

AGENDA
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL; 400 PORTER STREET
LARGE CONFERENCE ROOM
JANUARY 15, 2025, 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. Review and approve the minutes from the December 18, 2024 meeting and the January 6, 2025 work session as presented.
2. Receive the Financial Reports as presented

IV. REGULAR AGENDA - NEW BUSINESS

3. Receive the stakeholder presentation for the Downtown Master Plan update from Lionheart
4. Discuss dates for the MSAB Training and Planning Retreat

V. REGULAR AGENDA - CONTINUING BUSINESS

5. Receive the Main Street Manager and Special Events Coordinator's report of December's activities as information.
6. Receive the current Downtown Property and Business report as information.
7. Receive information and approve staff's request to hold Breakfast Bites meeting on a quarterly basis.
8. Receive information, discuss, and take potential action regarding the establishment of walking

tours in the downtown district.

9. Receive the current report from the Marketing Committee as information.
10. Receive the Heritage Square Farmers Market report as information.
11. Receive the current report from the new City Hall Advisory committee.

VI. ADJOURN

12. Recommendations for items to be added to future 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: January 10, 2025
Jan Harris, Main Street Manager

MINUTES
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD MEETING
TAYLOR CITY HALL
400 PORTER STREET; TAYLOR, TX DECEMBER 18,
2024, 5:00 PM

MEMBERS PRESENT: Ruth Rivera, Curie Humphreys, Doug Moss, and Jeff Snyder

MEMBERS ABSENT: John McRae, Alyse Mervosh, and Jennifer Lopez

GUESTS PRESENT: Johan Borge

STAFF PRESENT: Jan Harris, Main Street Manager

STAFF ABSENT: Ruby Fisher, Special Events Coordinator

- I. CALL TO ORDER AND DECLARE A QUORUM** – Chairperson Moss called the meeting to order at 6.15 pm with a quorum present.
- II. CITIZEN COMMUNICATION** – Johan Borge, owner of 3 properties (405, 407, & 409 S. Main Street) addressed the board with concerns about promoting small businesses in Taylor. He suggested that signage be added to promote the city as he feels that the bypass keeps the traffic from coming through the downtown. He suggested additional signage like the one on east-bound 79 should be added to the other entryways to the downtown.

III. CONSENT AGENDA

- 1. Approve the minutes from the November 20, 2024 board meeting as presented – MOTION:** To approve the minutes as presented. J SNYDER / R RIVERA / APPROVED UNANIMOUSLY
- 2. Receive the November financial statements for the 100-524 GF Main Street operating budget and the 123 Main Street Revenue Budget as information – ACTION:** To receive the financial statements as information.

IV. REGULAR AGENDA - NEW BUSINESS

- 3. Receive information, discuss, and consider action regarding walking tours for downtown Taylor** – This was a topic suggested by Chairperson Moss that was first placed on the November agenda. The board elected to table it until the December 2024 meeting as Mr. Moss was absent. Mr. Moss informed the board that his idea was to have a docent-led walking tour one Saturday per month.
DISCUSSION: He asked the board if they preferred docent-led or self-guided walking tour formats. Ms. Humphreys said she wanted both. Suggested docents included Mr. Moss, Brant Rydell, and members of the Heritage & Conservation Society. Ms. Rivera reminded the board that Elgin's Chamber leads walking tours there and wondered if we could get our Chamber to do the same. Mr. Moss then asked for a committee to work on this project but there were no volunteers.
ACTION: The board agreed to table the item until the January meeting when Ms. Mervosh, Ms. Lopez, and Mr. McRae could be present.
- 4. Receive information, discuss, and make a decision regarding a new format for Breakfast Bites in 2025** – Ms. Harris presented a possible change in the format for Breakfast Bites: following

Georgetown Main Street's example of quarterly meetings full of information. The initial idea of following Georgetown's lead came from Mr. Moss whose firm is working on the Georgetown library. Ms. Harris presented a typical agenda for these quarterly events:

8:00 am – 8:15 am – arrival and continental breakfast

8:15-8:45 – A more formal program of interest is presented

8:45-9:00 – Recognitions: Grant recipients (photo with a big check), owners of completed rehabilitation projects, and new businesses/milestones for existing businesses.

9:00-9:30 – A representative from City Departments presents a 2-minute report on items affecting the Main Street district followed by Q/A

9:30 – adjourn

Ms. Harris said the benefits of this change would include better, more organized presentations, an increase in visibility for Main Street and the projects completed with its assistance, a chance for business/property owners to speak with City staff on a regular basis, and it would decrease the work load on staff who have to develop and present programs monthly.

DISCUSSION: The board wondered if the community would lose interest in Breakfast Bites if it were held quarterly.

ACTION ITEM: Hold a Breakfast Bites in January and poll those attending as to their opinion on this change.

ACTION: No decision was made, and the item was tabled until the January meeting.

5. **Receive information, discuss, and take possible action on ways to help the struggling small business community in Taylor** – Ms. Harris asked the board for input into concrete ways they could assist struggling small businesses. She pointed out that there are several factors which are contributing to the period of business losses. They include a reduction in foot traffic and shoppers due to an uncertain economy and concern for the future after a contentious election season and dramatically increasing rental rates as property owners try to meet the dramatic increase in property values in the downtown district. She shared with them a 124-page book she had compiled called The Taylor Small Business Handbook with chapters ranging from sites for small business grants and loans to employee training & management, how to create a marketing and advertising budget, and how to diversify their product lines for greater success. This book is now on the City's website and available for use.

DISCUSSION: Ms. Humphreys said that it was the job of the Main Street Special Events Coordinator to create events that will bring traffic to downtown such as a Passport to Downtown or other ways to create the vibe of activity in the downtown.

ACTION: No action was taken by the board.

V. REGULAR AGENDA - CONTINUING BUSINESS

6. **Receive the Main Street Manager and Special Events Coordinator reports for November as presented** – Ms. Harris reviewed the number of properties /spaces for sale or lease in the downtown area with the board. There are 7 properties (1 a vacant lot) for sale and 24 spaces for lease – most of these are offices within a building. One new addition to her report, which she also shares with the City Council, is the listing of planned and current building renovation projects and new construction projects. There are 8 planned and 5 current renovation projects in the downtown district. She reported that there was 1 film project during the month of November.

Ms. Harris then reviewed Ms. Fisher's activity report with the board. She reported having 5 special events meetings during November. There were 2 special events held in November and at the time of her report, there were 4 special event permit applications either issued or pending.

ACTION: The board received the reports as information.

7. **Receive an update from the New City Hall Citizens Advisory Committee** – Mr. Snyder reported

that the Council had approved the presentation presented by Randall Scott and his team. He reported that the concerns expressed by the committee regarding the foundation had been addressed.

ACTION: The report was received as information and no action was taken by the board.

8. **Receive a report on the ongoing update to the Downtown Master Plan** – Ms. Harris reviewed the progress made in the past month. She asked everyone on the board who hadn't attended the November Stakeholder's meeting to review the section on the City's website and then take the brief survey. This will help Lionheart gauge what the community wants from this project. She also thanked Ms. Rivera for attending the event and welcoming those attending on behalf of the board.

DISCUSSION: Mr. Moss asked when the project should be completed, and Ms. Harris responded that it should be completed early in the 2nd quarter of 2025. The delay was due to additional tasks added to the project's scope.

ACTION ITEM: Mr. Moss directed Ms. Harris to remind the Lionheart team that his #1 priority in deliverables from them is an order of magnitude budget for the various projects outlined in the plan.

ACTION: The report was received as information and no action was taken by the board.

9. **Receive an update on the Main Street board training and work plan revision session and take appropriate action to approve** – Ms. Harris presented a proposal from Alysia Cook with Opportunity Strategies for the upcoming Taylor Main Street Board Development Workshop. This process would begin prior to the workshop with the board completing a confidential survey assessing the board as a unit and themselves as individual board members. Then a 4-hour workshop will be held and will include topics such as roles & responsibilities of the board vs City vs staff, best practices, events, committee structuring, board engagement, commitment, communication, and conduct. She will also cover Main Street America fundamentals such as the Main Street 4 Point Approach and the Texas Main Street Program. She will also lead the board through a review of the board's 3 current Transformation Strategies and workplan and help them reduce the strategies to 1 or 2 in alignment with the new requirement from the National Main Street Center. The cost is \$3,997.00.

DISCUSSION: Members of the board questioned the need for this workshop and Ms. Harris explained that training was a required part of being a Main Street city because the movement is a grassroots effort by volunteers (including board members), stakeholders, and local government to bring about positive economic development through historic preservation. The cost was questioned as Ms. Humphreys felt that the money could be put to other uses. She also questioned the importance of being an Accredited Main Street City wondering if we wouldn't be just as well off without that designation.

ACTION: No action was taken by the board.

10. **Receive a report on the purchase of items and services for the downtown** – Ms. Harris reported that she was delaying taking the board's request for a TIF budget amendment to allocate \$40,000 for street furnishings until the Council had received the final update to the DT Master Plan showing that such purchases were key to future goals and successes. She also reported that the task of bringing an arborist on board for tree maintenance would be folded into the contract with Heart of Texas for downtown landscaping.

ACTION: No action was taken by the board.

11. **Receive suggestions of items for future agendas** – Ms. Harris will put the item of Walking Tours and Breakfast Bites on the January agenda. No other items were suggested.

VI. ADJOURN – MOTION: To adjourn the meeting until January 5th when the board will meet to complete the NMSC's Annual Self-Assessment module. The meeting was declared adjourned at

7.51 pm. R RIVERA / C HUMPHREYS / UNANIMOUS.

Respectfully submitted,

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

Jan Harris

Main Street Manager

MINUTES
CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD WORK SESSION
TAYLOR CITY HALL; LARGE CONFERENCE ROOM
400 PORTER STREET; TAYLOR, TX 76574
JANUARY 6, 2025, 4:00 PM

MEMBERS PRESENT: John McRae. Jeff Snyder; Jennifer Lopez; Curie Humphreys; Alyse Mervosh; Ruth Rivera, and Doug Moss, Chairperson.

STAFF PRESENT: Ruby Fisher, Special Events Coordinator and Jan Harris, Main Street Manager

- I. CALL TO ORDER AND DECLARE A QUORUM – The January 6, 2025 Main Street Advisory Board work session was called to order at 4.09 pm with all members present.
- II. CITIZEN COMMUNICATION - None
- III. REGULAR AGENDA - NEW BUSINESS
 1. Complete the 2024 Main Street America Annual Local Program Self-Assessment Tool: Main Street Manager Jan Harris led the board through the process of completing the questions for the 2024 Main Street Program Self-Assessment modules.
- IV. ADJOURN – MOTION: To adjourn the January 6, 2025 Main Street Work Session at 7.50 pm. - R RIVERA / J MCRAE / UNANIMOUSLY APPROVED.

Respectfully submitted,



Jan Harris
Main Street Manager

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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	8,011.57	57,977.44	26.17	0.00	163,551.56
***	TOTAL EXPENDITURES	***					
		221,529.00	8,011.57	57,977.44	26.17	0.00	163,551.56
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS)	***					
		(221,529.00)	(8,011.57)	(57,977.44)	26.17	0.00	(163,551.56)
		=====	=====	=====	=====	=====	=====

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

100-GENERAL FUND
REVENUES

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

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
524-111	REGULAR FULL TIME	148,985.00	5,788.76	39,872.20	26.76	0.00	109,112.80
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	192.00	0.00	288.00	150.00	0.00	(96.00)
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	149,177.00	5,788.76	40,160.20	26.92	0.00	109,016.80
<u>PAID BENEFITS</u>							
524-120	UNUM LIFE	297.00	0.00	90.00	30.30	0.00	207.00
524-121	FICA SOCIAL SECURIT	11,397.00	437.96	3,038.86	26.66	0.00	8,358.14
524-122	WORKERS COMPENSATION	344.00	146.39	212.18	61.68	0.00	131.82
524-123	STATE UNEMPLOYMENT TAXES	162.00	75.38	75.38	46.53	0.00	86.62
524-124	RETIREMENT-TMRS	20,631.00	1,563.08	4,570.66	22.15	0.00	16,060.34
524-126	HEALTH INSURANCE	16,597.00	0.00	5,870.40	35.37	0.00	10,726.60
524-127	DENTAL INSURANCE	576.00	0.00	188.96	32.81	0.00	387.04
524-128	LONG TERM DISABILITY	369.00	0.00	149.48	40.51	0.00	219.52
524-129	VISION INSURANCE	99.00	0.00	38.32	38.71	0.00	60.68
	* SUB-CATEGORY TOTAL *	50,472.00	2,222.81	14,234.24	28.20	0.00	36,237.76
<u>ALLOWANCES/REIMBURSEMENTS</u>							
524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	1,500.00	0.00	64.57	4.30	0.00	1,435.43
	* SUB-CATEGORY TOTAL *	1,500.00	0.00	64.57	4.30	0.00	1,435.43
<u>TRAINING/PROFESSIONAL DEVELOPM</u>							
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	0.00	316.40	14.06	0.00	1,933.60
524-146	TRAINING- TRANSPORTATION	1,700.00	0.00	0.00	0.00	0.00	1,700.00
524-147	TRAINING- LODGING	2,500.00	0.00	1,721.80	68.87	0.00	778.20
524-148	TRAINING- MEALS	880.00	0.00	256.00	29.09	0.00	624.00
	* SUB-CATEGORY TOTAL *	10,650.00	0.00	2,294.20	21.54	0.00	8,355.80

