



Main Street Board

A regular meeting of the Main Street Board was held on Monday, February 5 2018, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, John Hermann, Jon Hill, Walter Jackson, Tiffany Morisak, Traci Pyle, Mark Schneider, and Tom Whitehead

Members absent:

Vice Chair Jim Moser, Dona Lynn Parker and Connie Wilder

City staff present:

Main Street Manager Jennifer Eckermann, Director of Community Services Wende Ragonis, City Manager James Fisher and Community Services Coordinator Alexandra Dill

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representative Jenny Mills

Visitors:

Owner of Washington County Athletics/Brenham CrossFit Andy Adams

1. Call Meeting to Order.

2. Citizen/Visitor Comments.

Andy Adams of Washington County Athletics/Brenham CrossFit introduced himself to the Board and explained the history of how his business came to be at their location on First Street as it pertains to the B4 District. Mr. Adams and Washington County Athletics understand why the language in the planning for the B4 District does not include a typical gym, however he feels their facility does not qualify as a gym due to membership size and type of training. Mr. Adams stressed that Washington County Athletics desires to remain at their current location and is prepared to work with the Main Street Board as well as the Planning and Zoning Committee on future projects to ensure growth in the B4 District.

3. Approval of Minutes from Monday, January 8, 2018 Meeting.

A motion was made by John Hermann and seconded by Tom Whitehead to approve the minutes from the January 5, 2018 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	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Absent
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent

4. Introduction of City Manager James Fisher by Community Services Director Wende Ragonis.

Wende Ragonis introduced the new City Manager James Fisher to the group. The Board members introduced themselves individually to Mr. Fisher with their names and occupations.

5. Discuss and Consider Report on Main Street Raised Funds and Proposed Plan for Spending Approval.

Jennifer Eckermann presented this item beginning with the preliminary financial report from the 2018 Uptown Swirl noting that the net revenue is more than last year's event. Eckermann stated that based on this report when comparing this year's Uptown Swirl to the 2017 event, online sales, sponsor revenue and day-of sales all show an increase, while in-store sales decreased.

Eckermann stated that there are three different funds set up by the City which rollover into the next year. These include the Downtown Improvement Fund as well as the Incentive Awards Fund and Main Street Grants Fund, which has yet to be used and contains \$2,500.

Eckermann reminded the group of several commitments to-date with these funds:

- In January 2018, the Board had approved to re-fund the Incentive Grant Fund with \$10,000.
- The Board also committed to match with BCDC to fund two Economic Impact and Innovation Grants of \$7,500 each, totaling \$15,000
- \$2,000 toward the Sign Grant - \$1,500 remaining
- Up to \$5,000 for the lighting of Alamo Alley and Belle's Alley.

Thus, Eckermann proposed to combine the Incentive Grant Fund and Incentive Awards Fund and allocate the Incentive Grant Fund, Sign Grant, and EIIG Grants to this Fund, which would total \$31,951.

Eckermann has proposed that staff have approval for spending funds up to \$2,500 for items like wine glasses for the Wine Swirls, scarecrows for the Scarecrow Extravaganza, eggs for the Spring Eggs Art Walk and other necessary supplies as they pertain to Main Street events. Any amount greater than that will be presented to the Executive Committee and Board for approval.

Eckermann and Wende Ragonis stressed that this item will be revisited at the March Main Street Board meeting and to contact Jennifer during the next month with any questions.

6. Discuss and Consider Approval of 2018 Main Street Brenham Goals.

Jennifer Eckermann stated that each Committee was approached with the Main Street Brenham Goals and asked for edits and revisions. No new suggestions were received so they will remain the same. The Mission and Vision Statement are being revised.

A motion was made by Mark Schneider and seconded by John Hermann to approve the 2018 Main Street Brenham Goals.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Absent
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent

7. Review and Discuss Design Committee 2018 Work Plan.

Jennifer Eckermann presented the 2018 Design Committee Work Plan, which includes the completion and/or continuation of the following items:

- Work with other committees to co-host workshops for business and property owners.
- Lighting alleyways in Downtown.
 - Began work in both Alley's but the committee feels more can be done.
- Utilize professional Texas Historical Commission consultation for design issues.
- Publish and publicize the Main Street Design Guidelines and Incentives to building and business owners.
- Review Master Plan projects to determine additional goals to pursue.
 - Includes completion of Wayfinding project this year.
- Keep Downtown looking vibrant.
 - Signage plan on vacant building to inform potential buyers and renters of the building's history.

- Work with City staff on a new sign ordinance and host needed informational meetings for Downtown stakeholders.
- Continue work with property owners participating in the Incentive Grant Program.
- Continue streetscape into adjoining areas Downtown as growth occurs.
 - Southside Drainage project is ongoing for the 2018 year.

