



**NOTICE OF A MEETING
MAIN STREET BOARD
WEDNESDAY, JANUARY 20, 2021; 4:00 P.M.**

A regular meeting of the Main Street Board was conducted in person at Bullock Ballroom at the Barnhill Center on Wednesday, January 20, 2021, beginning at 4:00 pm.

Members present:

Chair Margie Routt Young, Shannan Canales, Melinda Faubion, John Hermann, Jon Hill, Tiffany Morisak, Doug Peck, Elizabeth Price, and Connie Wilder,

Members absent:

Lowell Ogle and Tom Whitehead

Ex-Officio Members:

Wende Ragonis

City staff present:

Tourism & Marketing Director Jennifer Eckermann and Tourism & Marketing Coordinator Nancy Joiner

1. Call Meeting to Order

Chair Margie Routt Young called the meeting to order.

2. Citizen/Visitor Comments

There were no citizen comments.

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from the November 2, 2020, Regular Main Street Board Meeting

A motion was made by Board Member John Hermann and seconded by Board Member Tiffany Morsiak to approve the minutes from the September 8, 2020, Regular Main Street Board Meeting.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes
John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

4. Discuss and Possibly Act Upon Election of Main Street Board Chairperson and Vice-Chairperson for a Term of One Year.

Margie Routt Young agreed to serve as Chairperson, and Tiffany Morisak has agreed to serve as Vice Chairperson for one year.

A motion was made by Board Member Jon Hill and seconded by Board Member John Hermann to approve Margie Routt Young as Chairperson and Tiffany Morisak as Vice-Chairperson.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes
John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

5. Welcome, New Board members Melinda Faubion, Doug Peck, and Elizabeth Price.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. She introduced each new member to the Board, each of whom is currently serving on a Main Street Brenham Committee. Main Street Board Training for all new members and Lowell Ogle, who came in last year, is presently being set.

6. Discuss and Possibly Act Upon the Election of Two Board Members to the Executive Committee.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. To complete the Executive Committee, the Board elects two representatives. Tom Whitehead, Chair of the Promotion Committee, is willing to continue to serve, and John Hermann has agreed to serve in the capacity for 2021, filling the position vacated by Tiffany Morisak.

A motion was made by Board Member Jon Hill and seconded by Board Member Doug Peck to approve John Hermann and Tom Whitehead to the Executive Board.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes
John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

7. Discuss and Consider Approval of Refunding the Incentive Grant Fund \$10,000 from Main Street Raised Funds.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. In May of 2016, the Board approved a new policy to Re-fund the Incentive Grant Fund (IGF) Program up to \$10,000 each January, if funds are available. On Tuesday, January 19, 2021, the Downtown Improvement Fund balance was \$46,010.92. BCDC did fund an additional \$10,000 for the IGF Program available through September 30, 2021.

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to refund the IGF of \$10,000.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes

John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

8. Discuss and Consider Approval of 2021 Board Meeting Dates.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. The list of meeting dates for 2021 was presented to the Board.

A motion was made by Board Member Shannan Canales and seconded by Board Member Tiffany Morisak to approve the Board meeting dates for 2021.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes
John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

9. Discuss and Consider Approval of Design Committee Recommendation to Approve Incentive Grant Funding Request of \$1,975.57 for a New Awning by Compass Country Properties Group.

Jennifer Eckermann, Director of Tourism and Marketing, reported that the Design Committee recommends Board approval of funding \$1,975.57 to Compass Country Properties Group for new awning.

A motion was made by Board Member Connie Wilder and seconded by Board Member Doug Peck to approve funding of \$1,975.57 to Compass Country Properties Group for a new awning.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes

John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

10. Discuss and Consider Approval of Design Committee Recommendation to Approve the Incentive Grant Funding Request by Brown Water Cigar Bar for \$5,573.71.

Jennifer Eckermann, Director of Tourism and Marketing, reported that the Design Committee recommends Board approval of funding \$5,573.71 to Brown Water Cigar Bar for exterior improvements.

A motion was made by Board Member Melinda Faubion and seconded by Board Member Elizabeth Price to approve funding of \$5,573.71 to Brown Water Cigar Bar for exterior improvements.

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

Chair Margie Routt Young	Yes
Shannan Canales	Yes
Melinda Faubion	Yes
John Hermann	Yes
Jon Hill	Yes
Tiffany Morisak	Yes
Lowell Ogle	Absent
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

WORK SESSION

11. Review Main Street Manager Job Description

Tourism and Marketing Director Jennifer Eckermann presented this item. The Main Street Manager job description was posted last week. There have been eight applications submitted as of today. The Executive Committee will sit in on the interviews, which will be in about three weeks. The job is posted on the City’s website, Texas Downtown Association, Texas Main Street, and Texas Municipal League websites.