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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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** CATEGORY TOTAL **		211,799.00	8,011.57	56,753.21	26.80	0.00	155,045.79
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200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,545.00	0.00	546.01	35.34	0.00	998.99
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	100.00	0.00	2.07	2.07	0.00	97.93
* SUB-CATEGORY TOTAL *		2,145.00	0.00	548.08	25.55	0.00	1,596.92

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	2,100.00	0.00	0.00	0.00	0.00	2,100.00
* 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	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 **		4,245.00	0.00	548.08	12.91	0.00	3,696.92
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300-FACILITIES OPERATIONS/MAIN

UTILITIES

524-323	TRUNK TELEPHONE SYSTEM	0.00	0.00	0.00	0.00	0.00	0.00
524-324	CELL PHONES	600.00	0.00	365.76	60.96	0.00	234.24
* SUB-CATEGORY TOTAL *		600.00	0.00	365.76	60.96	0.00	234.24

** CATEGORY TOTAL **		600.00	0.00	365.76	60.96	0.00	234.24
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CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

PAG 5

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	2,000.00	0.00	310.39	15.52	0.00	1,689.61
	* SUB-CATEGORY TOTAL *	2,000.00	0.00	310.39	15.52	0.00	1,689.61
** CATEGORY TOTAL **		2,000.00	0.00	310.39	15.52	0.00	1,689.61
<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	0.00	0.00	0.00	0.00	0.00	0.00
	* 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	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
<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	200.00	0.00	0.00	0.00	0.00	200.00
	* 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

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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	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
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	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
***	DEPARTMENT TOTAL ***	221,529.00	8,011.57	57,977.44	26.17	0.00	163,551.56
		=====	=====	=====	=====	=====	=====
***	TOTAL EXPENSES ***	221,529.00	8,011.57	57,977.44	26.17	0.00	163,551.56
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS) ***	(221,529.00)	(8,011.57)	(57,977.44)	26.17	0.00	(163,551.56)
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*** END OF REPORT ***

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

PAG 1

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	0.00	27,375.80	66.77	0.00	13,624.20
450-	INTERFUND OPERATING T	53,100.00	0.00	1,250.00	2.35	0.00	51,850.00
***	TOTAL REVENUES ***	94,100.00	0.00	28,625.80	30.42	0.00	65,474.20
<u>EXPENDITURE SUMMARY</u>							
615-	CONTRIBUTE TO CIVIC P	94,100.00	0.00	36,244.91	67.01	26,810.58	31,044.51
***	TOTAL EXPENDITURES ***	94,100.00	0.00	36,244.91	67.01	26,810.58	31,044.51
***	TOTAL PROFIT / (LOSS) ***	0.00	0.00	(7,619.11)	0.00	(26,810.58)	34,429.69

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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	0.00	0.00	0.00	0.00	0.00	0.00
** 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	0.00	0.00	0.00	0.00	0.00	0.00
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOU</u>							
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	0.00	27,115.80	159.50	0.00	(10,115.80)
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	200.00	0.00	0.00	(200.00)
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	60.00	0.50	0.00	11,940.00
440-359	SPOOKTACULAR	0.00	0.00	0.00	0.00	0.00	0.00
440-360	2ND SATURDAY	3,000.00	0.00	0.00	0.00	0.00	3,000.00
** REVENUE CATEGORY TOTAL **		41,000.00	0.00	27,375.80	66.77	0.00	13,624.20
<u>450-INTERFUND OPERATING TRANSF</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	1,250.00	25.00	0.00	3,750.00
450-365	TRANSFER FROM GENERAL FUND	48,100.00	0.00	0.00	0.00	0.00	48,100.00
** REVENUE CATEGORY TOTAL **		53,100.00	0.00	1,250.00	2.35	0.00	51,850.00
*** TOTAL REVENUES ***		94,100.00	0.00	28,625.80	30.42	0.00	65,474.20
		=====	=====	=====	=====	=====	=====

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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
<u>100-EMPLOYEE SERVICES</u>							
<u>WAGES & SALARIES</u>							
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
<u>200-OPERATIONAL SUPPLIES</u>							
<u>PROGRAM/SPECIAL EVENTS</u>							
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	350.00	10.00	0.00	3,150.00
615-235	MAIN ST CAR SHOW	30,000.00	0.00	30,741.22	102.47	0.00	(741.22)
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	1,113.22	185.54	0.00	(513.22)
615-239	SPOOKTACULAR	1,500.00	0.00	1,498.71	99.91	0.00	1.29
	* SUB-CATEGORY TOTAL *	60,600.00	0.00	33,703.15	55.62	0.00	26,896.85
<u>PUBLIC SAFETY SUPPLIES</u>							
615-240	CITY PARADES	25,000.00	0.00	1,004.73	24.28	5,065.00	18,930.27
615-241	2ND SATURDAY	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	25,000.00	0.00	1,004.73	24.28	5,065.00	18,930.27
<u>SPECIALTY SUPPLIES</u>							
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
	** CATEGORY TOTAL **	89,100.00	0.00	34,707.88	44.64	5,065.00	49,327.12

CITY OF TAYLOR
FINANCIAL STATEMENT
AS OF: JANUARY 31ST, 2025

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
<u>500-CONTRACT SERVICES AND FEES</u>							
<u>PROFESSIONAL SERVICES</u>							
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
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
	** CATEGORY TOTAL **	5,000.00	0.00	1,537.03	30.74	0.00	3,462.97
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
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
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
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)
615-815	INTERFUND TRANSFER OUT	0.00	0.00	0.00	0.00	0.00	0.00
615-819	OTHER CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	21,745.58	(21,745.58)

C I T Y O F T A Y L O R
F I N A N C I A L S T A T E M E N T
A S O F : J A N U A R Y 3 1 S T , 2 0 2 5

PAG 5

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
** CATEGORY TOTAL **		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>21,745.58</u>	<u>(21,745.58)</u>
*** DEPARTMENT TOTAL ***		<u>94,100.00</u>	<u>0.00</u>	<u>36,244.91</u>	<u>67.01</u>	<u>26,810.58</u>	<u>31,044.51</u>
*** TOTAL EXPENSES ***		<u>94,100.00</u>	<u>0.00</u>	<u>36,244.91</u>	<u>67.01</u>	<u>26,810.58</u>	<u>31,044.51</u>
*** TOTAL PROFIT / (LOSS) ***		<u>0.00</u>	<u>0.00</u>	<u>(7,619.11)</u>	<u>0.00</u>	<u>(26,810.58)</u>	<u>34,429.69</u>

*** END OF REPORT ***

ADVISORY COMMITTEE #4 for Taylor Downtown Plan

2/19/2024



AGENDA

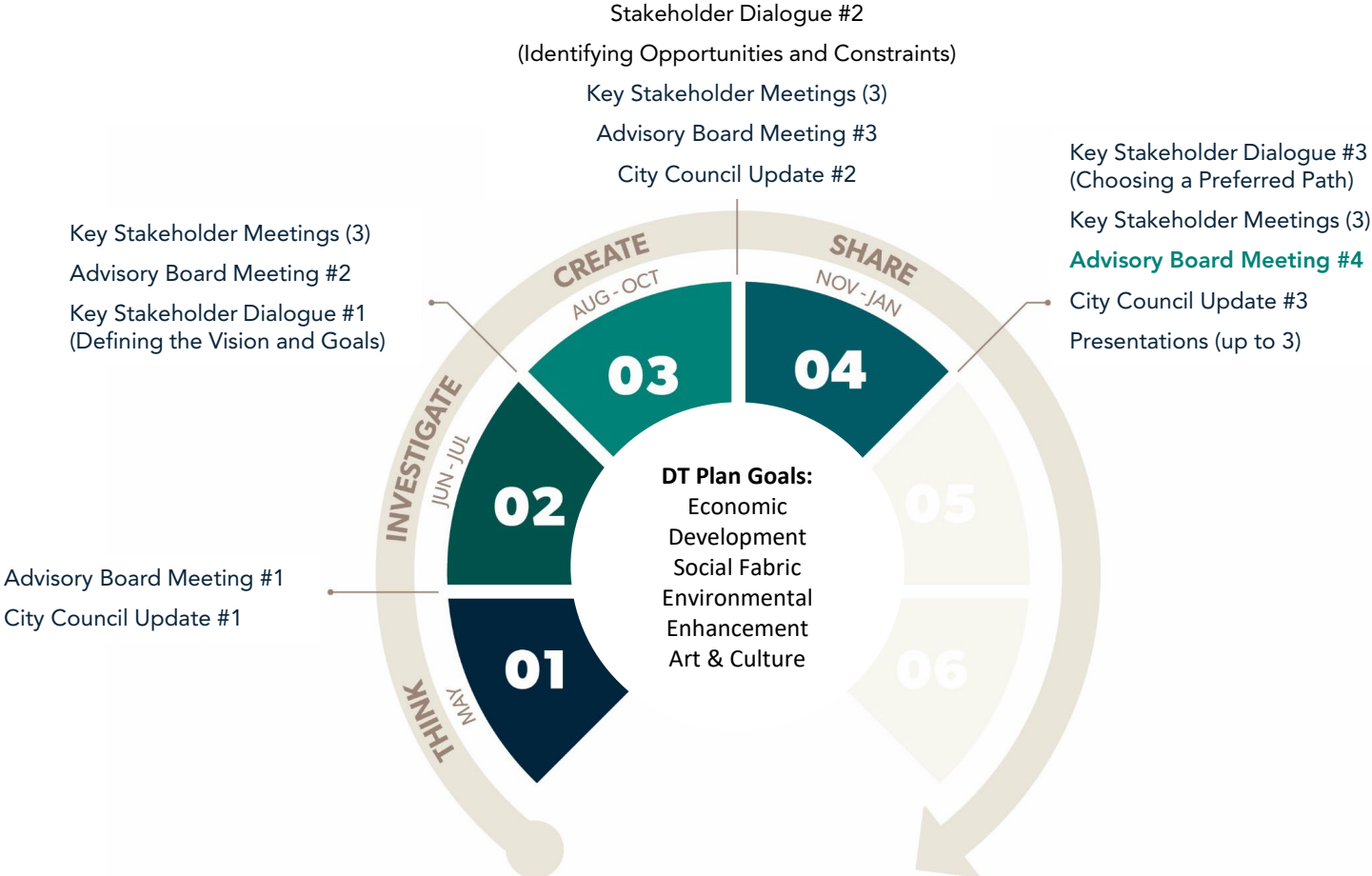
1. WELCOME [5 minutes]

2. STAKEHOLDER DIALOGUE 2 SUMMARY [20 minutes]

3. STAKEHOLDER DIALOGUE 3 RUN OF SHOW [45 minutes]

4. NEXT STEPS [5 minutes]

LIONHEART PROCESS



GOALS

ECONOMIC DEVELOPMENT

- ED1 Ensure the downtown is fiscally sustainable and vibrant.
- ED2 Improve navigation and accessibility.

SOCIAL FABRIC

- SF1 Encourage a mix of uses – housing, office, employment, and retail.
- SF2 Expand mobility options and connectivity.
- SF3 Be a destination for social life in Taylor for residents and visitors

ENVIRONMENTAL ENHANCEMENT

- EN1 Increase human comfort for all – shade, quiet, safety
- EN2 Improve access to nature and recreation.

ART AND CULTURE

- AC1 Preserve and celebrate local heritage.
- AC2 Encourage the integration of the arts into the urban fabric

PURPOSE OF TODAY’S MEETING

FOCUS OF STAKEHOLDER DIALOGUE 2



PROJECTS

Projects are built, permanent, physical changes.

FOCUS OF STAKEHOLDER DIALOGUE 3



PROGRAMS

Programs are one-time events or ongoing actions that influence the study area but do not require permanent physical changes.



POLICIES

Policies are legal norms, rules, or definitions that control and influence future changes.

STAKEHOLDER DIALOGUE SUMMARY 2

STAKEHOLDER DIALOGUE SUMMARY 2

Approximately 30 members of the community attended the first stakeholder dialogue.



