



## Main Street Board

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A regular meeting of the Main Street Board was held on Monday, September 11 2017, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Vice Chair Jim Moser, John Hermann, Walter Jackson, Traci Pyle, Mark Schneider, and Connie Wilder

Member absent:

Jon Hill, Tiffany Morisak, Dona Lynn Parker, and Tom Whitehead

City staff present:

Director of Community Services Wende Ragonis, Main Street Manager Jennifer Eckermann, and Community Services Coordinator Alexandra Dill

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representatives Page Michel and Jenny Mills

- 1. Call Meeting to Order.**
- 2. Citizen/Visitor Comments**
- 3. Approval of Minutes from Monday, August 7, 2017 Meeting.**

A motion was made by John Hermann and seconded by Mark Schneider to approve the minutes from the August 7, 2017 meeting.

Chair Margie Young called for a vote. The motion passed with the Board voting as follows:

|                      |               |
|----------------------|---------------|
| Chair Margie Young   | Yes           |
| Vice Chair Jim Moser | Yes           |
| John Hermann         | Yes           |
| Jon Hill             | <b>Absent</b> |
| Walter Jackson       | Yes           |
| Tiffany Morisak      | <b>Absent</b> |
| Dona Lynn Parker     | <b>Absent</b> |
| Traci Pyle           | Yes           |
| Mark Schneider       | Yes           |
| Tom Whitehead        | <b>Absent</b> |
| Connie Wilder        | Yes           |

**4. Discuss and Consider Approval of Economic Restructuring Committee Recommendation that the Board Request Stop Signs at 4 Downtown Intersections, Possibly to Include Main Street at Baylor Street; Main Street at Douglas Street; Alamo Street at Douglas; and Alamo Street at Baylor Street.**

Jim Moser presented this item reminding the group of the current positive relationship with TxDOT and stated that the Economic Restructuring Committee has recommended that stop signs installed Downtown be requested from TxDOT to assist with slowing down traffic speed in the Downtown area. In addition to the signs, the ERC has also discussed measures to ensure the public is aware of the change in traffic flow through the use of rumble strips, lighted signs, or similar. The original ERC recommendation included stop lights at all four corners around the Courthouse square. Based on conversations with Senator Lois Kolkhorst’s office, it was suggested that only the northeast and southwest corners of the Courthouse have lights installed.

Wende Ragonis added that TxDOT sent a landscape engineer to complete a study of the situation and that the vote from the Main Street Board simply acknowledges that they would like to move forward with the project and/or study.

Mark Schneider questioned the current speed of Main & Alamo Streets. Jennifer Eckermann stated it is 25 mph however that it is rarely followed.

Eckermann also directed the Board to an included map in the packet which outlines the suggested locations of stop signs. Chair Margie Young expressed concern about being unable to back out of parking spaces if traffic is held up at a light. Connie Wilder and Traci Pyle agreed and expressed concern about stop signs. Jim Moser reassured the Board that by passing this motion, it only signifies a desire to continue with further traffic studies to find a solution that may or may not be stop signs.

A motion was made by John Hermann and seconded by Mark Schneider to approve the Economic Restructuring Committee recommendation that the Board request stop signs at four Downtown intersections, possibly to include Main Street at Baylor Street; Main Street at Douglas Street; Alamo Street at Douglas; and Alamo Street at Baylor Street.

Chair Margie Young called for a vote. The motion passed with the Board voting as follows:

|                      |               |
|----------------------|---------------|
| Chair Margie Young   | Yes           |
| Vice Chair Jim Moser | Yes           |
| John Hermann         | Yes           |
| Jon Hill             | <b>Absent</b> |
| Walter Jackson       | Yes           |
| Tiffany Morisak      | <b>Absent</b> |
| Dona Lynn Parker     | <b>Absent</b> |
| Traci Pyle           | Yes           |
| Mark Schneider       | Yes           |
| Tom Whitehead        | <b>Absent</b> |
| Connie Wilder        | Yes           |

**5. Update on Texas Capital Fund Main Street Grant for Project in Southside District.**

Jennifer Eckermann reminded the Board that there are two major projects that are being funded in the 2017-2018 budget. One is the Park Street drainage project which would be funded by the City's general fund and the other is a streetscape project along that same area to be funded in assistance with BCDC funds. Originally the request for the Park Street drainage project submitted to the Texas Capital Fund was for \$250,000 with an additional 30% match by the City however they have discovered the last few projects funded by the Texas Capital Fund have primarily been for sidewalk projects. This caused the group to reevaluate their project needs and change their focus over to the sidewalk project. The application is due October 16, 2017.

**6. Discuss and Consider Approval of Design Committee Recommendation to Mail Updated Downtown Design Guidelines and Incentive Grant Flyer to All Downtown Property Owners.**

Jennifer Eckermann stated that the Design Committee recently updated the Design Guidelines and that the Committee desires to mail these guidelines as well as a letter from the Board stating the purpose of the guidelines and information on the Incentive Grant and Economic Impact and Innovation Grant (EIIG).

A motion was made by Connie Wilder and seconded by John Hermann to approve the mailing of the updated Downtown Design Guidelines and Incentive Grant flyer to all Downtown property owners.

Chair Margie Young called for a vote. The motion passed with the Board voting as follows:

|                      |               |
|----------------------|---------------|
| Chair Margie Young   | Yes           |
| Vice Chair Jim Moser | Yes           |
| John Hermann         | Yes           |
| Jon Hill             | <b>Absent</b> |
| Walter Jackson       | Yes           |
| Tiffany Morisak      | <b>Absent</b> |
| Dona Lynn Parker     | <b>Absent</b> |
| Traci Pyle           | Yes           |
| Mark Schneider       | Yes           |
| Tom Whitehead        | <b>Absent</b> |
| Connie Wilder        | Yes           |

**7. Discuss and Consider Approval of Design Committee Recommendation to Pursue Council Approval of the Downtown Design Guidelines.**

Jennifer Eckermann stated that the Texas Capital Fund Grant can award extra points if you have a Historic Preservation Ordinance, which we do not currently have, or approved Design Guidelines. Eckermann stated she believed the Guidelines must first be approved by Council and does not anticipate any problems passing the item.

