



**NOTICE OF A MEETING
MAIN STREET BOARD
MONDAY, JANUARY 10, 2022; 4:00 P.M.**

A regular meeting of the Main Street Board was conducted in person in Conference Room 2A, Brenham City Hall Monday, January 10, 2022, beginning at 4:00 pm.

Members present:

Vice-Chair Tiffany Morisak, Melinda Faubion, Jon Hill, Wendy Meaux, Lowell Ogle, Doug Peck, Elizabeth Price, Pete Simpson, and Connie Wilder

Members absent:

Chair Margie Routt Young and Tom Whitehead

Ex-Officio Members:

Wendy Ragonis – Anderson

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Tourism & Marketing Coordinator Nancy Joiner, and Main Street Coordinator Kathrine Briscoe

Visitors:

Councilmember Shannan Canales and Councilmember Leah Cook, and Jason May with the Banner Press

1. Call Meeting to Order

Vice-Chair Tiffany Morisak called the meeting to order.

2. Citizen/Visitor Comments

3. Welcome New Board Members Wendy Meaux and Pete Simpson

Jennifer Eckermann, Director of Tourism and Marketing introduced Wendy Meaux and Pete Simpson to the Main Street Board.

REGULAR SESSION

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

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Margie Routt Young is willing to serve as Chair of the Main Street Advisory Board for the coming year and Tiffany Morisak has agreed to serve as Vice-Chair.

A motion was made by Board Member Connie Wilder and seconded by Board Member Doug Peck to elect Margie Routt Young as Chair and Tiffany Morisak as Vice-Chair for the Main Street Advisory Board.

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

Chair Margie Routt Young	Absent
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

5. 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, and Jon Hill, Chair of the Economic Vitality Committee, are both willing to serve.

A motion was made by Board Member Doug Peck and seconded by Board Member Melinda Faubion to elect Tom Whitehead and Jon Hill to the Executive committee.

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

Chair Margie Routt Young	Absent
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

6. Discuss and Possibly Act Upon the Minutes from December 6, 2021, Main Street Board Meeting

A motion was made by Board Member Connie Wilder and seconded by Board Member Doug Peck to approve the minutes from December 6, 2021, the Regular Main Street Board Meeting.

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

Chair Margie Routt Young	Absent
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

7. Discuss and Possibly Act Upon Refunding the Incentive Grant Fund \$10,000 from the Downtown Improvement Fund.

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Board approved a new policy in 2016 to Re-fund the Incentive Grant Fund Program up to \$10,000 each January, if needed, and if funds were available. As of today, the balance in the Downtown Improvement Fund is \$44,059.33. In 2021 Main Street-funded incentive Grant requests totaling \$25,946.17. The BCDC match of \$10,000 in the 2021 fiscal year increased to \$20,000 for the current fiscal year. We will have two major renovation projects for the coming year and anticipate there will be more.

A motion was made by Board Member Melinda Faubion and seconded by Board Member Pete Simpson to approve Re-funding up to \$10,000 to the Incentive Grant Fund Program.

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

Chair Margie Routt Young	Absent
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	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. A list of Board dates was presented and it was mentioned that Board dates for July and September will need to be changed due to these being Holiday dates.

A motion was made by Board Member Doug Peck and seconded by Board Member Lowell Ogle to approve these dates with changes being made for July and September meetings.

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

Chair Margie Routt Young	Absent
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Absent
Connie Wilder	Yes

WORK SESSION

9. Review Update on 2022 Uptown Swirl in Downtown Brenham

Jennifer Eckermann, Director of Tourism and Marketing presented this item. She gave updates on the 2022 Uptown Swirl in Downtown Brenham. 800 glasses were purchased and sales are going well. She thanked Tom Whitehead and Shannan Canales for assigning wine to participants. Music will be at the Gazebo by the John Wick Trio. The Merchants will pay HEB for their wine on January 10 and 11. On January 12 and 1, they will pick up their wine at Must Be Heaven and she thanked Traci Pyle for providing this location for pickup. There will be 53 wines sampled. Glamfetti offered to host a selfie station at the corner of Alamo and Baylor. Shopping bags are in and gathering volunteers now to work that day.