THE COMMUNITY SHARED THOUGHTS ON VARIOUS PROJECTS DOWNTOWN

New and Enhanced Gathering Spaces / Nuevos y mejorados Espacios de encuentro

- Old Taylor High / Old Taylor High
- Doak Street Park Enhancements and Buffer Trail / Mejoras al Parque Doak Street y amortiguar visualmente el sendero
- Mustang Creek Park / Parque Mustang Creek
- Nature Connections and Trailheads / Conexiones con la naturaleza y senderos

Streetscapes / Paisaje Urbano

- TXDOT Streets / Calles TXDOT
- Multi-modal Streetscapes / Paisaje Urbano Multimodal
- Shared Streetscapes / Paisaje Urbano Compartido
- Alternative Streetscapes / Alternativas de Paisaje Urbano

Main Street Bridge Strategies / Estrategias para el Puente de Main Street

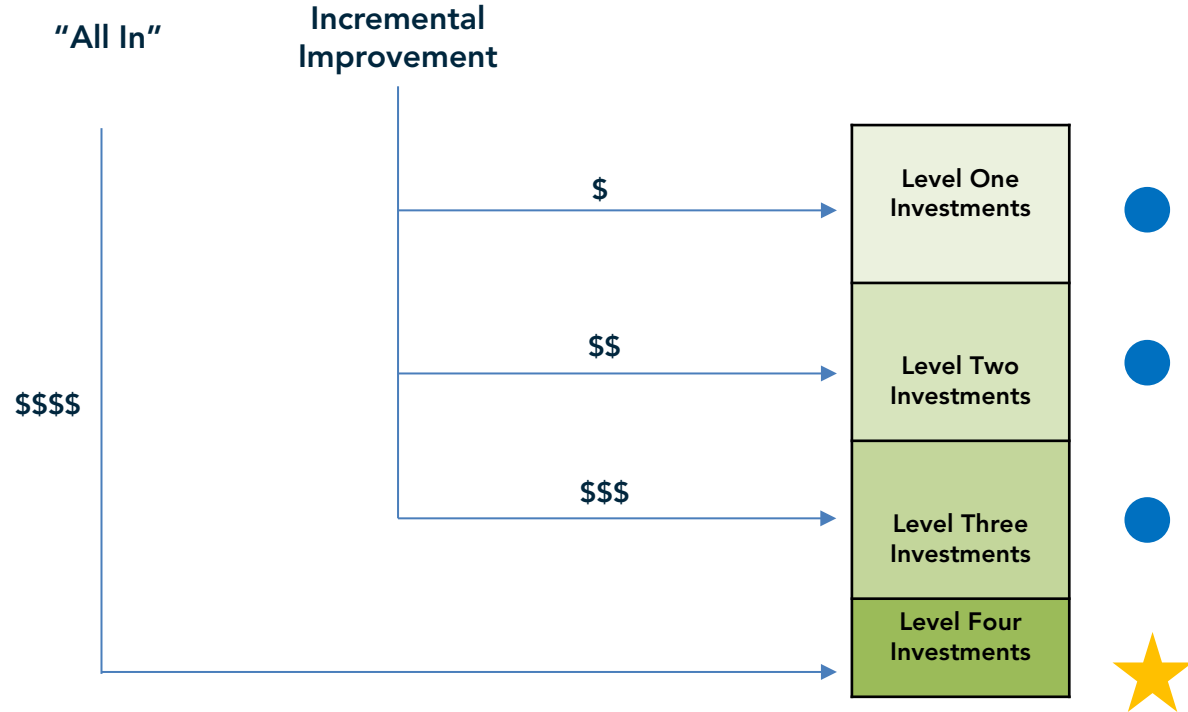
Infill Areas / Predios vacantes

- North Main / Calle Main Norte
- South Main / Calle Main Sur



"LEVEL OF INVESTMENT" ACTIVITY

PROJECT START



NEW AND ENHANCED GATHERING SPACES

Level One Investments	Focuses on trail enhancements not requiring construction and quick, low-cost improvements to signage and wayfinding.
Level Two Investments	Requires some construction of sports courts but includes relatively low-impact landscape enhancements.
Level Three Investments	Involves more significant construction of play and fitness equipment and maintenance buildings or other structures.
Level Four Investments	Involves major construction of physical structures and the city acquiring land to develop gathering spaces.

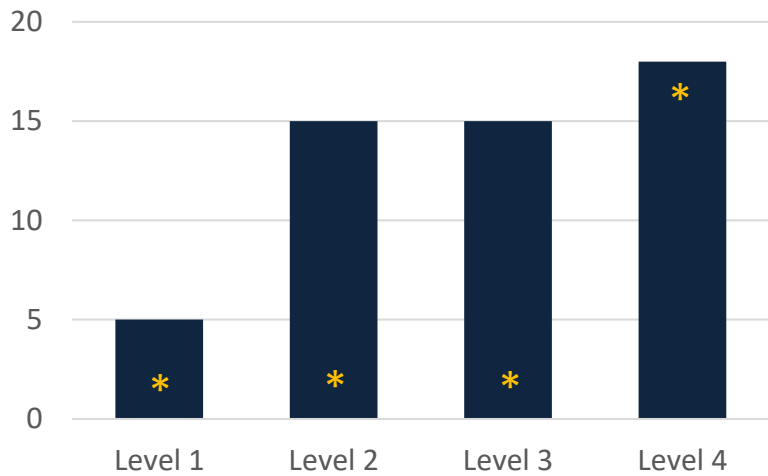


NEW AND ENHANCED GATHERING SPACES

Level Four Investments

Involves major construction of physical structures and the city acquiring land to develop gathering spaces.

34% of all participants chose Level 4



* - number of high priority markers



STREETSCAPES

Level One Investments	Focuses on enhancements that do not require construction and involve quick, low-cost improvements but enhance the quality of downtown.
Level Two Investments	Require some construction but remain relatively low-impact, typically enhancing pedestrian comfort and safety.
Level Three Investments	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
Level Four Investments	Involves major infrastructure work and large-scale construction, often with significant changes to the built environment and in certain instances participation in the TXDOT Turnback Program.

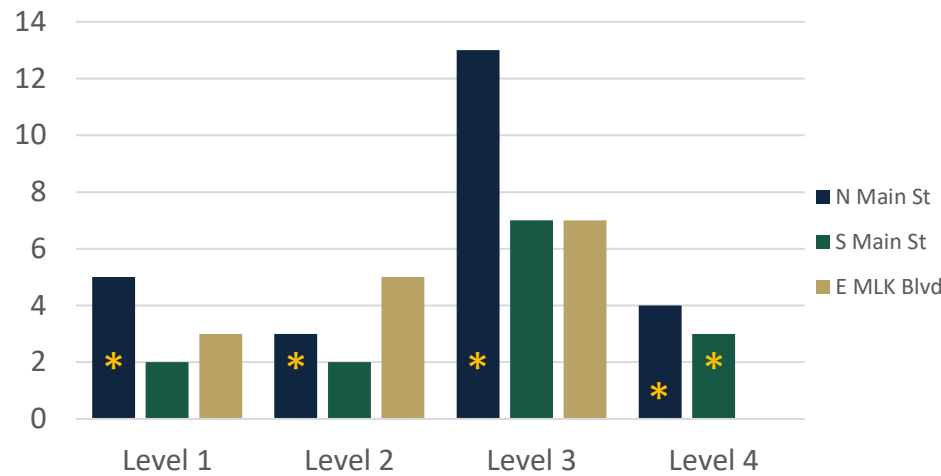


STREETSCAPES – TXDOT STREETS

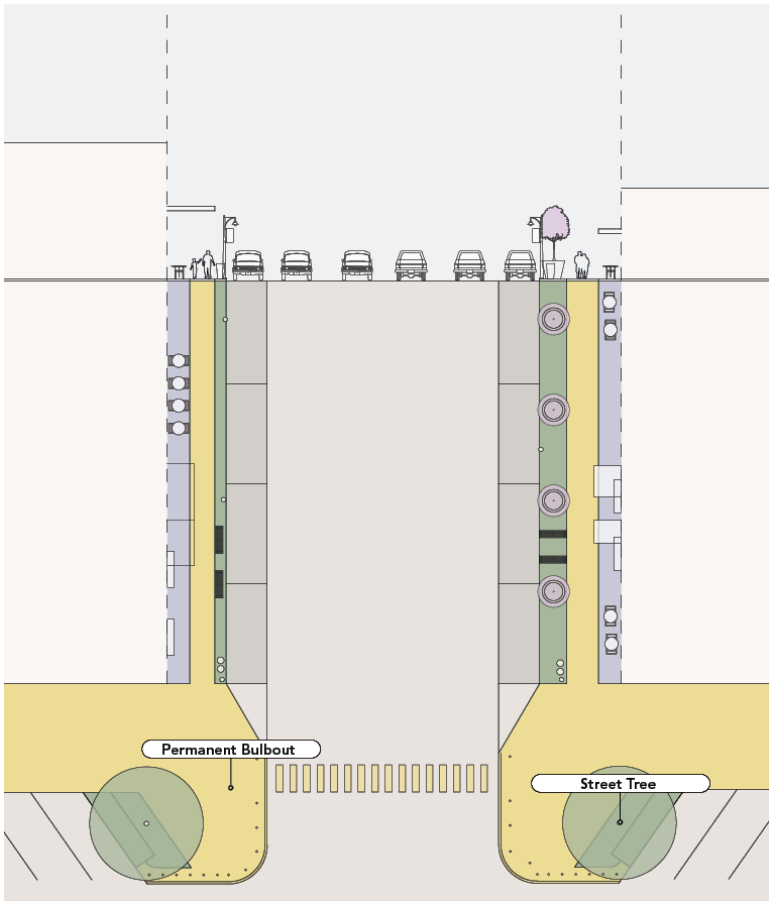
Level Three Investments

Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.

Level 3 was the most popular choice for all TXDOT Streets.



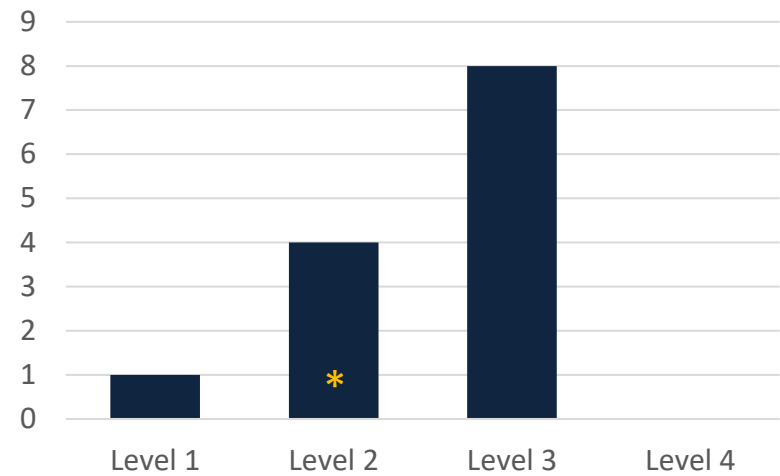
* - number of high priority markers



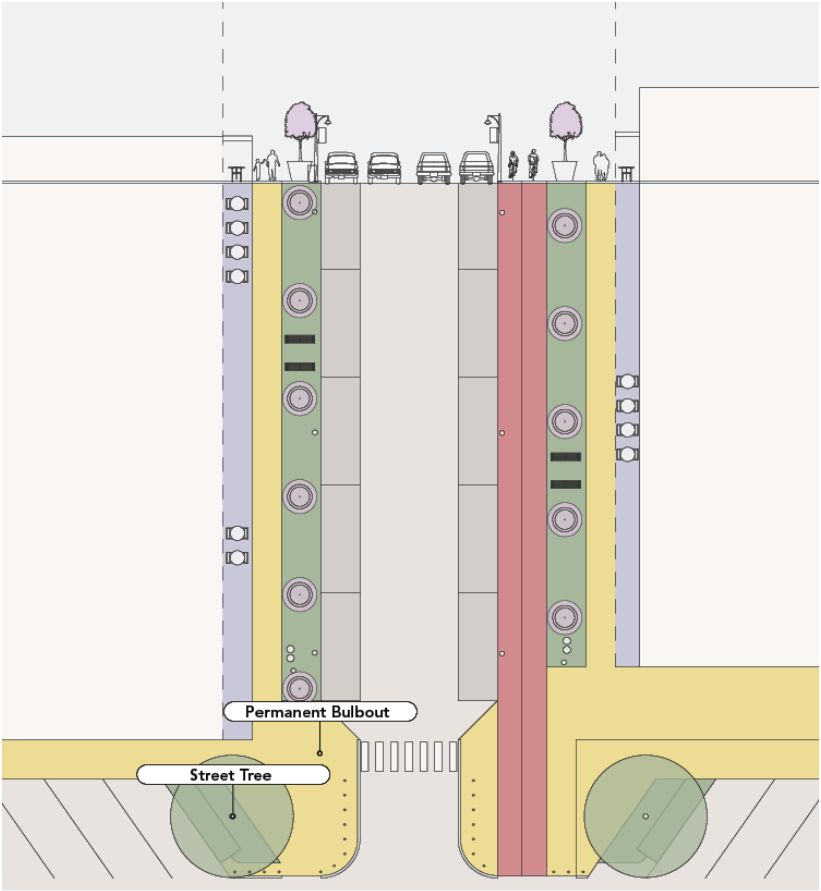
STREETSCAPES – VANCE/WASHBURN/RIO GRANDE/3RD/9TH

