A

III. Communication and Public Relations

Indicator I

LP	CP	MSA
We use tools such as the Downtown Matters e-newsletter, the Main Street and City Facebook pages, the City's Instagram page, the City's website and Main Street's ShopDowntownTaylorTX.com website to market to our stakeholders. The Main Street Manager, the Main Street Special Events Coordinator and the board chairman all actively promote Taylor Main Street and its activities to Taylor clubs and organizations.	N/A	N/A

Indicator II

LP	CP	MSA
The Main Street Manager regularly attends the City Council meetings and presents items to the Council as needed. It is the practice of the Taylor City Council to have the various Boards & Commissions make an annual presentation of past activities and future plans. The Assistant City Manager is routinely invited to the Main Street board meetings.	N/A	N/A

Indicator III

LP

CP

MSA

The City of Taylor underwent a branding exercise, and all departments, boards, and commissions utilize the same general design with each organization's name added in the ribbon below the logo. We have not developed a separate logo for the Downtown Taylor Business Community as of yet. The Main Street Manager, the Special Events Coordinator, and the City's PIO all actively promote Taylor Main Street, the board and its activities via social media.

N/A

N/A

Standard II: Inclusive Leadership and Organizational Capacity

Strong, thriving communities don't just happen. They need effective leaders at all levels, from a broad base of committed volunteers to dedicated professional staff offering their time, talents, and passion for this work. Standard Two reflects the value we place on PEOPLE as Main Street's greatest resource and our belief that everyone in the community has a place in Main Street. This Standard encourages Main Street programs to place a strong priority on human capital and develop a clear operational structure and practices that increase the organization's capacity to engage all sectors of the community and leverage their participation in their revitalization efforts.

I. Inclusive Organizational Culture and Diverse Volunteer Engagement

Indicator I

LP	CP	MSA
While Main Street Taylor emphasizes the importance of promoting access to all Main Street events, meetings, projects, and committees, there is much to be done.	The program is meeting the baseline requirements and expectations.	N/A

Indicator II

LP	CP	MSA
Taylor Main Street does reach out to various groups (schools, churches, clubs, and friends) for volunteers for special events; but the board struggles with bringing together committee members from different backgrounds, ethnicities, and experience.	N/A	N/A

Indicator III

LP	CP	MSA
The Taylor Main Street board is limited to 7 members by the Taylor City Council. Currently, we have 2 downtown business owners, 3 downtown property owners, and 1 downtown resident on the board. The Main Street Manager also lives in a downtown loft.	N/A	N/A

Indicator IV

LP	CP	MSA
The Main Street Program, just like the City of Taylor and its residents, is dealing with the changes rapid growth is bringing to the community with the arrival of Samsung Semiconductor and its \$17B plant which is currently under construction. Segments of the Taylor community are struggling with these changes and the resulting need to be more inclusive of new people and new ideas. The Main Street program is mounting an effort to lead by example in this process.	The program is meeting the baseline requirements and expectations.	N/A

II. Active Board Leadership and Supporting Volunteer Base

Indicator I

LP	CP	MSA
Attendance at Taylor Main Street Board meetings is strong. The City only allows 2 absences in a 12-month period for its boards and commissions. All members undergo training in the Main Street 4 Point Process, the Texas Open Meetings Law and the Sunshine Law.	N/A	N/A

Indicator II

LP	CP	MSA
While the City funds the Main Street program, it is expected that large special events raise funds to cover any and all expenses outside of City labor and equipment. All members are expected to participate in sponsorship efforts to support these special events.	N/A	N/A

Indicator III

LP

CP

MSA

While board member participation in meetings is strong, their commitment to individual committees remains spotty. Some board members have actively stepped up to chair active committees and/or serve on committees while others are not so active.

The program is meeting the baseline requirements and expectations.

N/A

III. Professional Staff Management

Indicator I

LP

CP

MSA

Both the Main Street Manager and the Special Events Coordinator are full time employees. Each position has a job description maintained by HR. Staff attends as many in person and online training opportunities as possible. Both the Manager and the Coordinator make monthly reports to the Board and the MS Manager makes monthly reports to the City Council.

For a community the size of Taylor, it is encouraging to see two full-time employees devoted to the Main Street program.

N/A

Indicator II

LP

CP

MSA

Annual reviews are held for all City staff. The MS Manager is reviewed by her direct supervisor, the Assistant City Manager while the MS Manager reviews the performance of the Special Events Coordinator. The salary and benefits for both positions are comparable to other similar positions in the area.

The program is meeting the baseline requirements and expectations.

N/A

IV. Effective Operational Structure

Indicator I

LP

CP

MSA

The board updated its Mission and Vision statements in December 2023. By-laws were approved in 2019. All board members are required to take training in the Texas Open Meetings Law and the Sunshine Law. They have also received training on parliamentary procedures and meeting etiquette. The board and its members are covered under the City of Taylor's insurance. The Main Street programs budgets are audited as a part of the City of Taylor's annual audit.

The program is meeting the baseline requirements and expectations.

N/A

Standard III: Diversified Funding and Sustainable Program Operations

A successful revitalization program must have the financial resources necessary to carry out its work and sustain its operations. Program sustainability relies on diversity of revenue streams as dependency on one primary or only source could jeopardize the program's operations. Through this Standard, Main Street programs demonstrate a priority for ensuring that the community is investing in the Main Street organization and programming efforts through a comprehensive and balanced funding structure that ensures successful and sustainable revitalization efforts.

