



MAIN STREET BOARD

A regular meeting of the Main Street Board was held on Monday, January 7 2019, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Vice Chair Jim Moser, Walter Jackson, Mark Schneider, Tom Whitehead, Connie Wilder, and Jon Hill.

Members absent:

Tiffany Morisak, John Hermann

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Destination & Event Specialist Alexandra Dill, and Assistant Director of Development Services Stephanie Doland

Visitors:

Councilmember Susan Cantey

1. Call Meeting to Order.

2. Citizen/Visitor Comments.

None

3. Approval of Minutes from December 10, 2018 Meeting.

A motion was made by Tom Whitehead and seconded by Walter Jackson to approve the minutes from the December 10, 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	Yes
John Hermann	Absent
Jon Hill	Absent
Walter Jackson	Yes
Tiffany Morisak	Absent
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

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

Eckermann noted that Margie Young agreed to serve as Chairperson for the Main Street Board for another year as did Jim Moser agree to another term as Vice Chairperson.

A motion was made by Connie Wilder and seconded by Mark Schneider to approve the election of Margie Young as Chairperson and Jim Moser as Vice Chairperson for a term of one year.

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

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

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

Eckermann stated that Traci Pyle and Tiffany Morisak both served as Board members to the Executive Committee in the previous year. Pyle has since resigned from the Board and Tom Whitehead has stated he is willing to serve in this role for the coming year. Morisak has agreed to serve another term on the Executive Committee.

A motion was made by Jim Moser and seconded by Connie Wilder to approve the election of Tiffany Morisak and Tom Whitehead to serve on the Executive Committee for a term of one year.

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

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

6. Presentation and Discussion Concerning the City of Brenham’s New Sign Ordinance.

Jennifer Eckermann introduced Stephanie Doland, Assistant Director of Development Services to present information on the City of Brenham’s New Sign Ordinance.

Doland stated that Council requested in September 2018 for staff to work on a draft sign ordinance. Her goal is to get as much feedback as possible before presenting her work to Council. She is also seeking a recommendation to take the draft to the Design Committee as well. Once the Design Committee reviews and makes recommendations on the draft, Doland will return to the Main Street Board to present a final version. From there, the draft will be considered by the Council Sub Committee, Planning and Zoning Committee and then by City Council. Doland’s goal is to have a final draft ready for consideration in March 2019.

Doland reviewed the current draft of the Downtown Sign Regulations starting with discussing the definition of a residential and business for the purpose of this document. Under the current draft, the sign types allowed would include:

- Wall: flat and fixed to side of building
- Canopy: such as seen at 96 West and Plan North
- Under Canopy: such as seen at Yumm Sweets & Eats
- Marquee: such as seen at The Barnhill Center
- Roof: above the wall, affixed to the roof
- Projecting: fixed to the side of the wall and projects outward

Monument signs were also discussed. Monument signs are attached to the ground and presents other issues with right-of-way, size and respect of property lines. Doland stressed that monument signs would be discussed further with the Design Committee as they are unique.

Jon Hill entered the meeting during this discussion.

Doland also reviewed the proposed regulations on murals, including that they “shall not contain commercial messages great than thirty percent of the façade”. This was briefly discussed among the Board and an example of a mural that follows this rule is the current “Ant Street Inn” mural on Park Street.

Flags and flag signs were also discussed as they are already addressed in another chapter of the Code of Ordinances however further discussion may be necessary for business that wish to have an “Open” flag in addition to US, Texas and local flags.

Doland continued by discussing window signs, stating that the draft proposes “window signs shall not exceed 25%”. Mark Schneider asked about temporary paint on windows around the holidays and/or special events. Doland stated she would research this.

Non-commercial signs were defined by Doland as political, fundraiser, event signs, etc. The current language states “a total sign face not to exceed twelve square feet on the property at any time”. Doland stressed that this discussion is ongoing but most businesses Downtown would currently be well under this proposed limit.

Finally, Doland stated the discussion on the use of sandwich boards is ongoing as they are very important to a walkable Downtown such as Brenham. Jim Moser thanked Doland for addressing sandwich boards as there are many Downtown businesses with sandwich board signs that have fallen into disrepair.

Doland concluded that a public signage meeting will be held on January 22, 2019 in Council Chambers.

7. Discussion Regarding Staff Changes.

Eckermann stated that she is excited to announce the Cassie “Caz” Muske has been hired as the new Main Street Manager. Muske’s first day will be Monday, January 14th and she will attend Main Street Training January 16-17. Eckermann is excited for her to join the team and she will try to plan a time in the future for the Main Street Board to meet her.

8. Review the Dates for 2019 Board Meetings.

Eckermann showed the Board the proposed dates for 2019 Board meetings and Executive Committee meetings.

9. Discuss and Consider Approval of Refunding the Incentive Grant Fund \$10,000 From Raised Funds.

Eckermann noted that the Downtown Improvement Fund currently holds \$24,386.69. She noted that the Uptown Swirl usually generates approximately \$20,000, which contributes to this fund. Eckermann stated that three grant requests are on her desk awaiting review.

The Board decided to table this item until after the Swirl to ensure appropriate funds are generated to help replenish the fund.

A motion was made by Connie Wilder and seconded by Jon Hill to table the refunding of Incentive Grant Fund \$10,000 from raised funds.

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

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

10. Staff Report to Include Building, Business and Program Update.

Eckermann thanked Tiffany Morisak for her help in completing the 10 Criteria Report and getting that turned in on time.

Eckermann stated the Tax Increment Reinvestment Zone (TIRZ) is moving along well.

In regards to the ongoing Oral History project, Eckermann noted that she and Margie Young met with James Pharaon who is working on compiling a video presentation complete with written transcript.

Eckermann discussed the Brenham Comprehensive Plan/Downtown Action Items is also in process and going well. She continued that the Downtown Master Plan will be updated to include additional information on parking and making Downtown more pedestrian friendly.

Eckermann concluded the meeting stating that the Main Street Refresh will be a project new Main Street Manger Caz Muske will oversee with the help of Texas Main Street in late Spring.

11. Adjourn.

Margie Young

Chair

ATTEST:

Alexandra Dill

Community Services