Level Three Investments	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
--------------------------------	--

61% of all participants chose Level 3



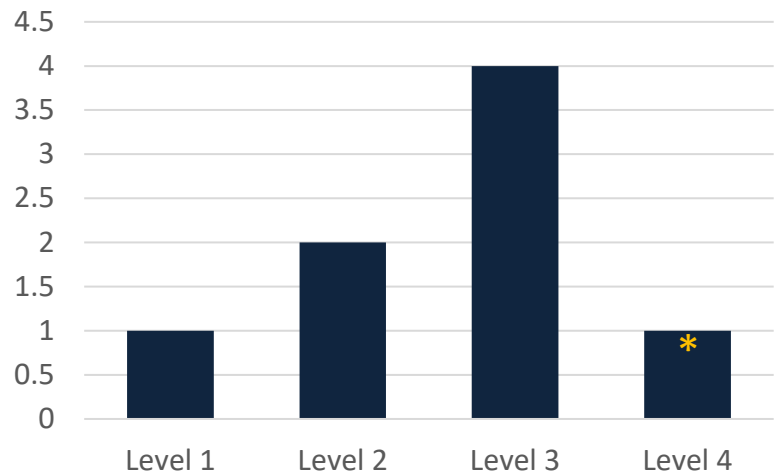
* - number of high priority markers



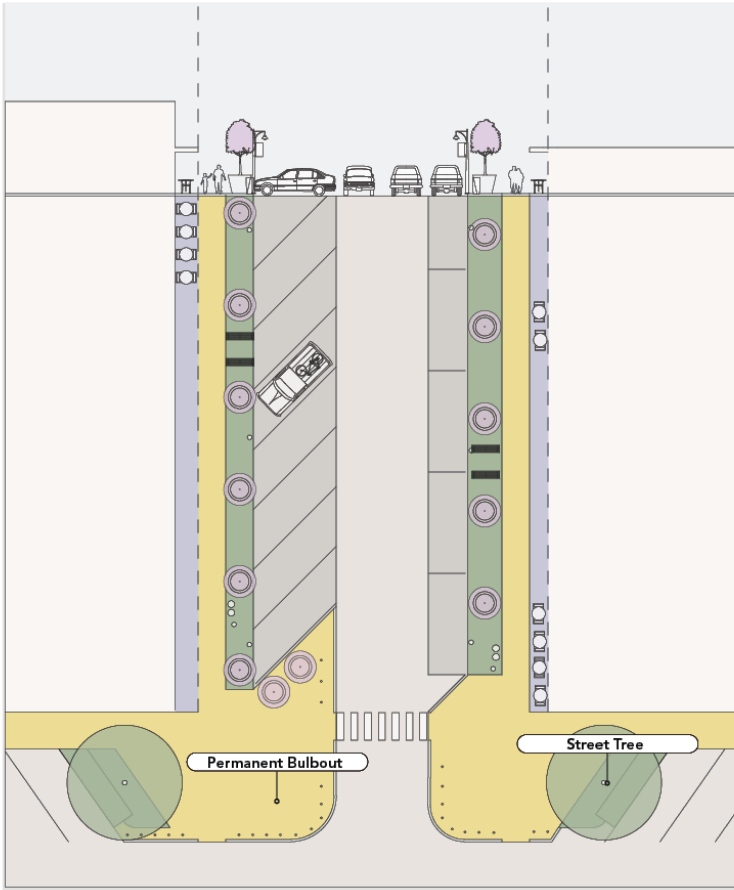
STREETSCAPES – PORTER/TALBOT/OAK/GANO

Level Three Investments	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
--------------------------------	--

50% of all participants chose Level 3



* - number of high priority markers

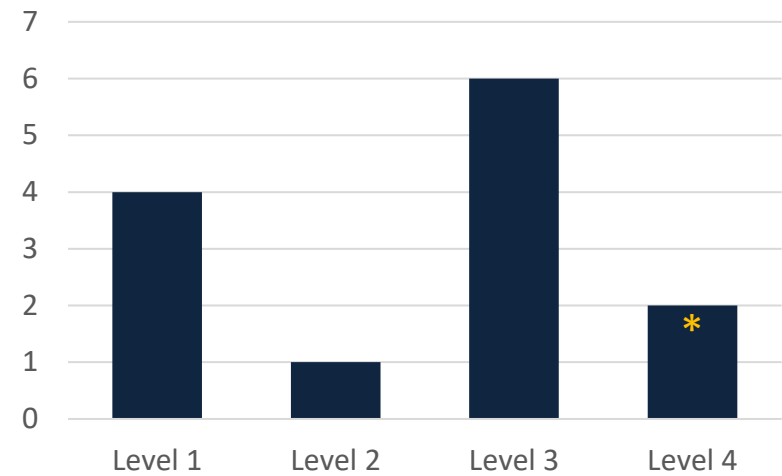


STREETSCAPES – WEST MLK BOULEVARD/DOAK STREET

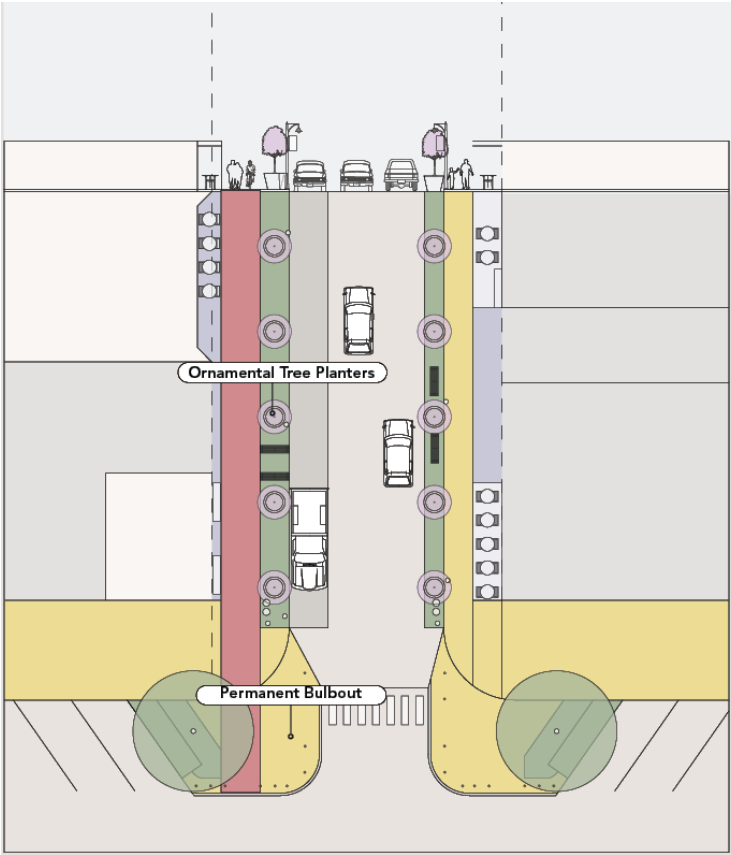
Level Three Investments

Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.

46% of all participants chose Level 3



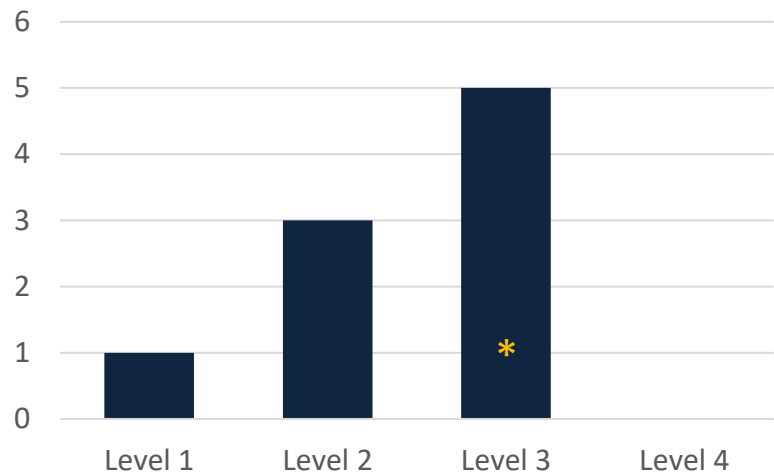
* - number of high priority markers



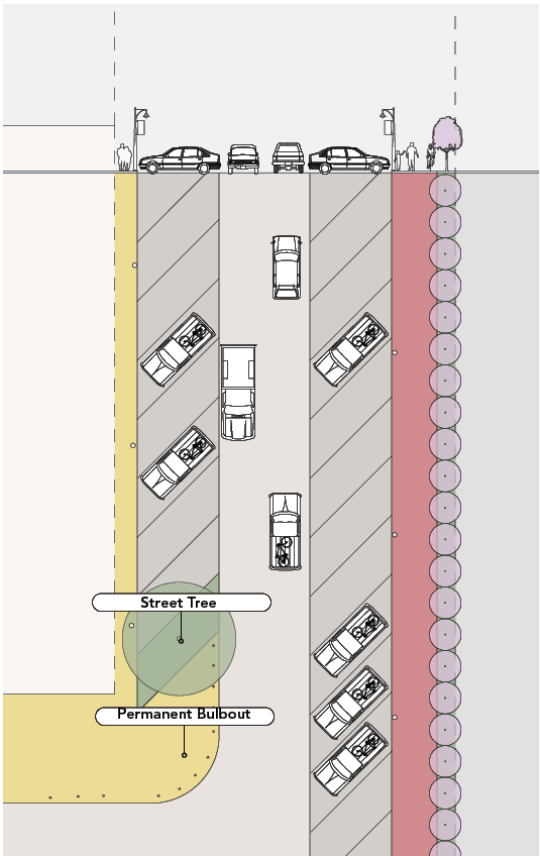
STREETSCAPES – 1ST STREET

Level Three Investments	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
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55% of all participants chose Level 3



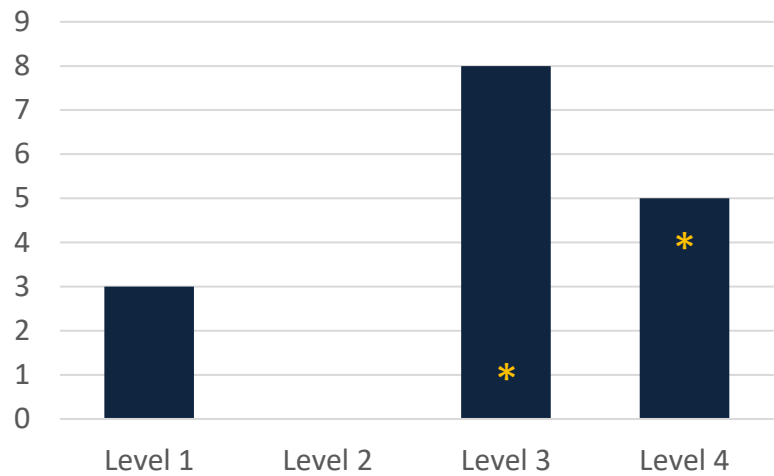
* - number of high priority markers



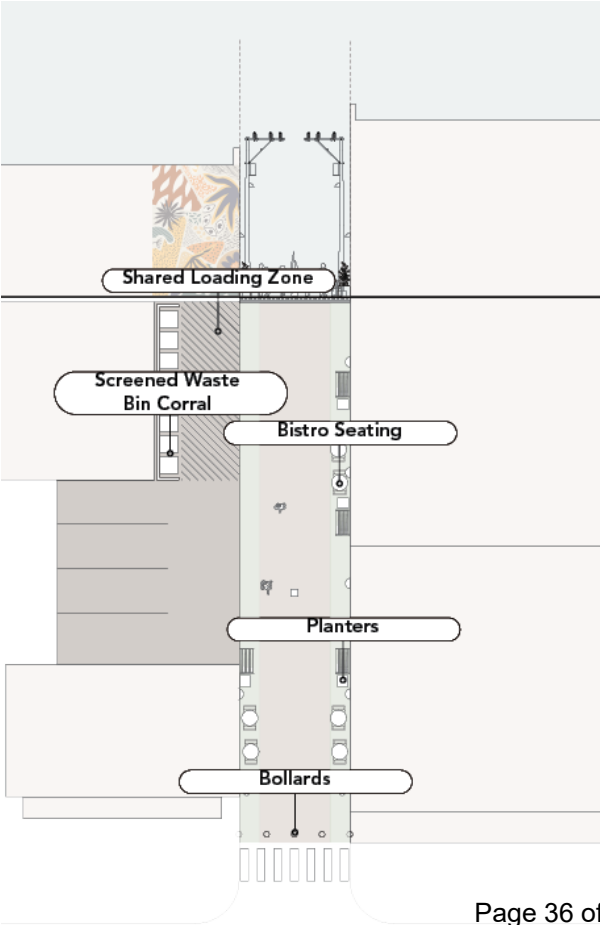
STREETSCAPES – ALLEYWAYS

Level Three Investments	Involves more significant construction projects to revitalize downtown areas, creating more division of space between various modes of transportation.
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50% of all participants chose Level 3



