



**MAIN STREET BOARD  
MINUTES FOR MEETING:  
MONDAY, SEPTEMBER 9, 2019; 4:00 P.M.  
City Hall - Conference Room 2A  
200 W. Vulcan Street, Brenham, Texas**

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A regular meeting of the Main Street Board was held on Monday, September 9, 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, Tom Whitehead, Jon Hill John Hermann, Dr. Walter Jackson, Jeff Lewman, Evonne Sturm, Mark Schneider, and Connie Wilder

Members absent:

Tiffany Morisak,

City staff present:

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

Visitors:

Council member Susan Cantey, Promotions Committee Members Shannan & JR Canales, Community Member Mary Thornhill, and BBA Architect Darren Heine

**1. Call Meeting to Order**

Chair Young called the September 9, 2019 Main Street Board Meeting to order at 4:00 p.m.

**2. Citizen/Visitor Comments**

Chair Young introduced Mary Thornhill as the Board's first speaker. Young introduced Shannan and JR Canales and mentioned they will be presenting on Item f-iii.

## **WORK SESSION**

### **3. Discussion and Presentation of Video Regarding Historic Preservation Ordinance by Mary Thornhill**

Mary Thornhill introduced herself as a concerned citizen due to the lack of a preservation ordinance within the City of Brenham. She noted her concern began when a neighbor mentioned demolishing a historic home next to hers. She proceeded to comment on her efforts of gathering information over the last few months on the benefits of a preservation ordinance. She interviewed officials, community members, and building owners from the City of Bryan, the City of Granbury, the City of Seguin, and the City of Houston regarding historic preservation.

Thornhill is anticipating a public workshop, which will help her continue her message of the importance of a preservation ordinance for the City of Brenham. She believes it will help preserve Brenham's valuable historic assets. She plans to follow up with Randy Haynes – a City of Bryan official – to help facilitate the conversation at the public input meeting.

Thornhill played the video she prepared which depicted the various aspects of a historic preservation ordinance and how those interviewed – community members, building owners, and city officials – feel it is vital for communities to protect their historic integrity.

Chair Young noted the Main Street Board has pursued a preservation ordinance for years and will support the movement for the betterment of the community. She feels hopeful with the current City officials and staff, that there is better understanding of the importance of preserving Brenham's historic assets. She noted Brenham has lost numerous historic assets and she believes the community has recognized that.

Director Eckermann commented on the benefit of Thornhill's effort of pursuing a preservation ordinance due to Thornhill being an active community member. Eckermann noted Thornhill presented to the City of Brenham Planning & Zoning Commission last week and Thornhill was joined with a room full of supporters. Eckermann closed with informing the Board there will be a public input meeting in October at the City of Brenham Nancy Carol Roberts Memorial Library.

### **4. Discussion and Update Regarding an Autumn Evening on Main – A Celebration of 20 Years of Main Street – November 7th**

Chair Young reminded the Board of the fall event benefiting the Main Street Brenham program. Young and staff emphasized the importance of the Board helping solicit auction items to raise funds for the Board's efforts.

**REGULAR SESSION**

**5. Approval of Minutes from July 1, 2019 Meeting**

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to approve the minutes from the July 1, 2019 Board Meeting.

Chair 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	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	<b>Absent</b>
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

**6. Approval of Downtown Incentive Reimbursement Grant of \$2,000.00 to Rachael Beseda for the Façade Rehabilitation of 214 W. Alamo, Brenham, TX 77833**

Young noted Item 6 has been approved and recommended by the Design Committee to Board.

A motion was made by Board Member Jon Hill and seconded by Board Member John Hermann to approve the Downtown Incentive Reimbursement of \$2,000.00 to Rachael Beseda for the Façade Rehabilitation of 214 W. Alamo, Brenham, TX 77833.