8. Review and Discuss Organization Committee 2018 Work Plan.

Tiffany Morisak presented the 2018 Organization Committee Work Plan, which includes the completion and/or continuation of the following items:

- Host Merchant Mixers.
- Review need to updated Downtown Shopper’s Guide
 - Considering a rack card which promotes the new DowntownBrenham.com website.
- Continue hosting Local History Day for National Preservation Month.
 - Scheduled for May 22 & May 24 for fourth graders.
- Improve online and social media presence for Downtown Brenham.
 - Continue work on Facebook and pursue Instagram.
 - Adding move video to social media outlets.
- Help with volunteers for Main Street events.
- Continue bi-monthly column in Banner Press concerning Main Street efforts.
 - Jim Moser to write first column in 2018.
- Continue program to gather oral histories.
 - Oral History Subcommittee continuing to work with BISD to record histories.
- Work with Design Committee to enter projects in Texas Downtown Association and other awards programs.
 - Determine entries for Daughters of the American Revolution Historic Preservation Awards.
- Consider partnering to start Farmers Market Downtown.
- Begin update of program Mission/Vision Statements and determine Core Values.
- Consider applying for recognition as a Cultural Arts District for grant opportunities and honor.

9. Review and Discuss Promotion Committee 2018 Work Plan.

Traci Pyle presented the 2018 Promotion Committee Work Plan, which includes the completion and/or continuation of the following items:

- Scarecrow Extravaganza
- Host Summer Sip Event
 - To be held June 9, 2018 with an 80’s theme.
- Host 2018 Uptown Swirl event plan for 2019.
 - 2018 completed and successful
- Determine role of Main Street in merchant promotions.
 - Possible Girls Night Out event.

- Work with staff on plan to promote Downtown Brenham as a destination.
 - Considering a “Table on Main” style event to promote Downtown chefs and restaurants.
- Review and make suggestions for The Barnhill Center programming for upcoming year.
- Consider working with merchants on coupon book and/or co-op advertising program.

10. Review and Discuss Economic Vitality Committee 2018 Work Plan.

Jennifer Eckermann presented the 2018 Economic Vitality Committee Work Plan. Eckermann first noted that the name of the Committee has changed – replacing “Restructuring” with “Vitality”. The remaining Work Plan includes the following items:

- Review Incentive Grant fund to determine possible timeline for project completion.
- Develop a plan to recruit businesses with focus on local expansion.
- Co-host workshops with other committees to aid property and business owners.
- Review Master Plan projects to determine additional goals.
- Stay updated on current Downtown climate, including owners, properties available, values and business mix.

11. Discuss and Consider Approval of 2018 Main Street Brenham Plan of Work.

Jennifer Eckermann expressed that the completed Work Plan will be presented to City Council if approved by the Board.

A motion was made by John Hermann and seconded by Mark Schneider to approve the 2018 Main Street Brenham Plan of Work.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Absent
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent

12. Update on Oral History Project.

Margie Young presented this item stating that the project is moving along steadily. Young stated that interviews with A.W. Hodde has been scheduled as well as Robert Wright.

13. Brenham Heritage Museum Report.

Tiffany Morisak presented beginning by stating the Uptown Swirl was a great success for the Bus Depot. The lounge they hosted allowed visitors to rest their feet, eat some small bites, sample wine, and enjoy live music.

Morisak announced the Museum Board has a new Chair, Jo Ann Wolf. Wolf has previously been involved in the Houston museum district and will be a great asset to the Brenham Heritage Museum. Morisak stated that new signage would be installed with the Wayfinding signage. The signs include new banners that direct visitors from the museum down to the Bus Depot.

Morisak concluded that cost estimates are being compiled to complete construction and renovation to reopen the museum.

Jennifer Eckermann also noted that a collection of Maifest memorabilia will be on display at The Barnhill Center for several weeks during April and May.

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

Jenny Mills announced that the Chamber has completed the Visitor's Guide and Chamber magazine and both are in the process of being distributed. Mills also noted that the centennial insert for the Banner Press is completed as well. Mills continued, noting that the Chamber Board has begun meeting and includes some new members. She also announced that a Live2Lead conference will be held on February 28 at The Barnhill Center. The event centers around John Maxwell's program of the same name and Heather Thielemann will be leading the program.

Mills stated the Convention and Visitors Bureau has recently revamped their Geocaching feature. Mills also shared that an Art Walk rack card has been created to guide visitors to the Downtown murals.

15. Staff Report to Include Building, Business and Program Update to Include Updates on the Austin Street Mural and the Southside District.

Jennifer Eckermann began by acknowledging the deaths of Janice Cass and Steve Haley. Both were tremendous supporters of Main Street and assisted with many projects and events. Their loss will be deeply felt throughout the community.

Eckermann said the new sandwich and soup restaurant, Board & Ladle, has begun a soft opening from 11am – 2pm. She also noted that Las Americas Latin Cuisine began their soft opening on February 5th.

Eckermann concluded with an update on the Southside District and the concern expressed by Andy Adams earlier in the meeting. Eckermann states a new process is in place where Main Street will be notified of any work affecting the Downtown prior to being presented to the Planning and Zoning Committee.

Eckermann also thanked those from the Board that attended the photo with the new mural at Austin Street and Alamo Street. Eckermann is working to create a sign to be placed next to the mural which recognizes the Chamber and Main Street contributions to the project.

16. Next Meeting – Monday, March 5, 2018.

17. Adjourn.

The meeting was adjourned.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services