* - number of high priority markers

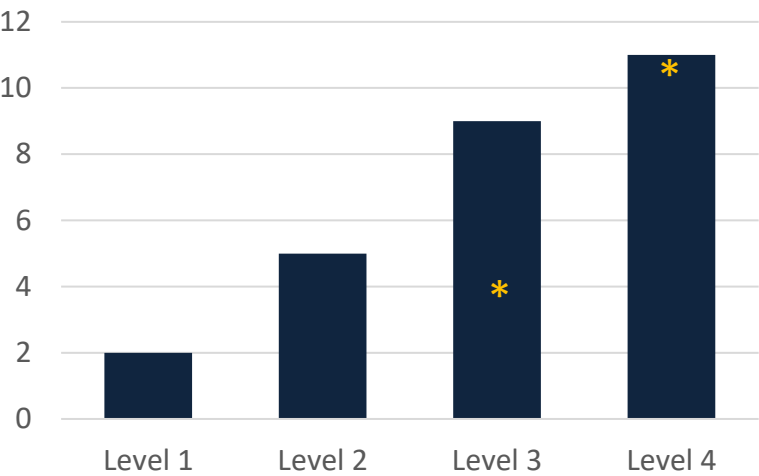


STREETSCAPES – 2ND STREET

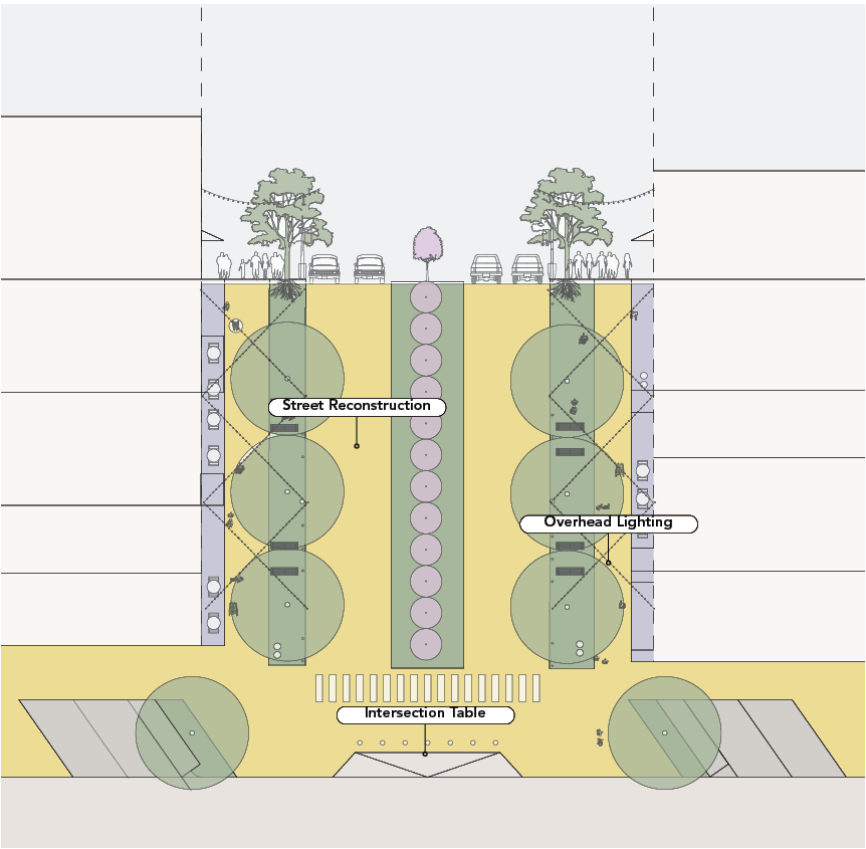
Level Four Investments

Involves major infrastructure work and large-scale construction, often with significant changes to the built environment and in certain instances participation in the TXDOT Turnback Program.

40% of all participants chose Level 4



* - number of high priority markers



MAIN STREET BRIDGE STRATEGIES

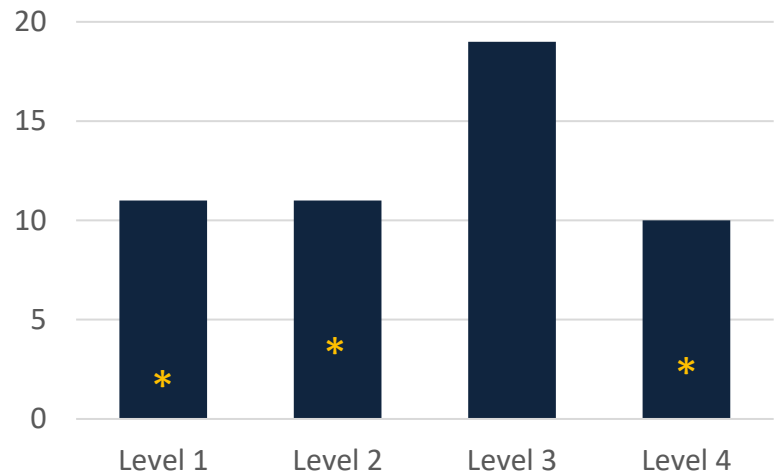
Level One Investments	Beautifying existing ramp and pedestrian bridge and low-cost activation under bridge, surface treatment, recreational amenities.
Level Two Investments	At grade mobility enhancements - bike striping/barriers and sidewalk improvement, public art & street furniture & improved lighting.
Level Three Investments	Close down wing street for pedestrians, rebuild ADA-accessible, pedestrian bridge on both sides.
Level Four Investments	Construction of new bridge with pedestrian and bicycle infrastructure.



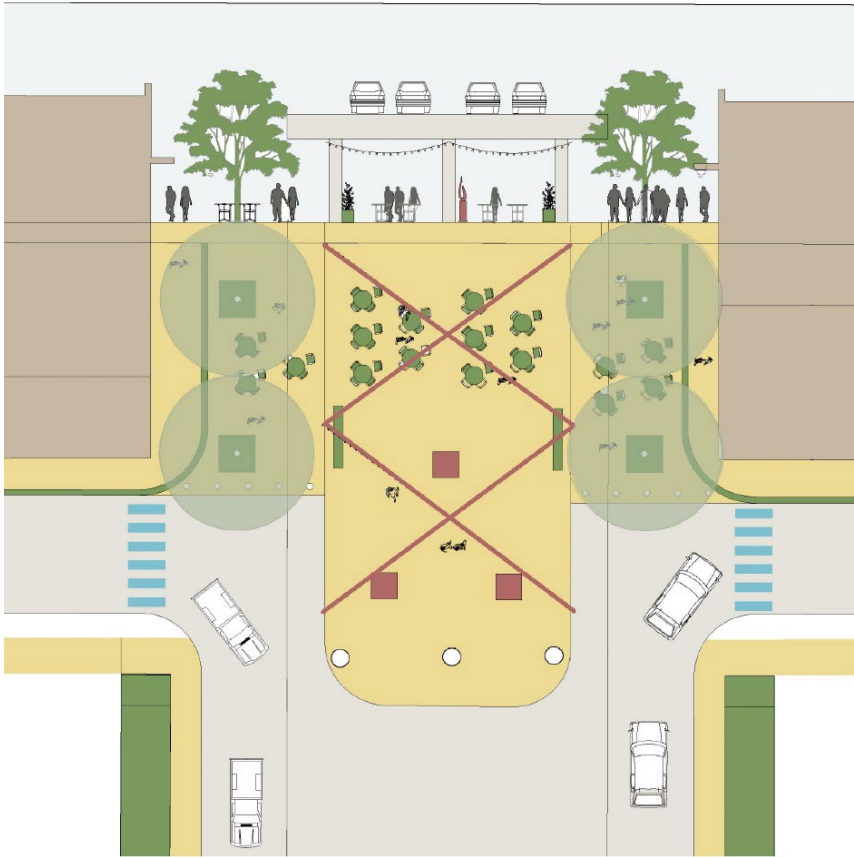
MAIN STREET BRIDGE STRATEGIES

Level Three Investments	At grade mobility enhancements - bike striping/barriers and sidewalk improvement, public art & street furniture & improved lighting, Close down wing street for pedestrians, rebuild ADA-accessible, pedestrian bridge on both sides.
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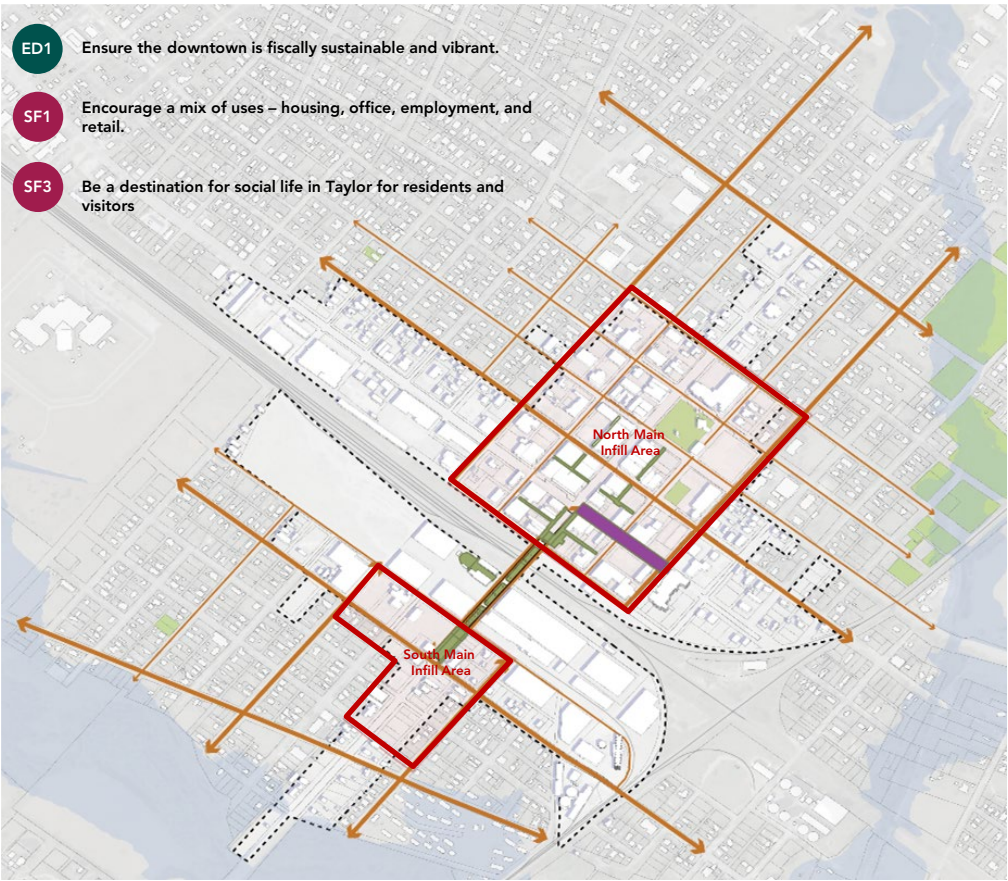
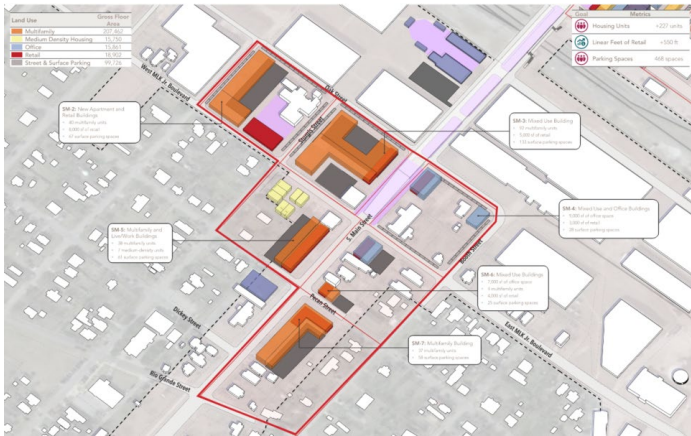
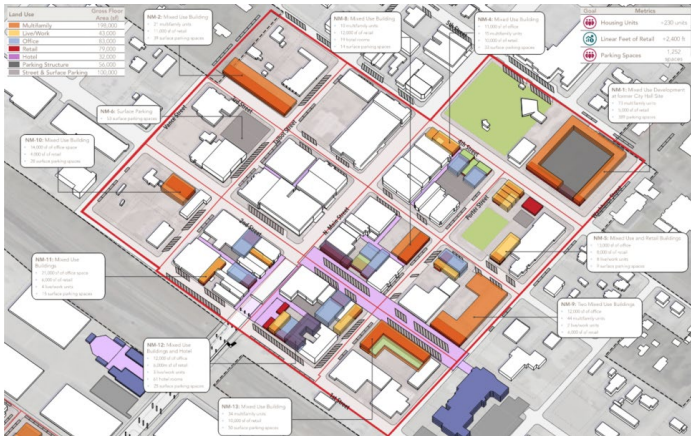
37% of all participants chose level 3



