



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, February 4, 2019 @ 4:00 p.m.
City Hall - Conference Room 2A
200 W. Vulcan Street, Brenham, Texas**

A regular meeting of the Main Street Board was held on Monday, February 4 2019, beginning at 4:06 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Tiffany Morisak, John Hermann, Mark Schneider, Tom Whitehead, Connie Wilder, Jon Hill, Jeff Lewman, and Evonne Sturm.

Members absent:

Walter Jackson, Chair Margie Young, and Vice Chair Jim Moser.

City staff present:

Tourism & Marketing Director Jennifer Eckermann, and Main Street Manager Caz Muske.

Visitors:

Council member Susan Cantey.

1. Call Meeting to Order.

The present board members unanimously agreed to let Tom Whitehead act as Chair Pro Tem for the February 4, 2019 meeting at 4:00pm.

Tom Whitehead called the meeting to order at 4:06pm due to the absence of Chair Young and Vice Chair Moser.

2. Citizen/Visitor Comments.

None.

3. Approval of Minutes from January 7, 2019 Meeting.

A motion was made by John Herman and seconded by Tiffany Morisak to approve the minutes from the January 7, 2019 meeting.

Tom Whitehead called for a vote. The motion passed at 4:07pm with the Board voting as follows:

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

4. Introduction of New Main Street Manager Caz Muske.

Eckermann introduced Caz Muske as the new Main Street Manager and mentioned Caz’s bio was added as an attachment for additional review to learn more about her.

5. Introduction of New Main Street Board Members Evonne Sturm and Jeffrey Lewman.

Eckermann introduced Jeff Lewman as a new board member. Eckermann mentioned Jeff will bring a different perspective to the Main Street Board. Eckermann also introduced new Board Member Evonne Sturm who has downtown experience working with the Fine Arts League and Downtown Gallery. Sturm was a realtor by trade. Eckermann noted the City Council is now appointing new Board Members via application process.

6. Discussion Regarding the Timeline for Main Street Refresh.

Muske presented an overview of the Main Street America’s Refresh programing and presented a potential timeline for the Refresh Board Training: Collect Data (1 April); Consumer/Stakeholder Survey (1 April); Board Meeting (6 May); Public Meeting (27 May); and Board Meeting (3 June). Eckermann further discusses the transformation strategies which will be created during the process. The Main Street Board will shift from a committee driven program to a narrow strategic plan of action carried out by the committees.

7. Discussion Regarding the Downtown Master Plan Update.

Eckermann mentioned a press release which covered a public meeting conducted by the City of Brenham over its Comprehensive Master Plan. Eckermann noted one of the community’s top priority from the meeting was downtown investment and enhancement. Moreover, the Economic Vitality Committee (EVC) will be working on updating the Downtown Master Plan for the next few months. The EVC will pinpoint the main ideas of interest they feel need to be updated. Eckermann mentioned the contents of the Downtown Master Plan as an attachment for future reference.

Connie Wilder ask the status of the Tax Increment Reinvestment Zone (TIRZ) – as she feels it is critical. Eckermann responded with a comment of the TIRZ moving forward and asks Council Member Susan Cantey for clarification. Council Member Cantey mentioned the TIRZ being an item of topic in future Council Meetings.

Eckermann discussed pedestrian safety and enhancement being mentioned – as priority – in the last Comprehensive Master Plan public meeting by Council and the City Manager. Thus, the EVC is looking at those items of interest in the Downtown Master Plan.

Herman asked for EVC to consider Commerce St. concerning public safety due to traffic congestion. Wilder asked for Alamo St. to also be considered concerning public safety due to traffic speeding. Wilder positively commented on the activity in downtown the weekend of February 2, 2019. However, Wilder was concerned of the lack of street lighting on St. Charles. Wilder feels it is a safety issue. Eckermann acknowledged Herman and Wilder’s requests.