I. Balanced Funding Structure

Indicator I

LP	CP	MSA
The Downtown Improvement District (Main Street District) is a part of the district defined for the TIF #1. The TIF fund covers the grant money issued for Facade and Signage Grants. It also covers the salary and benefits for the Main Street Special Events Coordinator. the Main Street board raises funds to cover the non-city-related costs incurred by special events. This is accomplished through sponsorships, vendor fees and (for the Main Street Car Show) vehicle registration fees. All Main Street special events are free for the public.	N/A	N/A

Indicator II

LP	CP	MSA
The Main Street program is fully funded by the City of Taylor. Additional income is derived from the TIF#1 fund. Main Street Special Events are dually funded: the General Fund covers all city costs including labor, OT, and equipment. The board/committees must raise funds to cover all other costs through sponsorships, vendor fees, and vehicle registration fees for the Main Street Car Show.	The program is meeting the baseline requirements and expectations.	N/A

Indicator III

LP	CP	MSA
The City of Taylor fully funds the Taylor Main Street Program with funds from the City's General Fund. The Main Street Manager's salary and benefits package is funded by the City while the Main Street Special Events Coordinator's salary and benefits package is funded by revenue from the TIF #1. The City underwrites the smaller special events that do not generate revenue such as the Easter Egg Hunt and Spooktacular, Scare on the Square.- The Main Street Program enjoys full cooperation from other City departments when needed for whatever reason.	N/A	N/A

II. Strategic Revenue Development and Fundraising

Indicator I

LP	CP	MSA
The Main Street Budgets are maintained by the City's Finance Department and the Manager makes a monthly financial report to the board.	The program is meeting the baseline requirements and expectations.	N/A

III. Budget and Work Plan Alignment

Indicator I

LP	CP	MSA
While the Taylor Main Street program has a budget that covers its operating costs and the City costs of special events, there could be better communication between the board and the budgeting process which begins in February and continues up to the new FY budget is approved in late September. New projects or asks must be requested under Adjustment to Base which are funded in the event additional funds remain after funding the normal budgetary requests of all City departments.	The program is meeting the baseline requirements and expectations.	N/A

Indicator II

LP	CP	MSA
The Main Street program is funded through the General Fund-Main Street (524) budget for operating costs and special events/projects are covered by the Main Street Revenue Fund. Grants and the salary/benefits for the Main Street Special Events Coordinator are funded through the TIF #1.	N/A	N/A

IV. Financial Management and Best Practices

Indicator I

LP	CP	MSA
The City of Taylor's finance department oversees the various budgets for all departments. General and detailed budgets are available through the City's Incode Program. The City is audited annually, and the Main Street Program's budgets are included in that audit.	The program is meeting the baseline requirements and expectations.	N/A

Indicator II

LP	CP	MSA
Monthly budgets are presented in detail by the Main Street Manager. Any questions or concerns regarding a specific line item can be answered when the Manager produces a detail listing of the line item in question under Incode which would include vendor information, check number and date issued. The board votes monthly to receive the Financial Report as presented.	The program is meeting the baseline requirements and expectations.	N/A

Standard IV: Strategy-Driven Programming

Main Street has built a strong track record for making change happen in communities across the country. Change is an important guiding principle for Main Street. But rather than letting change just happen, Main Street programs define and manage it from one year to the next through a strategy-driven work plan and aligned implementation process. Standard Four brings together all integrated components that must be in place to plan and successfully implement the revitalization work. Centered around Main Street's Four Point Approach, these integrated components are driven by a local Transformation Strategy(s) aligned through community participation and based on understanding of the district's unique and competitive market position.

I. Planning Guided by Inclusive Community and Market-Informed Inputs

Indicator I

LP	CP	MSA
While the data is routinely collected and maintained, the Board could do a better job of utilizing the data in relation to the work plan and overarching Transformation Strategies.	N/A	N/A

II. Defining Direction Through Transformation Strategy Identification and Development

Indicator I

LP	CP	MSA
The board approved the Transformation Strategies for 2024 at their December 15, 2023, Training and Work Plan Workshop.	The Work Plan submitted to us had solid benchmarks that were measurable and community specific. Great work on your Transformation Strategies and Work Plan!	N/A

III. Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points

Indicator I

LP	CP	MSA
Establishing strong committees has been difficult for the board and it is something that staff will continue to work with them to solve.	N/A	N/A

Standard V: Preservation-Based Economic Development

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets. Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establishes a competitive market advantage.

I. Preservation Ethics and Education on History and Cultural Assets

Indicator I

LP	CP	MSA
A preservation ordinance was passed in November 2023 by the City Council and a new HPC will be seated in early 2024.- The Main Street Board's policy for is- suing facade grants is to follow the Sec- retary of the Interior's Standards when reviewing applications. The Board also actively promotes Historic Preservation State & Federal Tax Credits when ren- ovation projects are contemplated in the downtown.	N/A	N/A

Indicator II

LP	CP	MSA
Taylor Main Street presented a semi- nar for property owners in the downtown district regarding Historic Preservation Tax Credits which included presentations by the Design Lead for Texas Historical Commission - State Main Street Office; representatives from the Tax Credit Di- vision of the Texas Historical Commis- sion; representatives from 2 architectur- al firms familiar with tax credit projects; and a downtown property owner whose 2 buildings were a successful tax credit project. The property owner is also the Main Street Board Chairperson. This seminar is bearing fruit as there is 1 on- going tax credit project and 2 in the early stages of planning in the downtown dis- trict.	N/A	N/A

II. Standards and Best Practices for Place-Based, People-Focused Design

Indicator I

LP	CP	MSA
The Main Street Manager and the board work together with City Development Services staff to encourage historical- ly sensitive redevelopment projects. The new Land Development Code also sup- ports historic preservation practices and has sets of design templates for builders to select from that maintain the historic feel and diversity of our city rather than using cookie cutter neighborhoods. The Main Street Manager has a seat with the Development Services Department when Pre-Application meetings are held concerning properties in the Main Street Program District.	The program is meeting the baseline re- quirements and expectations.	N/A

III. Promotion of Historic, Heritage, and Cultural Assets

Indicator I

LP	CP	MSA
The Blackland Prairie Day festival (now Taylor Fest) is a spring event that cel- ebrates the history and cultures of Tay- lor. This is an event sponsored and run by the Main Street program. The Main Street program has an Historic Driving Tour that is promoted in print and on both the City's and the Main Street's website (www.shopdowntowntaylortx.com).	N/A	N/A

Standard VI: Demonstrated Impact and Results

Main Street communities are part of a national network with a proven record for generating strong economic returns and strengthening the district's position within a highly competitive marketplace. Standard Six highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program's revitalization efforts. It also provides the opportunity for the local Main Street program to tell their stories and advocate for resources needed for sustainability.