* - number of high priority markers



INFILL AREAS



- ED1** Ensure the downtown is fiscally sustainable and vibrant.
- SF1** Encourage a mix of uses – housing, office, employment, and retail.
- SF3** Be a destination for social life in Taylor for residents and visitors

INFILL AREAS

Level Three Investments

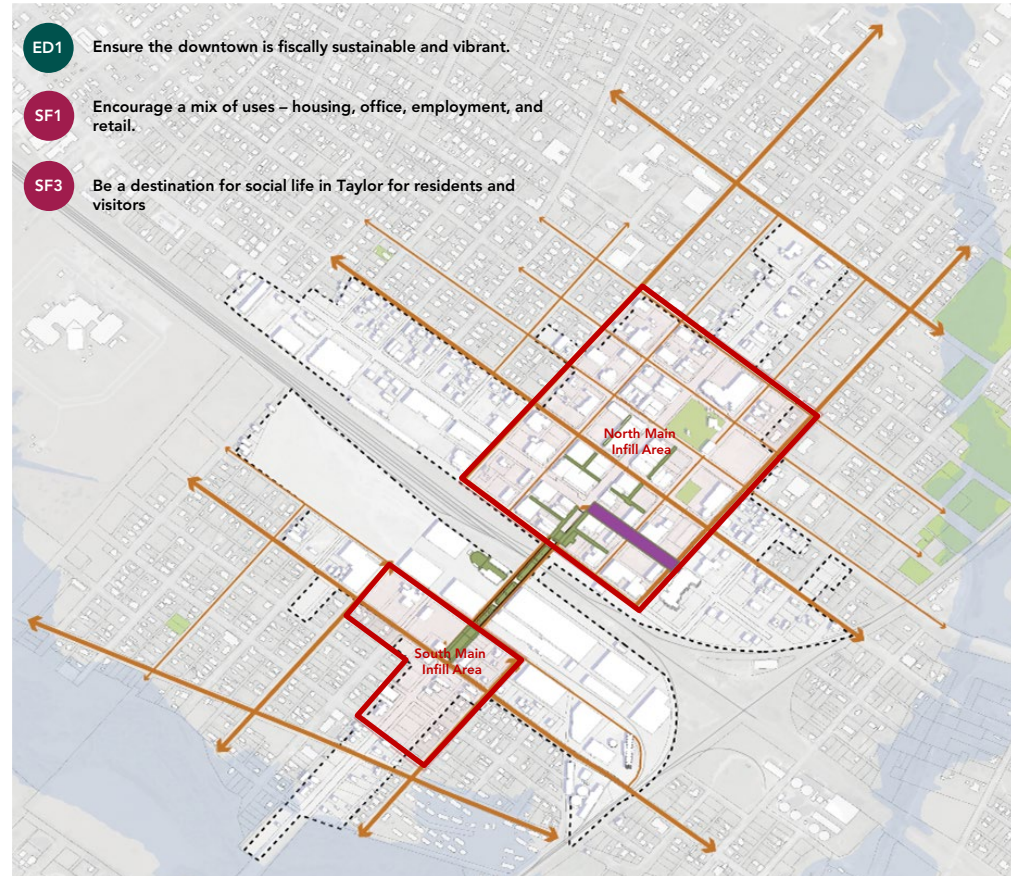
Involves collaboration between city, developers, and local stakeholders to leverage investment and resources to develop/redevelop infill sites.

North Main Street

- "Collaboration"
- "More ... shared parking on Washburn & 4th/5th Street"
- "Two-story garage"

South Main Street

- "Keep local residents"
- "Work with current residents on housing options and business incubator"
- "Build to entice shoppers and diners"
- "Preserve history – rebuild what was torn down"



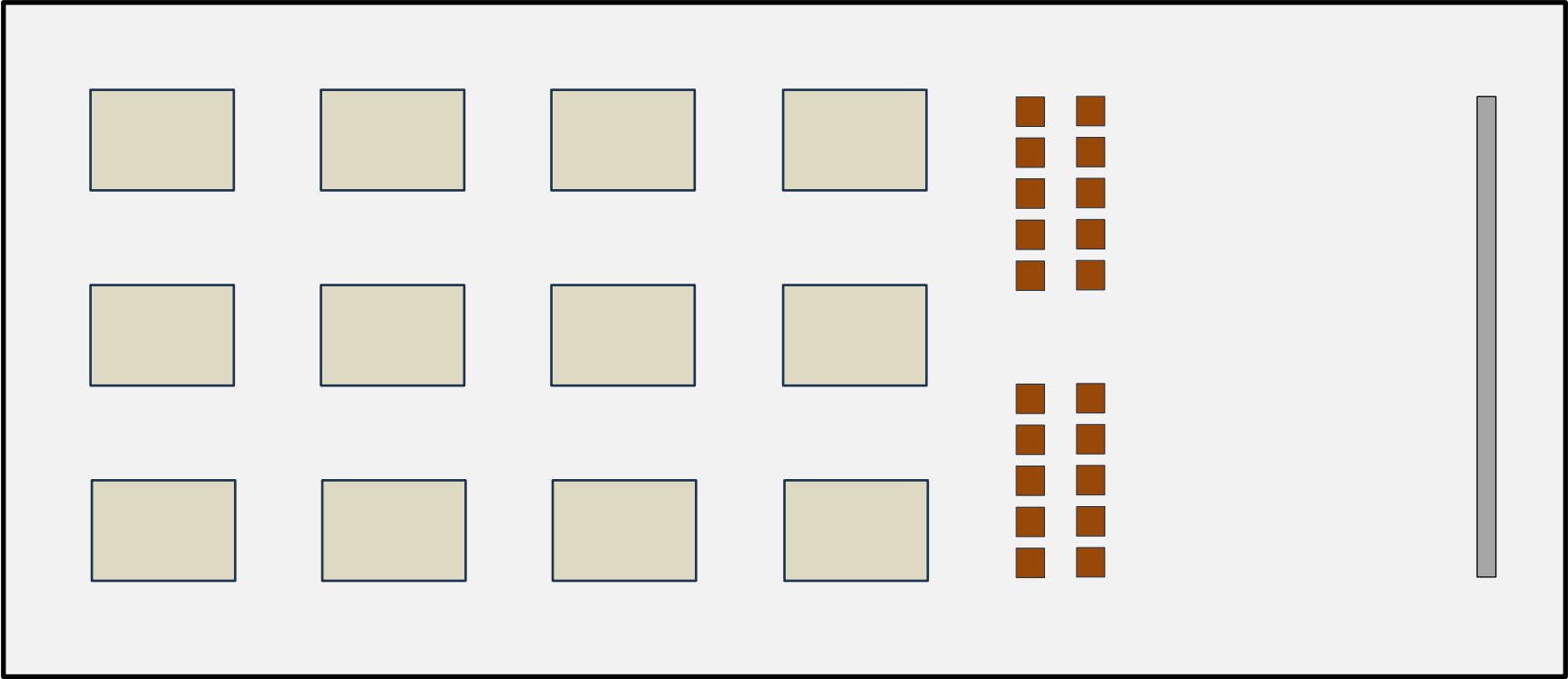
COMMUNITY DIALOGUE 3 RUN OF SHOW

RUN OF SHOW

1. WELCOME [5 minutes]
2. STAKEHOLDER DIALOGUE 2 SUMMARY [15 minutes]
3. IMPLEMENTATION STRATEGY [15 minutes]
4. ACTIVITY [45 minutes]
5. NEXT STEPS [5 minutes]

ROOM LAYOUT

Taylor Public Library



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Umbrella Alley in Louisville, Ohio

BACK

Activate Alleyways

Downtown Taylor features a well-connected grid of roads and alleyways. Currently, these alleyways serve essential functions for utilities, including electric lines and trash collection. However, by creatively repurposing them, we can significantly enhance pedestrian activity and bolster support for small businesses. Transforming these alleyways into vibrant gathering spaces could foster a stronger sense of community, providing areas for pedestrian refuge, public art displays, and increased commercial activity.

benefits

This strategy will:

- Support local businesses by better connecting the downtown, and
- Create safer connections by encouraging activity in alleyways.

limitations

This strategy may:

- Result in business owners being responsible for the alleyways.

how could we implement this idea?

- Develop a program through Main Street to support upgrading lighting and materials in alleyways, provide street furnishings, and assist in ongoing maintenance.
- Create consolidated trash and loading areas for multiple buildings to provide space for pedestrian activity.
- Other:

MONEY TIME

LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Bridge Underpass Activation in Glenwood Springs, CO

BACK

Activate Main Street Bridge

The Main Street Bridge in downtown Taylor serves as the main north-south route in the area. It connects Historic North Main Street to the region south of the Union Pacific Railroad along South Main Street. To further enhance connectivity and improve safety along this corridor, the city could consider developing the area beneath the bridge into vibrant community spaces. Additionally, introducing multi-modal mobility options would facilitate transportation for visitors and residents to access both ends of Main Street easily.

benefits

This strategy will:

- Create additional community space,
- Better connect the northern and southern portions of Main Street, and
- Encourage additional investment in the surrounding area.

limitations

This strategy may:

- Require coordination with TXDOT and Union Pacific.

how could we implement this idea?

- Rebuild the pedestrian bridge to be ADA-compliant and create a safe connection to it.
- Close down wing streets to cars and reactivate them as pedestrian-only spaces.
- Other:



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Aerial View of Main Street in downtown Taylor

Source: <https://www.sixthanddavis.com/>

BACK

Reimagine Streetscapes to Improve Safety and Support Multimodality

By enhancing the design and function of streetscapes, downtown Taylor will support pedestrians, cyclists, and transit users while maintaining efficient vehicular traffic flow. The reimagined streets will reflect a balanced approach that accommodates future growth while preserving the city's small-town charm and community-focused spirit.

benefits

This strategy will:

- Support equitable mobility options, and
- Increase foot traffic within the downtown.

limitations

This strategy may:

- Result in reduced space for vehicles, and
- Require additional funding for capital improvements.

how could we implement this idea?

- Improve TxDOT-controlled roads to align with the downtown vision of safety and multimodal mobility
- Design streetscapes that support walking, biking, and transit alongside vehicular traffic.
- Develop flexible streetscapes where vehicles, pedestrians, and cyclists safely share space.
- Other:



MONEY

TIME



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT

Support More Festivals and Events Downtown



Main Street Car Show in Taylor, TX

BACK

Support More Festivals and Events Downtown

Downtown Taylor hosts several events and festivals throughout the year, including TaylorFest, the Main Street Car Show, and the Taylor Studio Tour. Most of these events take place on North Main Street or in its vicinity, leading to closures of this central thoroughfare, which limits the number of events the city can accommodate. However, there are opportunities in downtown Taylor to host events in other locations within the area.

benefits

This strategy will:

- Encourage more infill along 2nd street, and
- Bring more visitors to the city.

limitations

This strategy may:

- Reduce revenues for business along North Main Street.

how could we implement this idea?

- Reconstruct East Second Street as a flexible, event-ready space for community festivals and gatherings.
- Work with a private developer to create an event space along South Main Street.
- Establish a year-round calendar of downtown events to draw visitors and foster community pride.
- Other:



MONEY



TIME



LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Bull Branch Park in Taylor, TX

BACK

Create Connections to Green Spaces

Taylor has various park spaces and natural areas surrounding its downtown. However, Heritage Square is the only park within the downtown area. Developing connections to these green spaces will significantly improve accessibility for residents and visitors, encouraging them to explore and enjoy these vibrant outdoor areas.

benefits

This strategy will:

- Enhances opportunities for walking, cycling, and other physical activities,
- Create equitable access to parks and recreational areas, and
- Strengthen social ties through shared recreational activities and community events.

limitations

This strategy may:

- Require acquiring private land or negotiating easements, and
- Compete for funding and resources.

how could we implement this idea?