10. Review Update to City of Brenham Policies and Procedures for Boards and Commissions

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Policies and Procedures for Boards and Commissions have been updated with the following changes. On or before September 1, the City Secretary will post information on the City's website and social media sites encouraging qualified people to fill out an application to serve and all applications must be turned in no later than October 1. No board member shall be appointed to more than three consecutive terms on any single board and after a minimum absence of one year from a board, the Council may choose to reappoint the member back to the board on which they previously served. Members of all boards shall complete board training within ninety days of their appointment by the Council. The Main Street Board consists of eleven members. Two consecutive absences from a board's regular meeting or absence from more than 25% of the board's meeting in six months shall be deemed as neglect and may be cause for removal. At least once per year, in a regular meeting of the City Council, the staff liaison or Chair for each board shall provide an update for the Council regarding the activities of the Board. All meetings

will be held in compliance with the Open Meetings Act. Finally, if a board member engages in inappropriate conduct that cannot be controlled by the Chair or staff liaison, the Chair or liaison may immediately adjourn the meeting without a vote.

11. Discuss Changes to Format of Work Plan for 2022

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Main Street Brenham Work Plan, and other Main Street Communities, have traditionally been divided by Committee. With the adoption of our Transformation and Catalyst Strategies, staff will be working this month to transition to a more Goal/Strategy-oriented plan. Work plans from other Texas Main Street cities have made the move. We want to look at strengthening our program and focusing on a Work Plan that can help Main Street Brenham have a successful 2022.

12. Review of 2021 Main Street Brenham Reinvestment Summary

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Board was given an update of the Reinvestment summary for 2021 with \$1.3 million in building permits being issued and we had 34 projects totaling \$43,042.71 with reinvestment for 2021 to be \$4.3 million.

13. Brenham Heritage Museum Report.

Tiffany Morisak, a member of the Brenham Heritage Museum, gave this report. Construction is still ongoing at the Museum with about 35 to 40% of the work being completed. There are lots of changes taking place with plaster, HVAC, plumbing, and electrical. They have received nice donations but continue to solicit more. Phase I grand opening will be this Summer.

14. Washington County Chamber of Commerce Report.

Wende Ragonis-Anderson, of the Chamber of Commerce, presented this item. This will be her last report for she is resigning her position with the Chamber. The workforce is strapped with workers having mental health issues which is a problem for employers who are trying to see how to help those workers. Baylor Scott and White will be focusing on sharing mental health resources. The Chamber will have a retreat and the staff will continue as is with Dr. John Turner as Board Chair. She will help with the process and the transition of a new replacement.

15. Visit Brenham DMO Report

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. January is a busy month as we make the rounds and begin to share our Q1 Report and calendar year wrap-up. We started the year meeting with Tourism Partners in Chappell Hill and Burton. We updated them on our plans for the Sunday Funday program being planned for the Spring and shared information now available to them from our Datafy Visitor Information subscription. The first Tourism Advisory Board meeting will be held on January 20 and they will meet quarterly. Our Annual Cocktail Reception and Tourism Partner Awards program will be held on January 26. The number of short-term rentals is growing in the area, and we are hosting a luncheon so new and old proprietors can meet and learn from each other. It also enables us to get updated information for the website, and for

the new proprietors to make sure they understand the support and promotion they get at no cost from the DMO.

16. Staff Report and Building/Business Update.

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Thank you notes from Darren Heine and Patsy Hermann were presented. Kathrine Briscoe will move from Main Street Coordinator to Visit Brenham. The Historic Preservation Board is set to meet on the 4th Tuesday of the month. We have received several Certificate of Appropriateness applications. We continue to work on Local History Day scripts. It will be on March 7 and 9, 2022. The Chamber leadership class will help with this project.

17. Adjourn.

The next meeting will be on February 7, 2022.

Tiffany Morisak adjourned the meeting.

Tiffany Morisak
Board Vice-Chair

ATTEST:

Nancy Joiner
Tourism & Marketing Coordinator