I. Demonstrating The Value of Main Street

Indicator I

LP	CP	MSA
The Main Street District features prominently in the City's newly updated Comprehensive Plan (2020), the new Land Development Code (2023), and in the Downtown Master Plan (2015 - but a contract is pending to update the plan in 2024). Three Main Street Board Members were selected by the City Council to form an ad hoc committee to provide input in the planning and construction of the new Justice Center-City Hall Complex located within the Main Street Program District. Main Street works with the Taylor Economic Development Commission, the Greater Taylor Chamber of Commerce, and other boards & commissions of the City of Taylor to promote quality growth and redevelopment in the downtown district. The City's PIO and its contracted advertising and promotion partner, Arsenal, actively promote the Main Street program's efforts as well as the downtown business community in press releases and photos in print and social media posts.	Significant work with demonstrable results has been completed in this area.- The impact on your program and community is clearly identified.	N/A

II. Measuring and Packaging Quantitative and Qualitative Outcomes

Indicator I

LP	CP	MSA
The Main Street program tracks business and property activity (sales and leasing); and renovation, restoration, and new construction projects (both private & public sector). The Main Street Manager reports to this information to the Main Street Board and the City Council on a monthly basis.	The accuracy of the information you share in quarterly reports is outstanding.	N/A

Indicator II

LP	CP	MSA
The Main Street program tracks the number of volunteer hours generated in service to Main Street special events and projects. It also tracks the number and value of contributions gifted to the Main Street Program's special events. Social media impressions are also being tracked.	The program is meeting the baseline requirements and expectations.	N/A

III. Promoting Progress and Demonstrating Impact and Results

Indicator I

LP	CP	MSA
The Main Street program submits quarterly activity and reinvestment figures on a quarterly basis to the Texas Main Street Office of the TX Historical Commission.- Staff has made presentations of the annual impact the Main Street program has had in the downtown district utilizing data such as net business gain, properties sold, amount of private and public money expended in renovation projects or new construction to the City Council and area clubs.	The program is meeting the baseline requirements and expectations.	N/A

AGENDA ITEM REPORT
October 16, 2024

REQUEST BY THE CITY MANAGER TO CONSIDER ALTERNATIVE SOLUTIONS TO
THE DECORATIVE ROCKS USED IN DOWNTOWN PLANTING BEDS

The downtown district has endured random acts of vandalism over the past months. Individuals have broken glass windows and sometimes entered via those openings to further vandalize the interior of affected properties and buildings have been tagged among other acts of criminal activity. One property in particular, 109-123 W 4th Street owned by Rick von Pheil, has been vandalized on repeat occasions when storefront windows have been broken ostensibly by rocks found in the downtown planting beds.

Meetings have been held with Mr. Pheil and other owners of similarly affected properties and recommendations were made by the Taylor Police Department and the Main Street Manager concerning the problem. Recommendations included:

- Renovating vacant properties, if necessary, in preparation for leasing the spaces;
- Installing interior lighting (or have tenants keep some lights on when the businesses are closed);
- Installing motion sensor exterior lighting; and
- Installing exterior and interior cameras to record any criminal activity.

The downtown now has a police officer assigned to the downtown district. Officer S. Newell began his patrol work this week and reported that he is already making progress regarding the identification of those involved in recent acts of vandalism. The presence of a dedicated police officer in the district will result in a reduction of incidents of crime and a more rapid identification of those who do commit crimes downtown.

Mr. Pheil has addressed the City Council regarding his opposition to the use of rocks as a part of the recent downtown landscaping project, citing them as potential tools for vandalism. His building has had windows broken several times. Mr. Pheil is now requesting that the city remove the decorative rocks in favor of another type of material.

City Manager LaBorde is seeking a recommendation from the Main Street Advisory Board on this matter. There are several factors the board should consider regarding this request:

1. The cost of removing the rock material will be expensive and those costs will be paid from the TIF #1 fund.
2. Whatever materials, whether smaller rock material, large flat river stones, additional planted material, mulch, etc. will also be covered by the TIF #1 fund.
3. Should all of the decorative rocks be removed throughout the downtown or should the removal and replacement of materials be limited to W. 4th Street where the use of rocks from the planting beds for acts of vandalism has primarily occurred?
4. If the rocks are removed, what material(s) would the MSAB recommend replacing them?

5. In the event the MSAB recommends not removing the rock material, what alternative solutions might it suggest? Expanding the Façade Improvement Grant to include the installation of external cameras and motion sensor lighting? Recommending that the TIF board asks the Council to authorize the creation of a new Building Safety grant program for that purpose outside of the FIG program which would be funded through the TIF #1 fund?
6. Recommend a waiting period before a decision to remove/replace the rocks is made to provide time for the effects of the dedicated downtown police officer to be felt.

AGENDA ITEM REPORT
October 16, 2024

TAYLOR'S SPECIAL DRAW FOR TOURISTS/VISITORS/RESIDENTS

At the September meeting, Chairperson Moss asked the board to contribute what they see as Taylor's special draw for residents, visitors, and tourists. The item was tabled until the October meeting to enable board members to consider their answers.