- Install new signage an wayfinding along with temporary art installations to connect people in the downtown to parks and trails.
- Enhance surrounding park spaces with upgraded facilities and new event spaces to draw more visitors.
- Other:



MONEY



TIME



LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Cover of the Landscape Operations and Maintenance Plan in Taylor

BACK

Implement Operation and Maintenance Plan

In 2023, the City of Taylor created an Operation and Maintenance (O&M) Plan for numerous landscaped areas in the downtown. TX. This O&M plan ensures that the landscaped areas in downtown are regularly maintained to extend their lifespan, improve safety, and enhance community satisfaction.

benefits

This strategy will:

- Enhance the look and feel of downtown Taylor, and
- Allow the City to efficiently allocate resources.

limitations

This strategy may:

- Have too narrow of a scope for what needs to be maintained, and
- Require additional staffing to oversee implementation

how could we implement this idea?

- Amend the plan to include the maintenance of streets, sidewalks, parks, and utilities.
- Other:



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Umbrella Alley in Louisville, Ohio

BACK

Develop a Parking Management Plan

The City of Taylor has recently finished re-striping parking spaces in the downtown area to help support local businesses. Going forward, the City should work to optimize existing parking resources and plan for future needs to balance access, mobility, and land use, all while promoting economic growth and enhancing community vitality. A parking management plan will ensure that the parking infrastructure aligns with the City's vision for development and multimodal transportation.

benefits

This strategy will:

- Optimize the use of existing parking infrastructure
- Encourage efficiency through shared parking opportunities
- XX

limitations

This strategy may:

- Require additional investments in other modes of transportation
- Create conflict with stakeholders with competing interests

how could we implement this idea?

- Keep an up-to-date inventory of existing parking and continue to assess usage patterns and future needs
- Plan for new parking facilities to meet long-term downtown needs.
- Other:

MONEY TIME

LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT

BACK



Umbrella Alley in Louisville, Ohio

Support Additional Modes of Transportation

To enhance mobility, reduce traffic congestion, and promote a more sustainable and equitable transportation network, the City should invest in infrastructure for walking, biking, and transit. By providing residents with more choices for getting around, this approach supports economic development, improves quality of life, and enhances safety for all users.

benefits

This strategy will:

- Allow residents of all ages and abilities to access jobs, services, and amenities,
- Decrease traffic congestion, and
- Stimulate business activity and attract investment.

limitations

This strategy may:

- Require substantial investment and compete with other budget priorities.

how could we implement this idea?

- Develop bike lanes, sidewalks, and crosswalks to create a more connected and safe network.
- Expand CARTS service
- Other:

 MONEY  TIME

 LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Historic Downtown Sign

BACK

Enhance Cohesive Identity of Downtown

To strengthen downtown Taylor's unique character and sense of place, the City should support unified design elements, branding, and placemaking initiatives. This strategy will attract visitors, foster community pride, and promote economic vitality by creating a visually distinctive, walkable, and vibrant urban core. The approach

benefits

This strategy will:

- Strengthen the cultural and historic character of downtown, preserving Taylor's heritage,
- Better connect the northern and southern portions of Main Street, and
- Improve marketing efforts by presenting a clear image to visitors and investors.

limitations

This strategy may:

- Cause conflict between modern elements and historic character, and
- Increase property values which in turn raises rents.

how could we implement this idea?

- Enhance signage throughout the downtown, including South Main Street.
- Incorporate murals, sculptures, and regular events to create engaging and memorable public spaces.
- Offer incentives for property owners to renovate and maintain storefronts with design elements that align with the cohesive identity.



MONEY



TIME



LIONHEART

IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



XX

BACK

Create Arts Program

Downtown Taylor is home to a variety of residents and business owners who use their creativity to enhance the community. The City should create a formalized arts program that includes public art installations, performing arts events, gallery spaces, and arts education initiatives. The program should foster partnerships with local artists, cultural organizations, and schools to create engaging and accessible art experiences for residents and visitors alike.

benefits

This strategy will:

- Create a sense of place and belonging for residents,
- Attract visitors to downtown, increasing foot traffic and patronage of local businesses, and
- Encourage creative entrepreneurship and job creation.

limitations

This strategy may:

- Require additional staff to manage, curate, and maintain the program, and
- Need grants, sponsorships, or public-private partnerships to sustain the program.

how could we implement this idea?

- Provide grants, studio spaces, and professional development opportunities,
- Commission murals, sculptures, and interactive art pieces in public spaces, and
- Collaborate with community organizations to offer arts education.
- Other:



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT

Encourage Development of Housing



2nd and Main Street Apartments

BACK

Encourage Development of Housing

Downtown Taylor does not have as much housing as its peer communities. The city should consider encouraging housing development to improve affordability, increase supply, and support equitable community growth with code updates and incentive programs. This would promote diverse and sustainable housing developments that meets the needs of current and future residents.

benefits

This strategy will:

- Provide more housing choice within the downtown,
- Encourage walkability, and
- Generate additional property tax revenue.

limitations

This strategy may:

- Put pressure on already strained infrastructure, and
- Increase rents in the surrounding areas.

how could we implement this idea?

- Update development standards to encourage the development of additional housing.
- Other:



IMPLEMENTATION PRIORITIZATION ACTIVITY

FRONT



Proposed Infill Development in Hamilton County, Tennessee,

BACK

Encourage Infill Development

In downtown Taylor, there is opportunity to promote the development or redevelopment of vacant, underutilized, or previously developed land. Encouraging infill development helps maximize the use of existing infrastructure, supports walkable neighborhoods, and strengthens community cohesion by revitalizing areas already part of the urban fabric. This approach prioritizes compact, efficient land use patterns that align with sustainability, economic growth, and housing affordability goals.

benefits

This strategy will:

- Transforms vacant lots into productive, attractive spaces, and
- Provide opportunities for diverse housing types, including missing-middle housing.

limitations

This strategy may:

- Require updates to existing infrastructure, and
- Be complicated by small lot sizes and fragmented ownership.

how could we implement this idea?

- Reassess permitting process and fee structure, and
- Publicize infill or redevelopment opportunities.
- Other:



NEXT STEPS

NEXT STEPS

- Key Stakeholder Meetings – Jan
- Stakeholder Dialogue #3 – 2/19/25
- Draft Downtown Plan – End of March



Taylor Main Street Manager's Monthly Activity Report December 2024

Downtown Property & Business Report:

Property:

- Number of properties listed for sale: 7 (1 property is a vacant lot)
- Number of commercial properties listed for lease: *24 **Note: some of these are small spaces within larger buildings with other occupied spaces – 700 N Main St is listing individual offices for lease (12 total spaces with 6 already leased); 3 spaces are for lease/buildout in Taylor Hall building; 211 N Main Street has 2 spaces for lease*
 - o Individual Storefronts: 10 (3 in need of build out to be ready for use)
 - o Interior Office Spaces: 9
 - o Restaurant: 3 – (1 will build when leased)
 - o Industrial/Flex: 2
- Number of residential properties listed for lease: 1
- Leased property during the reporting period: 1
- Sold properties during reporting period: 2

Planned Building Renovation Projects:

- 110 W 1st St – installation of a roof system on a historic building shell
- 111 W 3rd St – façade renovation project – encouraged to apply for a Façade Improvement Grant
- 119-121 E. 3rd Street - proposed interior and exterior renovation – Pre-App meeting scheduled – encouraged to apply for a Façade Improvement Grant, Fire Suppression System Grant, and State & Federal Tax Credits
- 200 N Main St – proposed interior and exterior renovation – repair of sandstone and repointing project awaiting selection of correct mortar mix and replacement stone
- 204 N Main Street – roof repair project
- 208 N Main Street – roof repair project – Façade Improvement Grant awarded
- 211 N Main Street – façade renovation (new paint, etc.) – not underway – owner is applying for a Façade Improvement Grant
- 401 N Main Street – interior remodel project – plans are under review

Proposed New Construction Projects:

- None

Current Building Renovation Projects:

- 111 W. 3rd St; Ste 100 – interior finish out for tenant
- 111 W 3rd St; Ste 400 – construction of a handicap ramp on Talbot side of building – project will comply with historic preservation standards as it will not be attached to the historic façade –project underway soon
- 113-115 W. 3rd Street - interior and exterior renovation project – exterior project will be phased – owner has applied for a Façade Improvement Grant for Phase 1
- 209 E. 1st Street – a State & Federal Historic Preservation Tax Credit project
- 417 N Main Street – interior remodel project

Current Construction Projects:

- None

Business Activity:

- New businesses opened during reporting period: 0

- Businesses Relocating during reporting period: 4
 - Hawt Spot from 211 N Main St to 219 N Main St
 - The Little Collective from 211 N Main Street to 401 N Main Street
 - Ironwood Industries from 120 W 2nd St, Ste A to Commerce St; Coupland
 - Ancira Salsa from 120 W 2nd St, Ste E to 210 E 3rd St
- Businesses Closed during reporting period: 0
- Businesses Expanding during reporting period: 2

Community Outreach / Meetings Attended:

- Downtown Master Plan Update Meeting – 12/11
- Breakfast Bites – no meeting in December
- TIF #1 meeting – 12/18
- Main Street Advisory Board meeting – 12/18
- New City Hall Complex Project meeting – 12/5; 12/12; 12/19
- Tourism Meeting – 12/13
- City Council – 12/12
- Christmas Parade/Tree Lighting meeting – 12/3; 12/6; 12/10
- Greater Taylor MLK Committee meeting – 12/3
- Met with John Hughes re renovation of 113-115 E 3rd St – 12/3
- Met with Jessica Morgan & Michael Kaspar re 117 E 6th St – 12/5
- Interview with KXAN re DT Master Plan update – 12/6
- Interview with Edie Zuvanich re DT Master Plan update – 12/17
- Staff meeting re: future plans for current City Hall property – 12/18
- Pre-Application Meeting for 119-121 E 3rd St – 12/18
- Met with the following DT businesses: Ancira Salsa, Shepherd's Heart; Vintage Affaire; Sky & Co Jewelers; Taylor Soap Bar; Flake Bakery & Larder; Brocato Wellness
- Met with the following property owners/contractors: Cissy Pierce re: 200 N Main St, John Hughes, contractor for 113-115 E 3rd St; Ed Hile re: 106 E 2nd St; John Jones re: 204 and 208 N Main Street.

Film Friendly Taylor –Film Events in Taylor:

- No film projects in December

Historic Preservation Activities:

- Continuing to update the 2005 Downtown Building Survey in preparation for a local historic district and put new data into Downtown TX

Professional Development:

- MDM Implementation Training – 12/3
- Texas Main Street Program training for 2024 Self-Assessment module for Accreditation – 12/17

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Updating Taylor property database on DowntownTX.org – ongoing
- Updating business information on Shoptowntowntaylortx.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 December 2024

Special Events:

- 12.07.2024 – City of Taylor Christmas Parade and Tree Lighting
- 12.14.2024 – 2nd Saturday Christmas Bazaar

Special Events Permits Issued or Pending:

- 12.07.2024 – City of Taylor Christmas Parade and Tree Lighting (approved)
- 01.18.2025 – Taylor Garden Club, Run for the Roses (pending)
- 01.20.2025 – Rev Dr Martin Luther king, Jr March and Celebration (pending)

Other Meetings Attended:

- 12.02.2024 – PAAB Chairman and City Manager
- 12.03.2024 – Met with Regina Carlson
- 12.10.2024 – Met with Cygnet Strategies
- 12.12.2024 – Met with Cygnet Strategies and City Management
- 12.13.2024 – Tourism Planning with Chamber of Commerce
- 12.16.2024 – Met with WellMed about 2025 Sponsorship

Business Visits:

- | | |
|--------------------------------|------------------------------|
| • Curio Mrvosa Books & Vintage | • 74 Man Store |
| • Ripple and Rose | • Good Strangers |
| • Hacienda | • Hayley's Grains |
| • ALCHEMY | • Black Sparrow Music Parlor |
| • Rhinestone Cowgirl | • Karch Music |

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PROPERTY FOR SALE:	ADDRESS:	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	STATUS
McCrory-Timmerman & Titsworth Buildings	201 N Main St	WMRY Boyd / Todd Mahler with Partners	Todd Mahler with Partners Real Estate 512-643-8071	43,890 (building size) 30,834 (net rentable)	\$12,500,000 down from \$15,750,000	mixed use
Johan Borge building	405 S Main St	Johan Borge	512-366-7894	2386 SF	\$850,000	restaurant
Johan Borge building	407 S Main St	Johan Borge	<u>512-366-7894</u>	1,405/SF on 0.12 ac lot	\$4,750,000	commercial (property used as an airbnb)
Johan Borge building	409 S Main Street	Johan Borge	<u>512-366-7894</u>	2000/SF	\$850,000	mixed use
Taylor Bedding	417 W 2nd St	606 Leander Georgetown LLC / Logan Reichle with CBRE	<u>512-499-4905</u>	35,000/SF	\$2,850,000	industrial
Industrial Warehouses	601 W 2nd St	606 Leander Georgetown LLC / Darren Quick	<u>512-814-1820</u>	58,600/SF	Contact for pricing	industrial
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	office

