



## Main Street Board

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A regular meeting of the Main Street Board was held on Monday, November 6 2017, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Mark Schneider, Walter Jackson, Traci Pyle, Tiffany Morisak and Tom Whitehead

Member absent:

Vice Chair Jim Moser, Jon Hill, Connie Wilder, John Hermann and Dona Lynn Parker

City staff present:

Main Street Manager Jennifer Eckermann, and Community Services staff Alexandra Dill and Kevin Boggus

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representatives Page Michel

- 1. Call Meeting to Order.**
- 2. Citizen/Visitor Comments.**
- 3. Approval of Minutes from Monday, September 11, 2017 Meeting.**

A motion was made by Mark Schneider and seconded by Traci Pyle to approve the minutes from the September 11, 2017 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	<b>Absent</b>
Jon Hill	<b>Absent</b>
Walter Jackson	Yes
Tiffany Morisak	Yes
Dona Lynn Parker	<b>Absent</b>
Traci Pyle	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	<b>Absent</b>

**4. Discuss and Consider Approval of Recommendation for DAR Historic Preservation Award.**

Jennifer Eckermann stated that Tiffany Morisak is the regent for the area's Daughters of the American Revolution group and there is an opportunity to join the DAR in presenting a Historic Preservation Award. Eckermann asked the Board to begin considerations on potential award winners. This item is tabled until Spring 2018 while further information is gathered. The awards are ongoing and there is no deadline for entries.

**5. Discuss and Consider Approval of Design Committee Recommendation to Reimburse Justin Hyde for Work on Building at 104 S. St. Charles.**

Jennifer Eckermann presented the work Justin Hyde has completed on the building, which tied in with the neighboring buildings including keeping with a compatible color scheme and opening the transom windows. There is slightly less than \$2,000 remaining in the fund which is intended to be spent throughout 2017 for these types of projects.

A motion was made by Mark Schneider and seconded by Walter Jackson to approve the reimbursement of \$2,000 to Justin Hyde for work on his building at 104 South St. Charles Street.

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	<b>Absent</b>
Jon Hill	<b>Absent</b>
Walter Jackson	Yes
Tiffany Morisak	Yes
Dona Lynn Parker	<b>Absent</b>
Traci Pyle	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	<b>Absent</b>

**6. Discuss and Consider Recommendation to City Council and County Commissioner's Court for Approval of Moser Community Media Request for Tax Phase-In Program.**

Jennifer Eckermann stated that Moser Community Media has begun work on their property at 101 East Main Street. The request merely needs to be approved by the Main Street Board in order for it to be considered by City Council.

Page Michel stated that if approved by the Main Street Board, the EDF will present this request to City Council and Commissioner's Court on Moser Community Media's behalf, per City Council's policy.

A motion was made by Tom Whitehead and seconded by Traci Pyle to approve a recommendation to City Council and the County Commissioner's Court to approve Moser Community Media's request to enter the tax phase-in program.

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	<b>Absent</b>
Jon Hill	<b>Absent</b>
Walter Jackson	Yes
Tiffany Morisak	Yes
Dona Lynn Parker	<b>Absent</b>
Traci Pyle	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	<b>Absent</b>

**7. Review of New Downtown Brenham Website.**

Kevin Boggus reviewed the new downtownbrenham.com website while highlighting the following features:

- Hero image at the very top of the page features our new tagline “Cool. Authentic. Texas.” The photo will change seasonally. This large image is intended to set the tone for the Downtown district and be as inviting and intriguing as possible.
- Four “Featured Businesses” boxes will change monthly. One box is designated for restaurants; the remaining three are for all other business types.
- Six “What’s Happening” spots, which feature events happening in the Downtown whether they be movies at the Barnhill, downtown events and tours.
- Updated calendars that are specific to live music, cultural events, etc.
- Internal pages for Shops & Services, Food, Events, Things To Do, Stay, Venues and About which each contain information on the various businesses in Downtown.

**8. Discuss 2018 Ten Criteria Report for National Recognition with Input in Several Areas.**

Jennifer Eckermann stated that additional points are now being awarded if the Main Street Board reviews and completes a self-assessment for the Ten Criteria Report for National Recognition prior to submittal. Eckermann reviewed the self-assessment with the Board and will complete the assessment on their behalf.

**9. Report on Upcoming Events to Include Small Business Saturday on November 25, Christmas Stroll on December 1 and 2, and Uptown Swirl Scheduled for January 13, 2018.**

Jennifer Eckermann opened stating that Small Business Saturday on November 25th would include breakfast and swag bags with coupons for the first 50 people who come to the Courthouse gazebo on the day. Small Business Saturday includes a “Find Buddy Bingo” for kids and two movies at The Barnhill Center; “Elf” and “It’s A Wonderful Life”.

Eckermann continued that the Christmas Stroll & Lighted Parade is scheduled for December 1 & 2 and will be the same theme from last year due to last year’s rain canceling the parade.

Eckermann noted that the Uptown Swirl is due to be on January 13, 2018 and glasses are on sale now at most Downtown stores.

**10. Discuss and Consider Approval of Letter from the Board to be Included in Design Guidelines and Incentive Program Mailing.**

Jennifer Eckermann noted that the letter was drawn up and approved by both the Economic Restructuring Committee and City Council but felt it was necessary for Main Street Board approval. The letter will be sent with the design guidelines and incentive programs outline which were included in September’s Main Street Board packet. Chair Margie Young emphasized the need to have all Board members sign the letter prior to sending.

A motion was made by Walter Jackson and seconded by Mark Schneider to approve a letter be signed by the Main Street Board and included in the design guidelines and incentive program mailing.