Taylor Main Street Monthly Activity Report September 2024

Downtown Property & Business Report:

Property:

- Number of properties listed for sale: 8 (1 property is a vacant lot)
- Number of commercial properties listed for lease: *12 **Note: some of these are small spaces within larger buildings with other occupied spaces*
 - o Storefronts: 6
 - o Interior Office Spaces: 3
 - o Restaurant: 2
 - o Industrial/Flex: 2
- Number of residential properties listed for lease: 2
- Leased property during the reporting period: 1
Leased properties during reporting period: 6
 - o 401 N Main Street
- Sold properties during reporting period: 0

Proposed Building Renovation Projects:

- First National Bank building – 115-117 N. Main Street - proposed interior and exterior renovation for a mixed-use project
- Eanes-Prewett Building – 119-121 E. 3rd Street - proposed interior and exterior renovation
- 111 N Main Street – façade renovation (new paint, etc.)

Proposed New Construction Projects:

- None

Current Building Renovation Projects:

- Heidenheimer Co. Wholesale Grocery Warehouses – 209 E. 1st Street – a State & Federal Historic Preservation Tax Credit project
- Richter Furniture Building – 115 W. 3rd Street

Current Construction Projects:

- 202 W 1st Street

Building Project/Renovation Meeting:

- Online meeting with Brice Henderickson (Main Street Design Team with the State Main Street Office, THC) to discuss renovation plans for 119-121 E. 3rd Street – 8/20
- Online meeting with Jennifer Tucker, John Jones, and Jamie Crawley (Design Lead, Texas Main Street, THC) – 8/22
- In-Person Site Visit with Malena Maiz and Brice Henderickson (Main Street Design Team members with the State Main Street Office, THC. Viewed the following properties:
 - o 117 N Main Street

- 211 N Main Street
 - 119-121 E 3rd Street
- Channing Kingery-Boles re: Howard Theater roofing project

Business Activity:

- New businesses opened during reporting period: 0
- Businesses Relocating during reporting period: 0
 - Property uses:
- Businesses Closed during reporting period: 0

Community Outreach / Meetings Attended:

- Downtown Master Plan Update Meeting – 9/5; 9/12; 9/19
- Historic Preservation Commission – 9/4
- Breakfast Bites – 9/11
- TAB Officers Meeting – 9/10
- TIF #1 meeting – 9/18
- Main Street Advisory Board meeting – 9/18
- Taylor Area Businesswomen – 9/24
- CoT Special Event Committee – 9/27 – Fee waiver for Homecoming Parade
- Special Events Planning Meeting – Christmas Parade – 9/12

Local Business / Owner Visits:

Wesley West – meeting re: signage	113 E 3 rd – Building rehabilitation meeting with John Hughes (2 separate meetings)	DT Taylor Stakeholder Meetings
Met with Anita Volek regarding activating committees and boards	106 E 2 nd St – façade rehabilitation meeting	Threads Urban Collective Boutique
The Spot – continued discussions re: unhoused population	The Venue Taylor	Lux Innovations Barber Shop
Brocato Wellness	Top Notch Properties	The Lucky Duck
Rick Von Pheil	Ricardo Zuniga	Chamber, EDC, and other stakeholders for the Tourism Master Plan

Potential New Business / Building Owner Meetings:

Downtown Building Renovation Meetings:

- 113 E. 3rd St – interior and exterior renovation project (2 separate meetings)

- 106 E 2nd St – exterior renovation project

Film Friendly Taylor –Film Events in Taylor:

- None in September

Professional Development:

- Texas Main Street Program monthly design training – 8/21
- Main Street America Institute Training: Supporting Small Business on Main Street – online course – 9/5; 9/12; 9/19
- Training on completing the TIRZ #1 Annual Report to the state

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Updating Taylor property database on DowntownTX.org – ongoing
- Updating business information on Shopdowntowntaylortx.com and taylormadetexas.com - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Digital map updates
- Breakfast Bites monthly downtown business meetings (2nd Wednesday of each month)
- Obtain an accurate record of the number of FTE and PT employees in the Downtown District
- Update the Downtown Building Survey

Main Street Special Events Coordinator Monthly Report September 2024

Event Planning:

- 09.05 – Mamma Jamma Ride Meeting
- 09.06 – Taylor Feed, Feeds Taylor Meeting
- 09.12 – Christmas Parade and Tree Lighting
- 09.24 – Homecoming Parade Road Closure Plan, Empty Bowl, and GoodLife Road

Closure Plan

- 09.27 – Special Event Reviewers

Committee Special Events:

- 09.11 – Memorial March
- 09.14 – 2nd Saturday Shop

and Stroll Special Events Permits

Issued or Pending:

- | | |
|---|---|
| • 09.21 – Building a Community Concert (Approved) | • 10.31 – Spooktacular (Pending) |
| • 09.21 – Texas Mamma Jamma Ride (Approved) | • 11.02 – Taylor Feed Store, Street Dance (Pending) |
| • 10.02 – City of Taylor Homecoming Parade (Approved) | • 11.02 – Veteran’s 5k Beer Run |
| • 10.04 – Our Lady of Guadalupe Jamaica (Approved) | • 12.07 – Taylor Lighted Christmas Parade (pending) |
| • 10.12 – Empty Bowl Project (Approved) | • 12.14 – Christmas Bazaar (Pending) |
| • 10.12 – Good Life 5k (Approved) | • 01.18.2025 – Garden Club, Run for the Roses |
| • 10.28 – Main Street Car Show (Pending) | |

Other Meetings Attended:

- 09.04 – Kiwanis Club Presentation
- 09.05 – Special Event Coordinators Meeting
- 09.09 – Chamber: Tourism Strategies Meeting
- 09.11 – Breakfast Bites
- 09.17 – Mighty Arsenal, Taylor 150 year celebration meeting
- 09.17 – Moody Museum Meeting
-

Business Visits:

