



## Main Street Board

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A regular meeting of the Main Street Board was held on Monday, January 9, 2017, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Traci Pyle, John Hermann, Mark Schneider, Susan Cantey, Tiffany Morisak and Jim Moser.

Members absent:

Margie Young, Walter Jackson, Jon Hill, Connie Wilder and Tommy Upchurch.

City staff present:

Main Street Manager Jennifer Eckermann, Director of Community Services Wende Ragonis, Administrative Assistant Paula Shields and Community Services Assistant Alexandra Dill

Others present:

Chamber/CVB Representative Lu Hollander

**1. Call Meeting to Order**

Traci Pyle called meeting to order as the Main Street Board Chair and Vice-Chair were not present.

**2. Citizen/Visitor Comments**

**3. Approval of Minutes from Monday, January 9, 2017 Meeting.**

A motion was made by John Hermann and seconded by Susan Cantey to approve the minutes from the January 9, 2017 meeting.

Traci Pyle called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	<b>Absent</b>
Traci Pyle	Yes
John Hermann	Yes
Walter Jackson	<b>Absent</b>
Jon Hill	<b>Absent</b>
Mark Schneider	Yes
Susan Cantey	Yes
Connie Wilder	<b>Absent</b>
Tiffany Morisak	Yes
Jim Moser	Yes
Tommy Upchurch	<b>Absent</b>

**4. Report on Board and Staff Changes.**

Jennifer Eckermann discussed the resignation letter dated January 9, 2017 of Tommy Upchurch effective immediately. Upchurch will remain active with several downtown projects, including the convertible street design. There is no one at this time slated to take his position on the Board.

Eckermann introduced Alexandra Dill, new Community Services Assistant and will be taking Board meeting minutes from now on.

Eckermann also introduced Paula Shields, Administrative Assistant to the Mayor and City Manager.

**5. Discuss and Possibly Act Upon Election of Chairperson and Vice Chairperson for a Term of One Year.**

A motion was made by John Hermann and seconded by Mark Schneider to re-elect Margie Young as Chair of the Main Street Advisory Board and to elect Susan Cantey as Vice-Chair of the Main Street Advisory Board.

Traci Pyle called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	<b>Absent</b>
Board Member Traci Pyle	Yes
Board Member John Hermann	Yes
Board Member Walter Jackson	<b>Absent</b>
Board Member Jon Hill	<b>Absent</b>
Board Member Mark Schneider	Yes
Board Member Susan Cantey	Yes
Board Member Connie Wilder	<b>Absent</b>
Board Member Tiffany Morisak	Yes
Board Member Jim Moser	Yes
Board Member Tommy Upchurch	<b>Absent</b>

Susan Cantey, newly elected Vice-Chair of the Main Street Board, will now conduct the meeting agenda.

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

A motion was made by Jim Moser and seconded by John Hermann to re-elect Traci Pyle and Tiffany Morisak as board representatives on the Executive Committee for 2017.

Susan Cantey called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	<b>Absent</b>
Board Member Traci Pyle	Yes
Board Member John Hermann	Yes
Board Member Walter Jackson	<b>Absent</b>
Board Member Jon Hill	<b>Absent</b>
Board Member Mark Schneider	Yes
Board Member Susan Cantey	Yes
Board Member Connie Wilder	<b>Absent</b>
Board Member Tiffany Morisak	Yes
Board Member Jim Moser	Yes
Board Member Tommy Upchurch	<b>Absent</b>

**7. Discuss and Consider Approval of Design Committee Recommendation of Incentive Grant Fund Reimbursement of \$7,000 to Barbara LaRue.**

Jennifer Eckermann opened discussion on this item. Barbara LaRue completed the painting and plaster work at 102 E. Alamo and 103 E. Commerce Street in the Spring of 2015 and the request for reimbursement was filed in December 2016. The work was well over \$7,000 as they had to complete painting as well as plaster work.

A motion was made by John Hermann and seconded by Jim Moser to approve the Design Committee's recommendation for reimbursement of \$7,000 to Barbara LaRue through the Incentive Grant Fund.