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

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	\$1,900.00	RESIDENTIAL UNIT
Public Sketch lot corner of E 1st & N Main	104 N Main St	Public Sketch / Tierra Grande - Julie Downs	512.497.3697 juliedowns4@gmail.com	800 SF	contact for pricing	Restaurant/office space - will build when leased
Taylor Hall	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	Ste 300 - 1824 SF	\$2.17/SF/MO NNN	Retail
Taylor Hall	111 W 3rd St	Ryder Jeanes - CLD Realty	rjeanes@cldrealty.com	Ste 500 - 1285 SF	\$2.17/SF/MO NNN	Retail
Titworth Building - fmr Hola Aloha	118 W 2nd St	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	680 SF	Call for Information	Retail
McCrory-Timmerman	120 W 2nd St, Ste 201	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	2,148 SF	Call for Information	Office

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
McCrory-Timmerman	120 W 2nd St; Ste 202	CWMRY Boyd / Julie Downs with Tierra Grande	737-864-5330	1,500 sf	Call for Information	Office/Retail
Industrial Flex Bldg	202 W 1st; 1 space for lease	JD McNabb Family / Ryan Schneider-Remax 512-529-6298	512-751-0606	5,000-10,000	\$16.20/sf/yr or \$1.35/sf/mo	Industrial Flex
Ricardo Zuniga's building - subleasing under The Little Collective	211 N Main, Ste B1	Lexi Little	thelittlecollectivetx@gmail.com	Event Space Open Desk Coworking	event space: 460/hr desk: \$25.99/day	
R Zuniga's building - fmr Little Collective	211 N Main - Ste B-1	Ricardo Zuniga / Tierra Grande - Julie Downs	<u>512-497-3967</u>	B-1 - 403 SF	\$2.73/SF/MO	Retail
R. Zuniga's Building - fmr Hawt Spot	211 N Main St - Ste B-2	Ricardo Zuniga / Tierra Grande - Julie Downs	<u>512-497-3967</u>	B-2 - 1497 SF	\$2.00/SF/MO	Retail
R Zuniga's bldg - FMR Red Cap	215 N Main St	Ricardo Zuniga / Julie Downs-Tierra Grande Real Estate	512-497-3967	1800 SF	\$18/SF/YR \$1.50/SF/MO	Office

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	2942 SF	\$2.00/SF/MO	Restaurant
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	1750 SF	\$1.80/SF/MO	Bar
Luhn-Johns Building - Ujjal Ghoshtagore	221 N Main St	Ujjal Ghostagore / Monica Luxon	512.203.7663 monica@luxonrealtyservices.com	7986 SF	\$2.00/SF/MO	Residential / Office
J Borge Property - 1 story blue house	407 S Main St	Johan Borge	<u>512-366-7894</u>	1405 SF	\$1.80/SF/MO	single tenant office or retail
J Borge Property - 2 story cream colored house	409 S Main St	Johan Borge	<u>512-366-7894</u>	2000 SF	\$1.40/SF/MO	single tenant mixed use

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PROPERTY FOR LEASE:	ADDRESS	OWNER/REALTOR	CONTACT INFO	SQUARE FEET	PRICE	
Taylor Bedding Site	601 W 2nd St	606 Leander Georgetown LLC/Darren Quick with Don Quick & Associates	512-814-1820	58,600 SF in 2.90 AC	\$0.65/SF/MO	Industrial/Wareho use
Large Office Building - 12 total suites with 6 for lease	700 N Main St	Brent Campbell - Don Quick & Assoc	512-255-3000	#102 - 210 SF # 103 - 210 SF #105 - 282 SF #106 - 208 SF #107 - 384 SF	All between \$2.00 & \$2.50/SF/MO	Interior office spaces
SOLD PROPERTIES	ADDRESS	PURCHASER	CONTACT INFO	PROPOSED USE	SALES PRICE	
	112 W 1st St	Alisha Fowler and Amanda Feely	boxdropoftaylor@gmail.com and taylorfeedstore@gmail.com	expanded showroom space and stock room for Taylor Feed and Box Drop Mattress	combined sales price of \$675,000.00	
	114 W 1st St	Alisha Fowler and Amanda Feely	boxdropoftaylor@gmail.com and taylorfeedstore@gmail.com	expanded showroom space and stock room for Taylor Feed and Box Drop Mattress		
LEASED PROPERTIES	ADDRESS	TENANT	CONTACT INFO	PROPOSED USE	LEASE \$	
	315 N Main St	Arta Metalia	metaliaarta2@gmail.com	Barbie's Salon & Boutique		CO application being reviewed. Interested in FIG & Sign grants

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PLANNED RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
Davis-Nelson Grocery Warehouse site	110 W 1st St	Halie & Sara Ferguson		TBD	stop work issued until a permit can be obtained	install roof using interior I-beams
Taylor Hall	111 W 3rd St; Ste 400	Ryder Jeanes	rjeanes@cldrealth.com	retail / office spaces	plans for exterior in review	façade renovation project - have spoken to owner re: FIG
Eanes-Prewett Building	119-121 E 3rd St	Casey Denton	512.808.3483	mixed use	Pre-App held. Permits to be applied for soon.	Interior & exterior renovation project
Taylor National Bank Bldg.	200 N Main St	Chisum Pierce and Cissy Pierce	chism@getchismed.com	boutique hotel and restaurant	working with Cissy to determine and purchase correct mortar and replacement sandstone for repointing work	Interior & exterior renovation for boutique hotel & restaurant

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

PLANNED RENOVATION PROJECTS	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
Taylor Bike Company building	204 N Main Street	John Jones	improvedproperties@yahoo.com	same use - no planned change	FIG sought - denied permit is pending	to clean, seal and coat the roof with a fibered aluminum coating
Western Finance building	208 N Main Street	John Jones	improvedproperties@yahoo.com	same use - no planned change	FIG approved - permit pending	to clean, seal and coat the roof with a fibered aluminum coating
Ricardo Zuniga building	211 N Main St	Ricardo Zuniga	rzuniga@gmail.com	façade improvement	RZ to submit ppw for a FIG to reopen the transom windows and repaint	No permits applied for as of yet
Luhn-Johns Building	217-221 N Main St	Ujjal Ghoshtagore	ujjieg@gmail.com	spa services for Hawt Spot	Electrical work	permit obtained 12/31/24
fmr Tourville Antiques	401 N Main St	Rick Northcutt	rick@ricknorthcutt.com	offices	APP14051 being reviewed	interior renovation into offices

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

RENOVATION/NEW CONSTRUCTION PROJECTS CURRENTLY UNDERWAY	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	STATUS	SCOPE
Taylor Hall	111 W 3rd; Ste 100	Ryder Jeanes	rjeanes@cldrealty.com	offices for Taylor EDC	permit issued 2024-13725	interior finish out
Taylor Hall	111 W 3rd St; Ste 400	Ryder Jeanes	rjeanes@cldrealty.com	construction of a handicap ramp for access from Talbot St.	permit issued 2024-13420	
Eanes-Jacobsen Building	113-115 E 3rd St	Louis Hughes - John Hughes is project manager	512-844-4150	offices/retail	Interior finish out of 215 - then 213. Phase 1 of exterior renovations to begin soon.	both interior and exterior work planned
Heidenheimer Co Wholesale Grocery Warehouses	209 W 1st St	Jeff Snyder	512.365.5346	storage associated with Jeff's Resurrections	ongoing	Tax Credit Project
Mike Hobbie Bldg	417 N Main St	Mike Hobbie	mikehobbie@gmail.com	interior remodel	Permit 2024-13410 issued - work ongoing	replace sheetrock, new wiring, replace toilets, update wiring

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

NEW BUSINESSES COMING ON LINE	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
Wildflower Corks and Brews	108 E 2nd St	Lisa Cromwell	ssgurl2022@gmail.com	wine bar	TBD	Have spoken to lisa about sign grant
Curbside Coffee	114 W 2nd St			coffee shop		
	117 E 3rd St			storefront church		
Pamela Pfeil Realty	123 W 4th St	Pamela Pfeil	pamela.grace.pfeil@gmail.com	Realty Office	1	
NEW BUSINESSES OPEN	ADDRESS	OWNER	CONTACT INFO	PROPOSED USE	# EMPLOYEES GAINED	
None						
BUSINESS CLOSING	ADDRESS	OWNER	CONTACT INFO	FORMER USE	# EMPLOYEES LOST	YEARS IN BUSINESS
None						

PROPERTY BUSINESS REPORT
December 2024 through January 10, 2025

BUSINESS RELOCATING	NEW ADDRESS	OWNER	CONTACT INFO	OLD ADDRESS	# EMPLOYEES GAINED OR LOST	
Hawt Spot	119 N Main St	Amanda Bertelson	amandab1315@hotmail	211 N Main St; Ste B-2	0	
The Little Collective	401 N Main St	Lexi Little	thelittlecollectivetx@gmail	211 N Main St; UnitB	0	
Ironwood Industries	204 N Commerce St; Coupland, TX	Wells Mason	wells@ironwoodindustrie	120 W 2nd St; Ste A	0	never open to the public
Ancira Slasa	210 E 3rd St	Jesse Ancira Jr	ja13tx@gmail.com	120 W 2nd St; Ste E	1	in discussion re: mural on Washburn-facing facade
BUSINESS FOR SALE	ADDRESS	OWNER	<u>REALTOR/CONTACT INFO</u>	PRICE	DETAILS	
None						
BUSINESS BEING SOLD	ADDRESS	NEW OWNER	CONTACT INFO	OLD OWNER	# EMPLOYEES GAINED OR LOST	
None						

AGENDA ITEM REPORT
December 18, 2024

CHANGES TO BREAKFAST BITES FOR 2025

Breakfast Bites is a regularly occurring Main Street project to provide information and outreach opportunities to the downtown business community. This project has been in place for many years, and it appears it needs to be reinvigorated for 2025.

Georgetown Main Street holds their Breakfast Bites events quarterly (at the end of each 3-month period – March, June, September, and December). We want to try this format for Taylor.

Here is an example of a Breakfast Bites agenda:

8:00 am – Attendees arrive and serve themselves from the continental breakfast offerings

8:15-8:45 - A program is presented on a topic of interest

8:45-9:00 – Recognitions

- MS Grant recipients
- owners of completed renovation projects
- New businesses in the district – business milestones

9:00-9:30 – A representative from each City Department provides a brief update / Q&A

9:30 am - Meeting adjourns

Benefits:

More time to prepare for quality programs with less pressure to provide them monthly
Highlight the MS Grant program – encourage more participation – recognize achievements when projects are completed
Recognize the downtown business community - new businesses and milestones
Potential for higher attendance especially with the recognition and City Q&A portions
Breakfast Bites would probably be moved to the library due to a potential increase in attendees and the need for PP set up. Dev Services staff will appreciate the event being moved away from the auditorium.

AGENDA ITEM REPORT
January 15, 2025

DOWNTOWN WALKING TOURS
How to make them happen

1. 2 types of walking tours: SELF-GUIDED & DOCENT-GUIDED

Self-Guided Tours

PROS	CONS
Available all the time	Content cannot anticipate all questions
We already have the platform: The ShopDowntownTaylorTX.com website is the perfect platform for a walking tour	More difficult for the written word to convey emotion than a live voice.

Docent-Guided Tours

PROS	CONS
Local people delivering local knowledge	Requires a time-commitment from a docent – who will lead them and be consistently available?
A well-prepared docent can field questions as needed from the audience	If this is a year-round walking tour, how will it be marketed to attract participants?
Good for a special event: set times for live tours during the sesquicentennial celebrations.	

2. Determine the object of the tour:

Types of walking tours:

Architectural	Then and Now – highlighting the types of businesses in various location thru history	Scavenger or Treasure Hunt – highlighting special and unique elements found in the downtown	Social – What happened and where – build on the Haunted Taylor theme for other purposes
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3. Research content and verify sources – this is the heavy lifting part of this project – to determine what makes each tour type.
4. Marketing the product – how to build interest and momentum.
5. Continue to refine and improve the product and offer the tours (if docent-guided).

There was no written Main Street Marketing committee report provided in advance for the January 15, 2025 MSAB meeting.

STAFF REPORT

Update on the Heritage Square Farmers Market

An email with the contract was sent on November 22, 2024 and again on January 10, 2025 to the FM Management Team. Ms. Harris is awaiting their signed and notarized contract which will then be submitted to City Manager Brian LaBorde for his signature.

There was no written New City Hall Advisory committee report provided in advance for the January 15, 2025 MSAB meeting.