- | | |
|--------------------------------|------------------------------|
| • Curio Mrvosa Books & Vintage | • 74 Man Store |
| • Neighborhood Bottle Shoppe | • Good Strangers |
| • Ripple and Rose | • Hayley’s Grains |
| • Hacienda | • Black Sparrow Music Parlor |
| • Vintique Collective | • Dee’s Flowers and Gifts |
| • Outpost 512 | • KINCL Haus of Antiques |
| • ALCHEMY | |

PROPERTY BUSINESS REPORT
OCTOBER 2024

PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	STATUS
McCrory-Timmerman & Titsworth Buildings	201 N Main St	CWYMRY Boyd II / Partner Austin (Aaron Gill - 512-660-5682; aaron.gill@partnersrealestate.com	Aaron Gill - Sr. Assoc (512-660-5682; aaron.gill@partnersrealestate.com) - Todd Mahler, Sr. VP (512-643-8071; todd.mahler@partnersrealestate.com	43,890 (building size) 30,834 (net rentable)	\$15,750.00	mixed use
Brasfield Building	202 N Main St	Bo Brasfield	512.947.5713	2,160/SF	\$850,000	storefront
Threadgill Building	401 N Main St	Rick Northcutt	512-914-7727	7,926 SF	\$2,250,000	Potential Mixed Use
Johan Borge property / Un Taco Mass II	405 S Main St	Johan Borge	512-366-7894	2,386/SF	\$850,000	restaurant
Johan Borge building	407 S Main St	Johan Borge	512-366-7894	1,405/SF on 0.12 ac lot	\$760,000	commercial
Johan Borge building	409 S Mai St	Johan Borge	512-366-7894	2000/SF	\$850,000	mixed use
corner of N Main St & E 7th St	620 N Main St	Delmar McKinney / Julie Downs - Tierra Grande Real Estate	Julie Downs-512-487-3967	2463 SF	\$750,000	
vacant lot	703 N Main St	Four Brothers Business Property Development LLC / Cruz Sanchez	281.771.7898	0.578 AC	\$750,000	vacant land

PROPERTY BUSINESS REPORT
OCTOBER 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
2nd & Main Lofts	102 E 2nd St; Loft 201	2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty	512.497.3697 juliedowns4@gmail.com	1430SF	\$2300/MO	RESIDENTIAL UNIT
Cliff Olle Building	105 E 3rd St	Cliff Olle / Julie Downs	Julie Downs-512-487-3967	3360 SF	\$17.04/SF/YR \$1.42/SF/MO	Restaurant
Jason Simank building	108 E 2nd St	Jason Simank	737-864-5330	2,100 SF	\$19.80/SF/YR \$1.65/SF/MO	Commercial / NNN Lease
McCrory-Timmerman Lofts	110 W.2nd St - Loft D	CWMRY Boyd / Kelly Eddleman	kellyeddleman@mccrorytimmerman.com	2300 SF		RESIDENTIAL UNIT
Richter Furniture Building	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealth.com 512.441.8888	Ste 200 (1829 SF) Ste 300 (1829/SF) Ste 500 (1245/SF)	STE 200 - \$25/SF/YR (NNN); STE 300 \$25/SF/YR (NNN); STE 500 \$24/SF/YR/(NNN)	\$2.08/SF/MO Storefront spaces (to be renovated)
McCrory Timmerman Building	112 W 2nd St; Ste 202	CWMRY Boyd / Kelly Eddleman	kellyeddleman@mccrorytimmerman.com	1764 SF	Call for Information	Interior Office

PROPERTY BUSINESS REPORT
OCTOBER 2024

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
Industrial Flex Bldg	202 W 1st St	JD McNabb Family LLC / James McNabb	512-751-0606	5,000-10,000	\$16.20/sf/yr or \$1.35/sf/mo	Industrial Flex
Ricardo Zuniga's building	215 N Main St	Ricardo Zuniga / Julie Downs-Tierra Grande Real Estate	Julie Downs-512-487-3967	1800 SF	\$18/SF/YR \$1.50/SF/MO	Interior office
Luhn-Johns Building	217-221 N Main St (1st Floor)	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyser vices.com	2 spaces for rent: Ste 221 - 2364 SF and Back Bar - 1800 SF	Upon Request	Restaurant / Bar
Young's Store	315 N Main St	Young Chong Kin & Howard Martin / Se Kyu Kim - Austin Grace Realty	512.947.5599	3158 SF	\$3663/MO \$1.16/SF/MO	Storefront
Threadgill Building	401 N Main St	Rick Northcutt	512-914-7727	7,926 SF	\$2,250,000	Storefront
Large Office Building	700 N Main St	Brent Campbell - Don Quick & Assoc	512-255-3000	1579 SF available divided into 6 spaces		Interior Office

PROPERTY BUSINESS REPORT
OCTOBER 2024

SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
None						
LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
Threadgill Building	401 N Main St	Lexi Little	thelittlecollectivetx@gmail.com	co-working & event space	\$2,250,000	Storefront
PROPOSED NEW CONSTRUCTION/MAJOR RENOVATION	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
Eanes-Jacobsen Building	113-115 E 3rd St	Louis Hughes - John Hughes is project manager	512-844-4150	offices/retail		both interior and exterior work planned
First National Bank of Taylor	115-117 N Main	John Jones	Project Coordinator: Jennifer Tucker; Amazing Realty - 512-710-4000	mixed-use		no permits pulled to date
Taylor National Bank Bldg.	200 N Main St	Chisum Pierce and Cissy Pierce	chism@getchismed.com	boutique hotel and restaurant		pre-app held 1/10; mtg w/ THC staff (MS Design & Tax Credit) 1/11 Tax Credit Project

PROPERTY BUSINESS REPORT
OCTOBER 2024

Eanes-Prewett Building	119-121 E 3rd St	Casey Denton	512.808.3483	mixed use		
Ricardo Zuniga building	211 N Main St	Ricardo Zuniga		façade improvement		
NEW CONSTRUCTION/MAJ OR RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE		
Heidenheimer Co Wholesale Grocery Warehouses	209 E 1st St	Jeff Snyder	512.365.5346	storage associated with Jeff's Resurrections		Tax Credit Project
Richter Furniture Building	115 W 3rd St	Ryder Jeanes	rjeanes@cldrealth.com 512.441.8888	retail / office spaces		
NEW BUSINESS COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
None						