Susan Cantey called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	<b>Absent</b>
Board Member Traci Pyle	Yes
Board Member John Hermann	Yes
Board Member Walter Jackson	<b>Absent</b>
Board Member Jon Hill	<b>Absent</b>
Board Member Mark Schneider	Yes
Board Member Susan Cantey	Yes
Board Member Connie Wilder	<b>Absent</b>
Board Member Tiffany Morisak	Yes
Board Member Jim Moser	Yes
Board Member Tommy Upchurch	<b>Absent</b>

**8. Review of Lowell Nix Incentive Grand Fund Request Being Considered by Design Committee.**

Jennifer Eckermann opened discussion on this item. Gloria Nix is a Councilperson and owner of Glissmann’s Drug Store. The Glissmann Drug Store Building is in need of restoration to 17 upstairs windows and a new roof, the Committee wished to first make sure that a Councilperson was eligible to participate in the Incentive Grant Fund. The city attorney had no issue. The bid for the restoration of the windows, totaling \$11,560.00, was approved by the Design Committee prior to the Board meeting.

**9. Report of Christmas Stroll, Gingerbread House Auction and Upcoming Uptown Swirl Event Scheduled for January 14, 2017.**

Jennifer Eckermann opened the discussion about the Christmas Stroll. The inclement weather caused a decrease in attendance but downtown still saw quite a few people still enjoying the attractions offered.

Traci Pyle opened the discussion about the 2016 Gingerbread House Auction. Eckermann said the event grossed a little over \$6,600 in 2016, comparatively, a little over \$8,000 in 2015. Pyle also stated that there were 26 houses in 2015, and only 18 in 2016.

Proposed ideas to refresh the event were:

- Featuring a downtown building as a gingerbread house
- Create a competition among the gingerbread house builders
- Engage local art classes to participate
- Have a theme that entries could follow

Jennifer Eckermann presented information about the 2017 Uptown Swirl to be held on Saturday, January 14, 2017. Eckermann stated that 1,000 wine glasses were originally ordered, approximately 520 glasses were distributed to stores to sell and approximately

200 glasses have been pre-ordered via online sales. The use of a tent to protect workers and attendees at the gazebo in the case of rain was discussed.

**10. Review of Dates for Board and Executive Committee Meetings.**

Jennifer Eckermann opened discussion and stated a calendar has been created for board members to review board meeting and executive committee meeting dates for the 2017 year. The dates are as follows:

**Board Meetings:**

Monday, January 9  
Monday, February 6  
Monday, March 6  
Monday, April 3  
Monday, May 1  
Monday, June 5  
Monday, July 3  
Monday, August 7  
Monday, September 11  
Monday, October 2  
Monday, November 6  
NO DECEMBER MEETING

**Executive Committee:**

None  
Thursday, February 2  
Thursday, March 2  
Thursday, March 30  
Thursday, April 27  
Thursday, June 1  
Thursday, June 29  
Thursday, August 3  
Thursday, September 7  
Thursday, September 28  
Thursday, November 2

**11. Review of Committee Work Plans for 2017.**

Jennifer Eckermann opened discussion for this item. Eckermann stated she met with Design Committee Chairman Elizabeth Price regarding design goals. Goals of the Design Committee include:

- Help staff and Organization Committee with recommendations for Texas Downtown Association Presidents Awards as well as other awards.
- Work with committees to co-host workshops for business and property owners. Potentially 2-3 workshops per year with the help of the Economic Restructuring Committee, including a possible window display workshop.
- Lighting downtown alleyways (Alamo Alley and Belle’s Alley) with the help of the Texas Historical Commission (THC).
  - Belle’s Alley currently has some graffiti and is dark at night.
- Utilizing the THC for design issues.
- Work with staff/consult to design Douglas Street as a convertible street as outlined in the Master Plan. This project is funded by BCDC.
  - Convertible streets were briefly discussed. It was clarified that a convertible street is pedestrian friendly but easily closed in the case of an event. Bollards are used to protect the street from unauthorized vehicles.
- Publishing and publicizing the Main Street Design guidelines.
- Continued review of the Main Street Master Plan to determine additional goals.

Wende Ragonis, Director of Community Services, also noted that further downtown street blocking is to come in the future in order to protect the community better during events.

Organization Committee Chairman Tiffany Morisak opened discussion of the Organization Committee's recent meetings. Goals of the Organization Committee include:

- Continue hosting Merchant Mixers.
- Update the Downtown Shopper's guide.
- Continue hosting Local History Day for National Preservation Month.
- Improve Online and Social Media presence.
- Develop spreadsheet of business hours.
- Help with volunteers for Main Street events.
- Continue bi-monthly column in the Banner with Susan Cantey's assistance.
- Continue gathering oral histories.
- Work with the Design Committee to enter projects in the Texas Downtown Association and other award programs.