8. Discussion Concerning Possible Pilot Program for Pedestrian Wayfinding Signage.

Eckermann discussed the revision of the City Sign Ordinance which is being conducted and presented by the Assistant of Development Services, Stephanie Doland. Eckermann mentioned Main Streets’ concern is the Downtown Signage Ordinance – as Doland has separated the Downtown from the rest of the City. Moreover, Eckermann notes A-framed signage, known as ‘sandwich boards’, being a topic of interest by those who have attended Doland’s public meetings and it seems there is an issue of agreeance. Thus, Doland has proposed a collaboration-effort pilot program to test various A-frame signage options for the City Sign Ordinance revision. Eckermann notes Main Street is working to put all pilot program details together to present to the Main Street Board.

Connie Wilder suggested each business only having one A-frame signage option in addition to the pilot program’s City created A-frame multi-business board. John Hermann commented he feels the construction of the pilot board could be simple and offered ideas. Hermann suggested each business who wants to participate on the City pilot created board should pay a fee. Eckermann noted it could be the cost of the interchangeable plate which goes on the board. Hermann believed there should be a limit to the number of businesses on the signage and feels by making the businesses pay, it could help regulate the amount.

Eckermann discussed Muske’s Geographic Information System (GIS) draft of the potential areas where the City pilot A-frame signs could be. Wilder noted she feels business signage should be the responsibility of and maintained by that business. Wilder suggested a \$25 fee per year to be listed on the City pilot A-frame sign(s) for maintenance. Wilder did not feel it should be the City’s responsibility to finance business signage. Eckermann noted the concept of the pilot program is to offer a signage alternative to keep the streets neat and safe for pedestrians – while still allowing businesses advertisement opportunity. Eckermann noted she was appreciative of the feedback from the Board Members who own Downtown businesses as it is imperative to have their thoughts and comments.

Wilder inquired about which streets were maintained by Texas Department of Transportation (TxDot). Eckermann replied with Alamo St., Austin St., and Main St. Wilder commented concerns of driver-visibility issues regarding business signage. Evonne Sturm noted she felt there are too many A-frame signs in walkways and it is a pedestrian hazard. Sturm has witnessed pedestrians tripping over A-frame signs in front of the Downtown Art Gallery. Wilder commented her neighbor to her Downtown business specifically uses an A-frame board to place one of the board’s legs in a hole so pedestrians will not trip over the hole.

Eckermann asked where the areas were. Sturm and Wilder responded with areas where there once were meters. Eckermann noted she would have the appropriate City department look into the areas of sidewalk. Eckermann mentioned the item was for discussion only and once all pilot details were ready, they would be presented to the Board for consideration of recommendation.

9. Discussion and Update on the Uptown Swirl and Downtown Improvement Funds Available.

Muske discussed two surveys which were emailed to the 2019 Uptown Swirl participates and merchants. Muske noted part of the merchant feedback and assured the full reporting was included in the Board's packets. Connie Wilder commented the price of the tickets were accurate and felt the wines listed for sampling were superb. Wilder mentioned participates are receiving quality wine samples and the sample size is an adequate amount.

Wilder and Jeff Lewman inquired about posting the wine list prior to the Swirl event. However, Eckermann noted the idea has been up for debate. Moreover, Eckermann notes the reason it has not been posted ahead of time is to not deter participates from certain stores. Eckermann commented she wants participates to visit each store to increase potential retail sales.

Lewman noted he believes a plan of action should be implemented concerning ride-home-options for participates. Lewman commented there is a safety issue of intoxicated participates driving afterward the event. Tiffany Morisak replied with the notion of an Uber Driver in Brenham. Morisak suggested a potential partnership with Uber Drivers or other means of transportation to sponsor part of the event while receiving business of riders.