PROPERTY BUSINESS REPORT
OCTOBER 2024

NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	YEARS IN BUSINESS
None						
BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
The Little Collective	401 N Main St	Lexi Little	thelittlecollectivetx@gmail.com	211 N Main St; UnitB	0	
BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
None						

AGENDA ITEM REPORT
October 16, 2024

MARKETING COMMITTEE REPORT

1. Photographer/videographer Terry Skiles filmed interviews and B-roll material over Labor Day weekend and on Saturday, October 5th. Over Labor Day, B-roll film was shot at Karch Music, Light House Boutique, The Nail Shack, and Good Strangers. B-roll film was shot at several additional stores on Saturday including Taylor Soap Bar, Hacienda, Talbot Commons, Flake Bakery & Larder, Threads Urban Collective Boutique, KINCL House of Antiques, Taylor Feed & Supply, Drop Box, The Spot, Sweet & Southern Finds, and Dee's Flowers & Gifts. Shop owner interviews were filmed at Ripple & Rose, Hayley's Grains, Taylor Bike Company, Neighborhood Bottle Shoppe, Alchemy, 74 Man Store, and Curio Mrvosa.

The following questions were put to those interviewed:

- What makes your business unique, and why is it important to the Taylor community?
- What experiences can visitors expect when they come to your shop?
- How does supporting local businesses like yours enhance a visitor's experience in Taylor?
- What do you love most about being a business owner in Taylor?
- How does your business celebrate the culture and history of Taylor?
- Please give us your elevator pitch on what someone should do when they visit Taylor

We hope to have product to show the board at the October 16th meeting.

2. Updated Downtown Directory maps were installed this week. One map will need to be reprinted due to a minor error – the “you are here” arrow was in the wrong location. A temporary fix with a Sharpie marker has corrected the error until Georgetown Printing can get back out to Taylor with the replacement.
3. Hardcopy downtown map with upcoming events brochure has been printed in house. The map is the same as the directory. Over 100 copies were provided along with new DT stickers to Art Off Center for the Empty Bowl Project this Saturday.
4. The Marketing Committee is preparing to meet with other communication stakeholders to develop ways we can be more concerted in our advertising and promotional efforts.

UPCOMING EVENTS

OCT
17
THU

MUSIC ON MAIN

FT. EERIE FAMILY & LE GARGOYLE

OCT
26
SAT

MAIN STREET CAR SHOW

LIVE MUSIC / VENDORS/ CARS!

OCT
31
THU

SPOOKTACULAR

FREE CANDY & COSTUME CONTEST

NOV
9
SAT

MUSIC ON MAIN

FT. GIDDY UP GO

DEC
7
SAT

CHRISTMAS PARADE

FT. NOT PAST ELEVEN

DEC
14
SAT

CHRISTMAS BAZAAR

LOCAL ARTISANS & HOLIDAY TUNES

GET ALL THE
DETAILS HERE



DISCOVER THE RICH HISTORY OF TAYLOR ON A DOWNTOWN WALKING TOUR! FOUNDED IN 1876 WITH THE ARRIVAL OF THE RAILROAD, TAYLOR QUICKLY BECAME A BUSTLING HUB FOR CATTLE, GRAIN, AND COTTON SHIPPING. IMMIGRANTS FROM MORAVIA, BOHEMIA, GERMANY, AND AUSTRIA HELPED SHAPE THE TOWN'S VIBRANT CULTURE. EXPLORE HISTORIC BUILDINGS, LEARN ABOUT THE TOWN'S RAPID RECOVERY AFTER THE 1879 FIRE, AND SEE HOW TAYLOR'S RAILROADS PLAYED A KEY ROLE IN ITS GROWTH. DON'T MISS THIS CHANCE TO STEP BACK IN TIME AND EXPERIENCE THE CHARM OF TAYLOR'S HISTORIC DOWNTOWN!

SCAN ME



[HTTPS://WWW.SHOPDOWNTOWNTAYLORTX.COM/HISTORICTOUR](https://www.shopdowntowntaylortx.com/historictour)

DOWNTOWN DIRECTORY



DISCOVER UNIQUE SHOPS, LOCAL DINING, AND RICH HISTORY IN THE HEART OF OUR VIBRANT COMMUNITY.



FALL/WINTER 2024

Attractions

- 1 POTTER'S ALLEY
- 2 PIERCE SKATE PARK
- 3 HERITAGE SQUARE
- 4 OLD TAYLOR HIGH*
- 5 TAYLOR PUBLIC LIBRARY
- 6 MOODY MUSEUM

Food and Drink

- 7 ROJAS TACOS
- 8 UN TACO MASS #2
- 9 M&M FOOD MART
- 10 EL CORRAL LOZANO
- 11 LOUIE MUELLER BARBECUE
- 12 NEIGHBORHOOD BOTTLE SHOPPE
- 13 GOOD STRANGERS
- 14 BLACK SPARROW MUSIC PARLOR
- 15 2ND STREET STATION KITCHEN & BAR
- 16 HAYLEY'S GRAINS
- 17 WESTERN DARLIN
- 18 LA SCALA TAYLOR
- 19 ED'S PLACE
- 20 RIPPLE & ROSE CAFE
- 21 THE SPOT
- 22 CORREA'S CHINESE CUISINE
- 23 SEED TO SOUL FOOD
- 24 MEZOOZAH BOUTIQUE & CORNER SWEETS
- 25 THE LUCKY DUCK CAFE
- 26 FLAKE BAKERY & LARDER
- 27 PHO ASIAN FOOD TRUCK
- 28 HACIENDO COFFEE ROASTERS
- 29 KING'S LIQUOR & MORE

