



## MAIN STREET BOARD

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A regular meeting of the Main Street Board was held on Monday, August 6 2018, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, John Hermann, Walter Jackson, Mark Schneider, Tom Whitehead and Connie Wilder

Members absent:

Vice Chair Jim Moser, Jon Hill, Tiffany Morisak, Dona Lynn Parker and Traci Pyle

City staff present:

Main Street Manager Jennifer Eckermann, Assistant City Manager Carolyn Miller and Community Services Coordinator Alexandra Dill

- 1. Call Meeting to Order.**
- 2. Citizen/Visitor Comments.**

None

**3. Approval of Minutes from Monday July 2, 2018 Meeting.**

A motion was made by John Hermann and seconded by Mark Schneider to approve the minutes from the July 2, 2018 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	<b>Absent</b>
John Hermann	Yes
Jon Hill	<b>Absent</b>
Walter Jackson	Yes
Tiffany Morisak	<b>Absent</b>
Traci Pyle	<b>Absent</b>
Dona Lynn Parker	<b>Absent</b>
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

**4. Discuss and Consider Approval of Incentive Grant Fund Reimbursement of \$5,051.70 to Teddy Abrams for Work on 217 W. Main.**

Jennifer Eckermann presented this item by first reminding the Board that during last month's meeting there was discussion of the additional funds that were merged into the Incentive Grant Fund to assist with meeting the needs of four projects occurring Downtown. One of those four requests was turned in by Teddy Abrams who has completed work on the old Dr. Pepper building requesting \$5,051.70.

A motion was made by John Hermann and seconded by Connie to approve the Incentive Grant Fund reimbursement of \$5,051.70 to Teddy Abrams for work on 217 W. Main.

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

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

**5. Discuss and Consider Approval of Incentive Grant Fund Reimbursement of \$1,400.00 to Tres Chic for Work on 201 E. Main.**

Jennifer Eckermann stated the project of painting the awning of Tres Chic Boutique has been completed and they are requesting \$1,400 of Incentive Grant Fund for this project.

A motion was made by Walter Jackson and seconded by Mark Schneider to approve the Incentive Grant Fund reimbursement of \$1,400 to Tres Chic for work on 201 E. Main.

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

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

**6. Update on City of Brenham Reorganization and Main Street.**

Assistant City Manager Carolyn Miller presented this item by stating that former Director of Community Services Wende Ragonis resigned earlier in the summer and that Main Street is now under her (Miller's) department.

Miller stated also that the City had a contract with the Chamber to provide tourism services. This contract was recently terminated by City Council so tourism services, marketing, promotion, the Visitor's Guide, and Visitor Center employees will now fall under Eckermann's responsibility. Miller stated that the Blue Bell Aquatic Center and Recreation are now under Director of Public Works, Dane Rau.

Jennifer Eckermann stated that she will continue to have a role with Main Street, but Alexandra Dill will be stepping up to additional roles with Main Street.

Eckermann stated that many Main Street communities are taking advantage of the Main Street Refresh Implementation program which reviews the current Main Street program and ensures that it is adapting with changing times and needs. Eckermann stated that the agenda packet includes a presentation on the Refresh program. One of the points she felt was key from this presentation is that many programs report that Organization and Economic Vitality get less attention when compared to Design and Promotion. Eckermann says that the Refresh program aligns each Committee's projects and goals rather than individual goals worked on by individual Committee. The new structure brings the four committee's together to complete overall goals.

Eckermann also said that the Refresh program also emphasizes the need to show measurable results and reducing need for frequent meetings which she sees as beneficial.

Eckermann feels the main reason she feels the Refresh program is important is the use of Transformation Strategies to align each committee's goals. These goals can be established through community input, meetings of Downtown businesses and reviewing data on the market.

Walter Jackson asked what Eckermann felt is one of the common projects that small towns like ours are doing to foster economic revitalization. Eckermann stated that for Brenham, tourism would be the largest factor that effects Downtown businesses. Becoming a destination with tourism, overnight stays, unique shops and restaurants are all keys to Brenham's economic revitalization.