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	<b>Absent</b>
Jon Hill	<b>Absent</b>
Walter Jackson	Yes
Tiffany Morisak	Yes
Dona Lynn Parker	<b>Absent</b>
Traci Pyle	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	<b>Absent</b>

**11. Design Committee Report to Include Texas Downtown Association President’s Award Program Finalists; Discussion with University of Houston School of Retail Management Concerning the Retail Management Certificate Program; Discussed Incentive Grant Project for Justin Hyde; Update on Texas Arts and Music Festival Board Murals; and Alamo Street Entrance Mural.**

Jennifer Eckermann announced that Puppy Dawgs & Cat Tails is a finalist for Best Commercial Interior and The Barnhill Center for Best Restoration. Eckermann will be attending the conference and awards ceremony later in the week.

Eckermann continued that Elizabeth Price is looking into a Retail Management Certificate Program offered through the University of Houston to see if they would offer a class here for the Downtown’s interested retailers.

Eckermann noted that the Incentive Grant Project for Justin Hyde was discussed previously in the Board.

Eckermann stated that there were a number of opinions on the Texas Arts and Music Festival murals and she has encouraged those with positive opinions to voice them.

Eckermann completed the update from the Design Committee by stating that Houston artist Anat Ronen has been approached to repaint the “Welcome to Downtown” mural at Alamo Street and Austin Street. Work is being done to finalize a design with the hope of completion by the end of the year.

Alexandra Dill presented an update on the Wayfinding project, stating that final drafts of the Downtown kiosk are nearing completion with installation still planned for December 20, 2017. The kiosk information will be updated by Dill and others as businesses change. Tiffany Morisak asked what transformer art would entail. Eckermann explained that the transformer boxes on the sidewalks throughout downtown can be painted for better aesthetic appeal while also enhancing visitor experience with the potential to create an art walk for visitors to experience all of the unique art pieces in Downtown Brenham.

**12. Organization Committee Report to Include Updates on the Oral History Project; Possible Partnering with DAR for Historic Preservation Recognition Award to Recognize Jane and John Barnhill and Deanna and Patrick Murray; and Upcoming Uptown Swirl Glass Packing.**

Jennifer Eckermann reported that the Oral History project starts back up soon. Chair Margie Young stated that she is looking for interviewers to assist with the project. Jennifer Eckermann stated that packing glasses for the 2018 Uptown Swirl will take place on November 16, 2017 at Must Be Heaven at 9 am. Packing usually takes around two hours and businesses are encouraged to come pick up their glasses that day from Must Be Heaven.

**13. Promotion Committee Report to Include Update on 2017 Scarecrow Extravaganza; and Review of 2017-2018 Programming Schedule for The Barnhill Center.**

Alexandra Dill reported that the 2017 Scarecrow Extravaganza was a great success with 30 entries total. Brenham Children's Chorus won best overall with all scarecrow entries receiving a great number of votes. Jennifer Eckermann noted that the 2017 – 2018 program schedule for The Barnhill Center is located in the packet with many diverse events planned throughout the year.

**14. Economic Restructuring Committee Report to Include Review of Incentives Program and Letter to Property Owners; Update on Decision to Not Apply for Texas Capital Fund Grant; New Business Opening; Discussion of New Business Recruitment Subcommittee; and Review Map of Vacancies/Changes.**

Jennifer Eckermann noted that time ran out to complete for the Texas Capital Fund Grant. The drainage project and streetscape improvement projects will continue regardless but other options are being pursued in 2018. Eckermann continued that Blue Goose Garden & Gifts has opened at the previous location of The Book Nook on Alamo Street. Eckermann stated a New Business Recruitment Subcommittee is looking at ways to recruit successful local businesses to relocate to the Downtown.

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

Page Michel, President of the Chamber of Commerce and CVB, reminded the Board that the second and final Legislative Wrap-Up meeting at the Brenham Country Club with Representative Leighton Schubert is scheduled for November 7, 2017. Michel stated the Chamber is hosting a free lunch-and-learn conference on December 8, 2017 at the Hodde Technical Education Center to address the needs of local businesses regarding training.

**16. Brenham Heritage Museum Report to Include Upcoming Veteran’s Day Event.**

Tiffany Morisak announced that the Brenham Heritage Museum and City representatives have decided that architect Tommy Upchurch will continue to assist in formulating a plan and price quote to get the museum to a point where it can open. Upchurch and the Museum will present this information at a later date for guidance as to what can be done further to reopen the museum. Morisak continued that an Armistice Day event will be on November 11, 2017 at the Brenham Bus Depot. Activities will include an heirloom roadshow and oral history recording.

**17. Staff Report to Include Building, Business and Program Update; Reappointed Board Members; Wayfinding Signage Update; Update on Search for New Planning Director and City Manager.**

Jennifer Eckermann thanked the Board members who have chosen to remain on the Main Street Board, including Tiffany Morisak, Connie Wilder, John Hermann, Dona Lynn Parker, and Jim Moser.

Eckermann noted new businesses and wayfinding signage updates were discussed previously in the meeting.

Eckermann shared that the city is in the process of finding a new Planning Director and City Manager. Eckermann said a new City Manager should be announced in December.

Eckermann invited the Board to an annual Christmas party hosted at Chair Margie Young’s home and, after discussion; December 12<sup>th</sup> was the chosen date. Invitations to the party will be sent out shortly.

**18. Next Meeting – Monday, January 8, 2018.**

Eckermann reminded the Board that there would be no December meeting.

**19. Adjourn.**

The meeting was adjourned.

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Margie Young  
Chair

**ATTEST:**

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Alexandra Dill  
Community Services