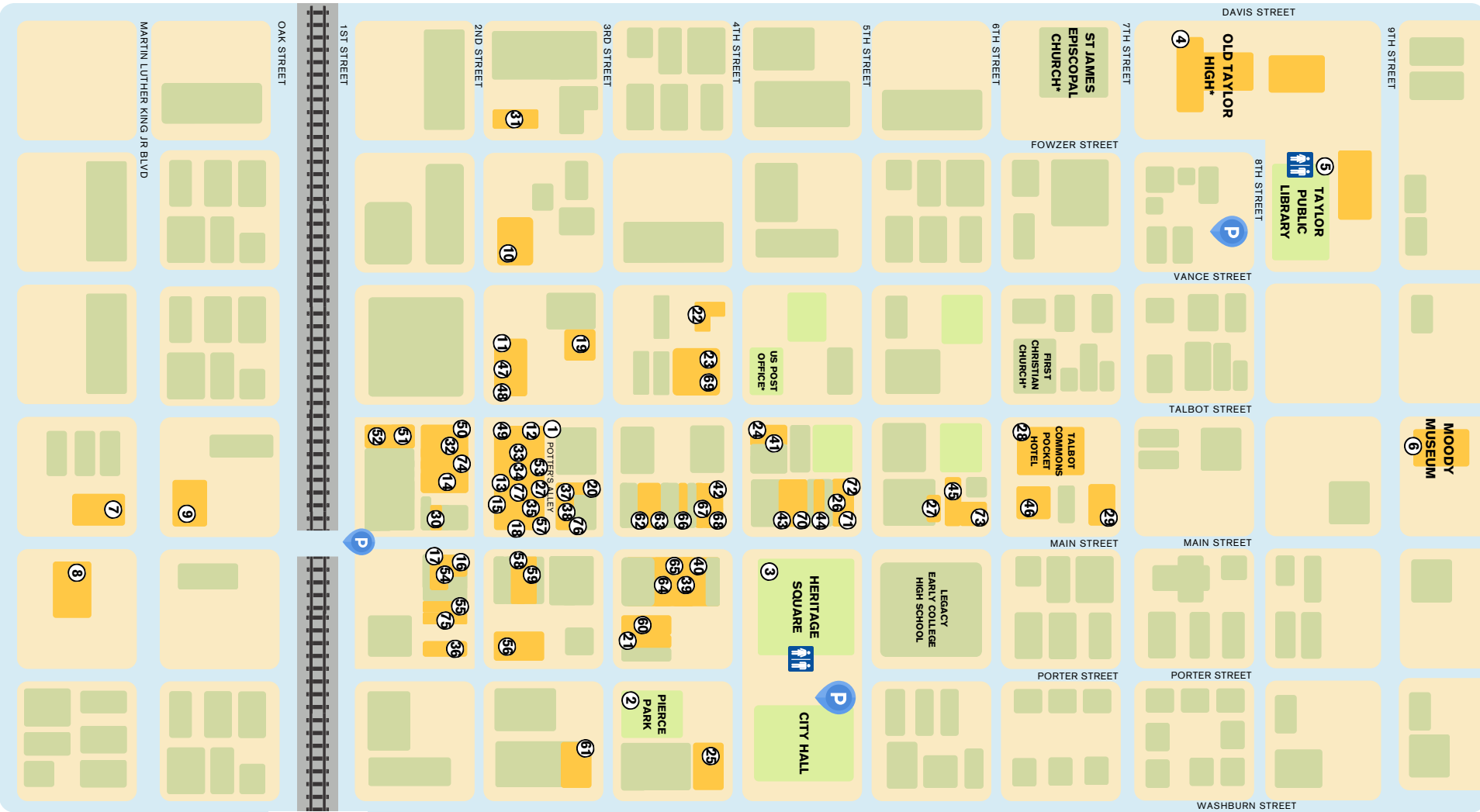
Personal Services

- 30 PIPER & PAUL DOG GROOMING
- 31 PUPPY PAWS GROOMING & BOARDING
- 32 TL NAILS & SPA
- 33 CINDY CHAPTER MASSAGE
- 34 TRUE BARBERSHOP
- 35 LUX BARBER STUDIO
- 36 COLOUR COLLECTIVE STUDIO
- 37 TAYLOR'D DERMAGRAPHICS
- 38 HAWT SPOT SALON & BOUTIQUE
- 39 CONCEPT BRAZILIAN JIU JITSU
- 40 REDLINE FITNESS CENTER
- 41 IDEAL BARBER SHOP
- 42 BROCATO WELLNESS CENTER
- 43 GRAND MASTER LEE TAE KWON DO
- 44 THE NAIL SHACK
- 45 PFENNIG'S PHARMACY
- 46 TANGLES HAIR SALON
- 77 MASSAGE BY NICOLE & REX

Retail

- 47 VINTIQUE COLLECTIVE
- 48 KINCL HOUSE OF ANTIQUES
- 49 ANCIRA SALSA
- 50 ALCHEMY
- 51 TAYLOR FEED & SUPPLY
- 52 BOX DROP MATTRESS & FURNITURE
- 53 ART OFF CENTER
- 54 CURIO MRVOSA BOOKS & MORE
- 17 WESTERN DARLIN
- 55 VINTAGE AFFAIRE
- SHEPHERD'S HEART FOOD PANTRY & THRIFT SHOP