Muske mentioned a comment from Wilder regarding the time of the event. The Board agreed amending the event time to end at 6pm could prevent those attempting to receive more samples. Furthermore, the Board agreed the 6pm end time could promote Downtown restaurant sales or wine sales at HEB if the participates wanted more at the moment. Wilder mentioned an increased amount of lounging on furniture versus shopping during 6-7pm; thus, she felt ending early would allow participates to congregate to a restaurant or more appropriate leisure space.

Eckermann noted if the time were to be less than 4 hours, there could be a change to pricing. The Board agreed the timeframe could remain 4 hours; however, begin at 2pm instead of the current 3pm event start time.

10. Discuss and Possibly Act Upon Refunding the Incentive Grant Fund \$10,000 From Raised Funds.

Eckermann discussed the purpose and brief history of the Main Street Incentive Grant Fund. Eckermann notes there are some funds available for 2019; however, she recommended the Board think about future fundraising opportunities to increase their impact.

Eckermann asked the Board to discuss and possibly consider approval of Agenda Item 11 prior to possible action of Agenda Item 10. The Board agreed to review Agenda Item 11 prior to any possible Action regarding Agenda Item 10.

After reviewing and acting on Agenda Item 11 a motion was made by John Hermann and seconded by Connie Wilder to defer the \$10,000 grant funding for future Board use.

Tom Whitehead called for a vote. The motion passed with the Board voting as follows:

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

11. Discuss and Consider Approval of Request for \$25,000 in funding for Incentive Grant Fund Downtown.

Eckermann discussed the Main Street Executive Committee asking on Friday (2/1/2019) for Agenda Item 11 to be included in the current Main Street Board Meeting (2/4/2019) for discussion and consideration of approval. Eckermann noted she has inquired City Administration about the Main Street Board request of additional funding from the Brenham Community Development Corporation (BCDC) regarding Downtown Improvements. Additionally, Eckermann added she felt there is positive support – displayed in the Comprehensive Master Plan public meetings – for the Main Street’s continued efforts; thus, recommends the Approval of Agenda Item 11.

A motion was made by Jon Hill and seconded by John Hermann to approve the Main Street Board requesting \$25,000 additional funding from the BCDC.

Tom Whitehead called for a vote. The motion passed with the Board voting as follows:

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

12. Committee Reports to Include Discussion of Cool Night, Hot Tunes Spring Concert in April; Discussion of Oral History Video Project; Discussion and Update on Incentive Grants; Discussion of 20th Anniversary Celebration; and Local History Day Update.

Eckermann discussed the activities of the Design (DC), Promotion (PC), Organization (OC), and Economic Vitality (EVC) Committees. Eckermann noted the DC will discuss the pilot program mentioned in Agenda Item 8; the PC is looking for sponsors for the Cool Night, Hot Tunes spring April

13th concert and is to meet next week to also discuss Harvest on Main for the fall; the OC will begin planning for 20th Anniversary Celebration event and working on Local History Day; lastly, the EVC will oversee the Master Plan Update concerning Agenda Item 7.

Eckermann briefed the Board on the status of the Oral History Video Project and mentioned potential action could be taken in Agenda Item 13. Eckermann noted Margie Young – with the Main Street Executive Committee – felt if the Board offers the \$5,000, then the remaining cost could be fundraised.

Lastly, Eckermann discussed the Board’s 20th Anniversary this year and gave a status report of Local History Day.

13. Discuss and Consider Approval of \$5,000 Toward Oral History Video Project.

A motion was made by Connie Wilder and seconded by John Hermann to adjourn the Main Street Board Meeting. Pro Tem Chair Whitehead called for a vote. The motion passed at 5:07pm with the Board voting as follows:

Chair Margie Young	Absent
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Mark Schneider	Yes
Pro Tem Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

14. Adjourn.

A motion was made by Mark Schneider and seconded by John Hermann to adjourn the Main Street Board Meeting. Tom Whitehead called for a vote. The motion passed at 5:06pm with the Board voting as follows:

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

Tom Whitehead

Board Member

ATTEST:

Caz R. Muske

Main Street Manager