A motion was made by Walter Jackson and seconded by Mark Schneider to approve the Design Committee’s recommendation to pursue Council approval of the Downtown Design Guidelines.

Chair Margie Young called for a vote. The motion passed with the Board voting as follows:

|                      |               |
|----------------------|---------------|
| Chair Margie Young   | Yes           |
| Vice Chair Jim Moser | Yes           |
| John Hermann         | Yes           |
| Jon Hill             | <b>Absent</b> |
| Walter Jackson       | Yes           |
| Tiffany Morisak      | <b>Absent</b> |
| Dona Lynn Parker     | <b>Absent</b> |
| Traci Pyle           | Yes           |
| Mark Schneider       | Yes           |
| Tom Whitehead        | <b>Absent</b> |
| Connie Wilder        | Yes           |

**8. Review of New Downtown Brenham Website.**

This item has been tabled for the next meeting due to Kevin Boggus being unavailable to walk the Board through the new Downtown Brenham website.

**9. Design Committee Report to Include Texas Downtown Association President’s Award Program Entries; Setting up Retail Design Workshop with University of Houston Professor; Update on Board Votes for Committee Recommendations on Lighting; Expecting Rendering of Convertible Street Design for Douglas Street; Discussed Incentive Grant Paint Project for Book Nook; New Member Doug Peck to Visit with Texas Arts and Music Festival Board About Murals; Discussed Preliminary Plan for Brochure/Map of Mural and Painted Transformer Locations; and Discussed Building Owner Approvals of Murals.**

Jennifer Eckermann reviewed the recent activities of the Design Committee which included organizing the lighting of the Downtown the first weekend of Round Top and then begin to be lit every weekend. The convertible street design for Douglas Street is in process and should be delivered shortly.

The Design Committee has been assisting The Book Nook which is interested in painting their new building.

Eckermann continued that the Design Committee has welcomed new member Doug Peck who is assisting with the upcoming Texas Arts and Music Festival. Eckermann stressed that property owners have the final say on the murals and that murals will only be placed on walls that they were permitted to use.

**10. Organization Committee Report to Include Updates on the Oral History Project; Local History Day Sustainability and Upcoming Merchant Mixer.**

Jennifer Eckermann stated that there have been persistent problems with attempting to film Oral Histories at the Library and that use of the Brenham High School facility to film these videos again would be a great help. Walter Jackson agreed and said he couldn't see any problem with the Organization Committee utilizing their facilities for Oral History filming.

Eckermann continued updating the Board about changes to the Local History program. In order to remain effective and sustainable, the Organization Committee has transitioned to only offering the program to fourth graders as well as opening the program to fourth graders in private schools and homeschooled groups. Eckermann stated this change was merely an idea to be discussed at this point and is not finalized.

Eckermann also noted that a Merchant Mixer is scheduled for later in the month.

**11. Promotion Committee Report to Include Update on 2017 Scarecrow Extravaganza; Update on Programming for the Barnhill Center; and Review of Accomplishments Flyer for Sponsors.**

Traci Pyle opened by stating the Promotion Committee was meeting in the upcoming week, however they have been working on the Scarecrow Extravaganza. Programming for the Barnhill Center is ongoing but they have an exciting season of events coming soon.

Jennifer Eckermann stated that Promotion Committee will be seeking out sponsors for the upcoming Uptown Swirl and that they have since created a one-page document outlining what Main Street Brenham does and the benefits of supporting the organization.

**12. Economic Restructuring Committee Report to Include Updates on Possible EIIG Applicants; Discussed Change to Texas Capital Fund Main Street Grant Application Request; Discussed Next-Steps with TxDOT and Recommended Letter Requesting Stop Signs Downtown; and Update of Committee on Board Action to Recommend RFP for Former City Hall and Surrounding Properties.**

Jim Moser had reviewed most of the items earlier in the Board meeting, however did update the Board on the request for proposal (RFP) in which the ERC chose to wait to pursue due to discussions with a potential hotel that may wish to use the property.

**13. Washington County Chamber of Commerce and Convention and Visitors Bureau Report, Including Recent Promotional Activities and Special Events.**

Jenny Mills opened by stating the most recent First Sunday Funday was a little slower than expected due to the weather and a holiday weekend, but some businesses still reported positive reports. Local hotels have experienced about 40% occupancy with many Houstonians staying in the area during the recovery from Hurricane Harvey.

Page Michel announced to the Board that there are several events coming up, one being a Small Business Success Workshop which will cover cyber safety for small businesses on September 15, 2017. Michel added that a Legislative Wrap-up Forum with Senator Lois Kolkhorst is scheduled for October 4, 2017.

**14. Staff Report to Include Building, Business and Program Update.**

Jennifer Eckermann stated a block party to benefit local Hurricane Harvey victims raised over \$30,000 was held on Sunday, October 1, 2017.

Eckermann continued that a new business is soon to open in the previous Book Nook building. She understands that it is supposed to be an antique vendor space.

Eckermann continues to work on getting a business set up in the old Sassafras building. Wende Ragonis noted too that the wayfinding project is nearing completion with an expected install date in November 2017.

**15. Next Meeting – Monday, October 2, 2017.**

**16. Adjourn.**

The meeting was adjourned.

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Margie Young  
Chair

**ATTEST:**

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Alexandra Dill  
Community Services