Promotion Committee Chairman Traci Pyle opened discussion of the Promotion Committee's recent meetings. Goals of the Promotion Committee include:

- Scarecrow Extravaganza.
- Determine whether to plan a Brew Step Craft Beer event in the fall.
- Determine whether to plan a Summer Swirl event.
  - Pyle stating that the Uptown Swirl events are particularly profitable. Jennifer Eckermann also noted that the Uptown Swirl typically nets between \$12,000 and \$15,000 per event. The Brew Step event typically nets less than \$5,000.
- Determine the role of Main Street in merchant promotions.
- Work with staff on plan to promote Downtown Brenham as a destination.
  - Eckermann stated that Downtown Brenham needs to be promoted as a destination and because of these events, the funds to do this are available and will be part of ongoing goals.
- Determine whether to continue Gingerbread House Auction as a fundraising tool.

Economic Restructuring Committee (ERC) Chairman Jim Moser opened discussion of the ERC's recent meetings. Goals of the ERC include:

- Determine details of an Incentive Package for current and potential property and business owners.
- Consider funding options to accomplish incentive offering whether using BCDC funds and/or the 380 Agreement.
- Recruit varied and unique businesses.
- Co-host workshops to aid property and business owners.
- Review the Main Street Master Plan to determine additional goals.
- Stay updated on current downtown climate.

Jennifer Eckermann discussed a gourmet snack company who is seeking an opportunity to open a business downtown. The use of Economic Innovation Impact Grant (EIIG) to install an A/C unit in the building was discussed. Eckermann stated the ERC was continuing to work with the snack company to find them a suitable location.

**12. Brenham Heritage Museum Report.**

Tiffany Morisak opened discussion on this item. Morisak stated the meeting was held in the Bus Depot. Jennifer Eckermann stated the Brenham Heritage Museum has yet to reopen due to the expense of the renovation (approximately \$50,000) and the fact that the museum is a historical building. The museum will not be participating in the 2016 Uptown Swirl. Morisak states the museum does have new banners for a World War I event they plan to open in early April, which will be on display for several years.

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

Lu Hollander, of the Washington County Chamber of Commerce and the Convention and Visitors Bureau (CVB) presented this item. The following items were discussed:

- Uptown Swirl advertising on the Texas Events calendar, as well as Texas Highways, Texas Monthly and an online advertisement with San Antonio.
- New Visitor Guides have arrived and will be distributed to businesses later in the week.
- Upcoming Chamber Banquet set for January 31, 2017 which will kick-off the Centennial Celebration for the Chamber.
- Glenn Shepard, a motivational, business-focused speaker will host a seminar at the Washington County Fairgrounds on February 28, 2017.

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

Jennifer Eckermann opened discussion on this item. Eckermann informed the group of 3 new businesses that have opened in Downtown Brenham. These include Lolli & Dauts, Cache Chic, both of which were originally located in Round Top, and Tegg Art Studio.

Eckermann discussed the plans for the Laundry Building, located at East Commerce Street and South Market Street. Plans were submitted for a bar with a stage for live music. It is expected to be an upscale venue. Plans for a residence in the back of the building have also been submitted. Eckermann discussed the need to expand the streetscape across Market Street, such as a curb expansion or lamppost. Need to ensure the Laundry Building is made to feel that it is a part of Downtown.

Eckermann also discussed the new business/restaurant, Roux Street. It is primarily a bar and nightlife destination. Eckermann and the Board were unsure of Roux Street's regular hours of operation.

**15. Next Meeting – Monday, February 6, 2017.**

Susan Cantey asked the group about any further business. Mark Schneider spoke up to announce that Tony Evans would be the keynote speaker at the New Beginnings 2017 Celebration of Life on Feb 23<sup>rd</sup> at Brenham High School.

Jim Moser asked if anyone had heard any updates about the Washington County magazine. Lu Hollander stated that copies are available at the Visitor's Center and she believed it would be published once a year from now on. Jennifer Eckermann stated that George Lane has a website called [www.ourtexastown.com](http://www.ourtexastown.com) and is not pushing the magazine as much.

**16. Adjourn.**

The meeting was adjourned.

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Margie Young  
Chair

**ATTEST:**

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Alexandra Dill  
Community Services Assistant