



**NOTICE OF A MEETING
MAIN STREET BOARD
MONDAY, FEBRUARY 1, 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 Monday, February 1, 2021, beginning at 4:00 pm.

Members present:

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

Members absent:

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 January 20, 2021, Regular Main Street Board Meeting

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to approve the minutes from January 20, 2021, 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	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

WORK SESSION

4. Update on Revised Schedule for Mill & Inlay Project to Include Downtown Area

Jennifer Eckermann, Director of Tourism and Marketing presented this item. She has had a couple of meetings with TxDOT. This will be a 6 to 8-month project starting at 36 and 577, going all the way to Loop 290. Main and Alamo Streets will also be done with work beginning in February, and the rest will begin after Maifest. TxDOT will make three lanes at Main and Austin Street. They will also add a left turn signal at Alamo and Austin. Jennifer is to keep businesses updated with the process. TxDOT gave a timeline of what will be happening each week.

5. Report on 2021 Plan of Work with Reports from Design and Economic Vitality Committees

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. The Design Committee went over their work plan, and they have had several businesses asking for the Incentive Grant applications and sign grant applications. They will be updating their applications. The Spring Egg & Art walk will be their next event. They fluffed Christmas wreaths and will be looking at adding garland, taking off the bulbs, and looking at other Christmas decorations. The EVC suggested that Jon Hill be asked to be the chair, and he has agreed. The Promotion and Organization will update their work plan for 2021 at their next meetings.

6. Update on Uptown Swirl Financials

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Swirl went well, and all glasses were sold. A survey went to participants and merchants today, so we will see what comments were made. We sold tickets and instead of glasses, which all the merchants liked. An accounting sheet was presented with total tickets sold, amounts paid to HEB for wine, and reimbursement amounts. With the totals presented, we did better this year. We will need to make

instructions about the wristbands clearer.

7. Report on Public Input Received To-Date Concerning Work of the Historic Preservation Ordinance Committee

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Each month a newsletter has gone out to those in constant contact. We have received comments from those who get it. They all have been positive. We are trying to add property owner's emails to this group to help them stay in touch.

8. Brenham Heritage Museum Report.

Board Member Tiffany Morisak reported on the Museum. They will have a Black History Month at the Bus Depot. In May, there will be a Maifest exhibit as well. They are getting window coverings to help with the heat and sunlight to have more displayed out in the open.

9. Washington County Chamber of Commerce Report.

Wende Ragonis, with the Chamber of Commerce, presented this item. The annual banquet will be very different this year. It will be at Unity Theatre and will be by invitation only on February 16, 2021. The Man and Woman of the Year and Small Business of the Year, and other awards will be presented. LJ's will caterer a lunch at Ant Street Inn for these recipients. They are asking Chamber members to get their boxed lunch and watch YouTube on the awards presentation. There will be a Lunch & Learn on February 24. The Chamber will hold a golf tournament on March 26, 2021, at Brenham Country Club and is looking for sponsors. A Ribbon cutting for Revival Mercantile will be on February 5, and also Connect after five at Bank of Brenham

10. Staff Report and Building/Business Update.

Tourism and Marketing Director Jennifer Eckermann presented this item. We have had people buy bricks for Alamo Alley and Belle's Alley. A brick was purchased in memory of Bill Anger. Tourism partner awards were given out last week. Those who received the awards were very excited to receive these. Jennifer has received seven applications for the Main Street Manager job. The Executive Committee will meet and decide which person most qualifies for the job. It was mentioned that a memorial should be done in Mimi Toubin's memory. Margie Routt Young will get information. Orientation training will need to be done for the new board members, so Jennifer will get multiple dates to see which day works for everyone. This will be in the afternoon.

11. Adjourn.

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

Margie Routt Young adjourned the meeting.

Board Chair

ATTEST:

Nancy Joiner

Tourism & Marketing Coordinator