**7. Main Street Brenham Project Updates to Include Wayfinding and Hot Nights, Cool Tunes.**

Alexandra Dill presented this item, beginning with an update on the wayfinding project. Dill states the project is nearing completion. The three map kiosks are the last item to be installed with artwork to follow. There are a few difficult installations that are slowing progress however those should be completed in the next few days.

Dill continued that Hot Nights, Cool Tunes was very well attended with around 2,500 people at each concert with the exception of Suede, which brought in close to 4,000 attendees. Dill stated that the Classic Car Cruise-In was exceptionally full at each concert.

**8. Design Committee Report to Include Update on Incentive Grant Fund Discussions.**

Margie Young stated no formal meeting occurred during the past month however, the group has had discussions via email with them continuing projects outlined in the last Main Street Board meeting.

**9. Organization Committee Report to Include Update on Downtown Farmers Market and Oral History Project Update.**

Alexandra Dill stated that the First Fridays Farmer & Artisan Market was Friday August 3<sup>rd</sup> and is experiencing growth of both vendors and shoppers each month. The market is enjoying many repeat shoppers and new vendors each month.

Margie Young stated that Jennifer Eckermann has been working with James Pharaon to get a bid on cost to edit the Oral Histories together into a complete project. After we receive his bid, Young states the Committee aims to secure underwriters to help fund this important project.

**10. Promotion Committee Report to Include Discussions on Scarecrow Extravaganza and the Uptown Swirl.**

Alexandra Dill stated that the Scarecrow Extravaganza will be much like previous years with flyers being completed and distributed soon. Dill plans to have the information distributed to Brenham ISD schools ahead of the Open House on August 13, 2018.

Jennifer Eckermann stated that the Uptown Swirl will be seeking more sponsors, however noted that this time of year is difficult as many other organizations are seeking sponsorships. Eckermann stated the rack card is typically completed in October, so they will be holding off on asking sponsors until the end of summer.

**11. Economic Vitality Committee Report to Include Park Street Drainage Update and Discussions Concerning Update of Downtown Brenham Master Plan.**

Jennifer Eckermann stated the Park Street drainage project is moving forward and that the engineer will soon present plans, with bids beginning in August and construction due to begin in October. With a six-month construction period, the project should be completed by the end of March 2019. Eckermann stated that they received BCDC funding for streetscapes along with the drainage projects which will aid in connectivity Downtown.

Eckermann continued that each EVC member is researching Master Plans of various communities around the state to ensure that the Downtown Brenham Master Plan update scheduled for 2019 is well rounded.

**12. Brenham Heritage Museum Report.**

Margie Young stated that according to Jo Ann Wolf, Chair of the Brenham Heritage Museum Board, a professional museum display designer was hired to design the exhibit space.

Connie Wilder asked if the Museum currently rents the Brenham Bus Depot for events. Eckermann stated that the Museum would likely be willing to accommodate such requests and that calling the Bus Depot would be best.

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

Jennifer Eckermann stated that originally there was no plan to redo the Visitor Guide, however the City has contracted Lu Hollander to work on this project. Eckermann stated that the Visitor Guide would be open to all tourism partners, regardless of Chamber member status.

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

Jennifer Eckermann announced that the Amazon book fulfillment business slated to go into Teddy Abrams' building on Main Street would not be moving in after all, stating concerns with construction of the space taking too long to complete.

Eckermann also stated that the City is continuing to work with Brazos Valley Brewery to find a suitable location in Downtown Brenham for their business.

Eckermann announced that Dona Lynn Parker is resigning her position on the Board due to health reasons and that she will be working on finding someone to fulfill this role on the Board.

**15. Next Meeting – Tuesday, September 4, or Monday, September 10, 2018.**

Jennifer Eckermann stated that due to Labor Day falling on the first Monday of September, the Board could decide which date they would like the September meeting to take place. The Board chose Tuesday, September 4 at 4:00 pm.

**16. Adjourn.**

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Margie Young  
Chair

ATTEST:

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Alexandra Dill  
Community Services