WELCOME TO TAYLOR



*Recorded Texas Historic Landmark

- 57 ST. VINCENT DE PAUL THRIFT SHOP
- 58 TAYLOR BIKE COMPANY
- 59 DRIP-N-RIP VAPES
- 60 THREADS URBAN COLLECTIVE BOUTIQUE
- 61 ALL 'MERICAN THRIFT
- 62 TAYLOR OFFICE PRODUCTS
- 63 TAYLOR SPORTING GOODS
- 64 OUTPOST 512
- 65 SKY & CO. JEWELERS
- 66 NETTA'S NOOK ANTIQUES & COLLECTIBLES
- 67 TAYLOR SOAP BAR*
- 68 DEE'S FLOWERS & GIFTS*
- 69 THE RHINESTONE COWGIRL
- 24 MEZOOZAH BOUTIQUE & CORNER SWEETS
- 70 74 MAIN STORE
- 71 KARACH MUSIC
- 72 THE LIGHTHOUSE BOUTIQUE
- 73 SWEET & SOUTHERN FINDS

Shop
Small
Y'all

AGENDA ITEM REPORT
October 16, 2024

Downtown Master Plan Update

1. MEETINGS HELD WITH LIONHEART TEAM:

September 18th – R Leonard; O Sullivan; A Lesmes; & J Harris

October 2nd – O Sullivan T Yantis ; & J Harris

October 16th –

Lionheart also held a meeting with HDR and senior City staff to discuss the project's trajectory

2. Takeaways from MS Manager email and follow up meeting to Lionheart Team – October 1st:

PROJECT CATEGORY	INSTEAD OF THIS:	RECOMMEND THIS:
The REALLY BIG DREAM project(s)	TxDOT completely replacing the existing bridge	• Build a ped. bridge adjacent to existing bridge OR • Improve the appearance & usability of the existing crossover
Bike Lanes	Council has made its opposition to bike lanes clear.	Develop projects where pedestrians can safely and pleasantly co-exist with vehicular traffic.
Alleys	Instead of concentrating on overhead artwork which will generate pushback from Oncore	Make alleys walkable & welcoming: • Safer surfacing (permeable surfacing to control brown water runoff) • Ample lighting – Oncore willing to add/repair lights on existing poles in alleys • Visual interest: murals on already painted walls or mural panels attached with bolts into mortar on unpainted walls
BIG IMPORTANT	Current situation	Recommend consolidated

PROJECT: Deal with consolidation of trash collection per block in alleys	encourages litter, scrounging through trash, and general clutter which discourages pedestrians from utilizing alleys	trash collection: • Install large dumpsters and have Waste Connections revamp their billing system (big dream) • Build enclosed wheelie bin/dumpster corrals and require their use. Have mini murals painted on the exterior of the corrals.
INCREASE SHADE esp. on Main Street		• Financial incentives for the restoration and/or maintenance of shade canopies outside of the FIG. • Addition of decorative trees and/or plantings with TxDOT permission

3. November Community Stakeholder Dialogue Meeting –

- Our Lady of Guadalupe is agreeable to host the meeting on November 18th. The Lionheart Team is onboard with this change.
- Staff requests that the presentation be translated into Spanish and printed out for distribution at the meeting.
- OLG will have a translator (Fr. Alberto?) on hand
- Staff suggests that bilingual information be distributed to the area churches and posters placed in stores, etc. to promote the event.

10/09/2024 MAIN STREET CAR SHOW - COMMITTEE REPORT

EXPENSES: **\$10,338.21**

Artist Line-Up, \$3500.00 total:

- 10 am - 10:45 am: Clutch Kings, will sing national anthem
- 11 am - 11:45 am: Chubby Knuckle Choir
- 12 pm noon: Aztec Dancers at 4th and Main St
- 12 pm - 12:45 pm: Ready Betty
- 1 pm - 1:45 pm: Gabor Nicholson Band
- 2 pm - 2:45 pm: Roy Heinrich and the Pick Up Trucks
- 3 pm - 4 pm: Elvis and awards

Bids Awarded:

- Portable Toilets: \$2026.00
- Sound: \$2000.00
- TShirts: \$2254.86

Marketing:

- \$10.00 - Facebook reel over-first weekend in September
- \$395.00 - Howard Theatre, both sides 22nd - 26th, lights on the 25th and 26th
- \$152.42 - Heritage Square banners

REVENUE: **\$13,381.00**

- Sponsors: \$6500.00
- Vehicle Registration:
 - \$400.00 - in person, by mail
 - \$1768.31 - electronic
- Vendor
 - Pending: \$3875 - 8 Food Vendors, 16 craft/promotion
 - Confirmed: \$ 775- 4 Craft Vendor, 3 food

All sign-up links:



All marketing materials



AGENDA ITEM REPORT
October 16, 2024

HERITAGE SQUARE FARMERS MARKET

1. City Attorney Mark Schroeder has completed the development and review of a contract between the City of Taylor and the Heritage Square Farmers Market. This has been provided to Ms. Blundell and Ms. Lopez for their review. A meeting will be scheduled soon to review their comments. Any proposed changes will be submitted back to Mr. Schroder. A final copy will be sent to Ms. Blundell and Ms. Lopez for their signatures before presenting it to City Manager LaBorde for his signature.
2. The payment from FY 24 HSFM fees for printing market tote bags was given to Ms. Blundell for delivery to the printers.
3. Other items purchased with FY 2024 HSFM fees were an improved sound system with Bluetooth capabilities and additional A-frame signs.

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STOREFRONT WINDOW PROMOTIONAL PROJECT

1. Ujjal Ghoshtagore, owner of 217-221 N Main Street, has agreed to allow Main Street to utilize the storefront windows of 221 N Main Street (the old Texas Café location) for this project. Two large storefront windows and the glass double doors with sidelights are available for our use.
2. Three businesses have agreed to participate in this pilot project: Mezoozah Boutique & Corner Sweets, Curio Mrvosa, and Alchemy.
3. A window of between 1-3 hours will be provided for the participants to complete their portion of the windows. It is hoped that all three businesses will be able to decorate their windows simultaneously.
4. There will be neither power nor lighting will be provided.
5. The displays may remain in place until the space is leased. Mr. Ghoshtagore will provide 7-days written notice to the participants so they may dismantle the displays.