12. Update on Recollections Oral History Video Project.

Nancy Joiner, Tourism and Marketing Coordinator, presented this item. The showing of Volume II was held on December 12th and 13th, 2020, at 2 pm at the Barnhill Center. There was a total of 60 combined who previewed the show. 50 DVD's were ordered, and a total of 25 were sold on the combined days. Also, 9-Volume I's was sold. James Pharaon is currently working on Volume III, which could be presented in the Summer.

13. Update on Progress of Historic Preservation Ordinance Committee.

Tourism and Marketing Director Jennifer Eckermann presented this item. The HPO has been working on the Purpose, a proposed map, and a timeline of the sections discussed and when the Ordinance will be completed. A newsletter is sent out each month, and it lets people know what the HPO is working on and get input. If property owners would like to subscribe, they should go to the link, and they will get the newsletter with all the information. These are not public meetings, but there's a determined effort to keep the public informed and gather input throughout the process.

14. Report on Uptown Swirl with Financials.

Tourism and Marketing Director Jennifer Eckermann presented this item. A preliminary financial statement was presented to the Board. It shows a profit of \$20,267.71, and there are still some outstanding expenses. Once all costs are in, an updated financial report will be submitted. Everyone seemed to have a good time, and there have been positive comments about the Swirl.

15. Update on TxDOT Improvements to the US 290/SH 36 Interchange.

Tourism and Marketing Director Jennifer Eckermann presented this item. She did not have anything new to report at this time. Wende Roganis with the Chamber of Commerce gave an update on the SH 105 project. The Welcome sign will have to be moved, and they are currently working with landscape companies to build a new sign at the county line once the new SH 105 road is complete. This project could be about \$30,000.

16. Brenham Heritage Museum Report.

Board Member Tiffany Morisak gave a report on the Museum. They are getting ready to start work on the Museum. They are doing a walk through with Contractors and getting the building ready. It mainly deals with the infrastructure first. They will start to raise funds for the needed repairs and construction. They are currently working on a film and plan to have an unveiling of the restoration project. They are looking for old photos.

17. Washington County Chamber of Commerce Report.

Wende Ragonis, with the Chamber of Commerce, presented this item. They have started leadership
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classes, which they have revamped. These classes now will have a project which the class gets to decide. The current class has decided to erect a bronze statue at the Fire Museum to pay respect to the Firefighters and volunteers in our community. Fireman Day is June 2, 2021, and they hope to have all this in place by then.

The annual banquet will be very different this year. It will be at Unity Theatre and will be by invitation only. The Man and Woman of the Year and Small Business of the Year will be able to invite one guest only. There will be a video of these on February 16, 2021. LJ's will caterer a lunch at Ant Street Inn for these recipients. The Chamber will hold a golf tournament on March 26, 2021, at Brenham Country Club. The Member Directory will be out soon. Chamber membership dues are due soon, and the Chamber is hoping to apply for the PPE funding.

18. Visit the Brenham/Washington County DMO Report.

Tourism and Marketing Director Jennifer Eckermann presented this item. We have a 9% increase on Facebook and a 56% increase on Instagram for 2020. The Barnhill Center has had an increase in inquiries for the use of the Ballroom. We are looking at starting the concert series in April. The Farmer's Market is doing well and will expand to two streets in February. We received Texas Music Friendly certification.

19. Staff Report and Building/Business Update.

Tourism and Marketing Director Jennifer Eckermann presented this item. The 10 Criteria report has been changed to 6 and was due January 15, 2021. In 2020, if you were credited for 2019 and can show you did not shut down because of COVID, you should get accredited. The Building Replicas are in, and the Organization Committee will meet to set the price for the three replicas at their meeting coming soon. We will add one new building each year to this collection. The Schoolhouse Hotel is continuing with the remodel and should be opening shortly. Shane Nelson and Brad Bevers bought the former Capital One bank building. They are opening a Title Company and looking at options to make use of extra space there.

20. Adjourn.

The next meeting will be Monday, February 1, 2021, at 4 pm. In the Bullock Ballroom.

Margie Routt Young adjourned the meeting.

Margie Routt Young

Board Chair

ATTEST:

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Nancy Joiner

Tourism & Marketing Coordinator