Chair 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	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	<b>Absent</b>
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

## 7. Committee Reports:

### a. Design –

- i. **Brenham Community Development Corporation (BCDC) FY19 Funds Update** – Young noted if the Design Committee approves any façade grant projects prior to September 30, 2019, there will be a six (6) month grace period where the Board can approve reimbursement. The reimbursement is conditioned upon the work being completed as outlined by the Design Committee within the six (6) month time frame.

### b. Organization –

- i. **Private Facebook Group Membership** – Staff mentioned the group has grown to 107 members.
- ii. **Downtown Mixers** – Staff noted the mixers have been well attended with an average of 20 individuals. Staff updated the Board on the next scheduled Mixer on October 8, 2019 at 6:00 p.m., which is a joint meeting with the Economic Vitality Committee.
- iii. **Downtown Stakeholder Monthly E-News Letter** – Staff updated the Board on the intentions and purpose of the email newsletter, which is to inform building owners, business owners, and employees on the Main Street Brenham program.

### c. Promotion –

- i. **Scarecrow Extravaganza Update** – Board Member Whitehead updated the Board on the Committee’s progress on the event. He noted the current awards sponsors which include KWHI/KTEX, The Canyon Chick, Must Be Heaven, Hermann Furniture, Tres Chic, and Timeless Designs Market.
- ii. **Introduction of New Committee Members** – Whitehead reintroduced Shannan and JR Canales as newest Committee Members and Downtown business owners of Las Americas Latin Cuisine. He noted Aleesa Hardage, owner of Timeless Designs Market is also joining the Committee.

Shannan Canales inquired about the sponsorships for the Scarecrow Extravaganza and offered to solicit more if needed. Whitehead informed her the window is still open for more sponsors. The Board noted they will welcome more sponsors. Canales mentioned she would work on a few more options for the Board.

Chair Young mentioned Board Member Wilder and New Committee Members Shannan and JR Canales will be providing the salad, entrée, and dessert for the Autumn Evening on Main fall event. Wilder mentioned she would like to be an award sponsor for the Scarecrow Extravaganza and help with an auction item for the fall event.

### d. Economic Vitality –

- i. **Downtown Master Plan Addendum** – Vice Chair Moser elaborated on Staff’s mention of the October 8<sup>th</sup> meeting. He noted it is intended for the Committee to present their document of the updates to the 2012 Downtown Master Plan. Moser noted

the Addendum being presented is open for discussion, feedback, and dialog on any edits that may need to be made. Also, Moser mentioned the meeting is for any Downtown Stakeholders or anyone who has an interest in Downtown. Staff added that once the public input period closes, the Board will make a recommendation to City Council regarding the Downtown Master Plan Addendum document, and present for Council's consideration of adoption.

**8. Brenham Heritage Museum Update** – Staff updated the Board on the completion of the Museum's movable container art and encouraged the Board to check it out. Board Member Dr. Jackson noted the Museum currently has an exhibit showcasing the first tax-funded public-school system. Jackson mentioned the Brenham Independent School District (BISD) is using this exhibition as an educational training opportunity for the students. He met with his BISD team to plan the students' field trip day to learn the history of BISD's place as the first tax-funded school district in Texas. He closed with the encouragement of the Board viewing the exhibit and discovering BISD's rich history.

**9. Main Street Staff Update:**

- a. **Sidewalk Sign Pilot Program** – Staff informed the Board on the initiation of the Program and that the sidewalk signs are out along Alamo Street and Commerce Street.
- b. **2<sup>nd</sup> Quarter Reinvestment Total** – Staff noted Main Street's Quarter 2 Reinvestment Total amounted to \$7,555.00, which span from April to June.
- c. **Main Street Refresh Survey Report** – Staff mentioned the completed Survey Report is now available online.
- d. **Main Street Refresh** – Staff informed the Board that they, Staff, and Committee Members will be meeting with the Texas Historical Commission Team regarding Main Street Brenham's Refresh on December 10, 2019 from 4:00 p.m. to 7:00 p.m.
- e. **New Downtown Business** – Staff stated the newer businesses in Downtown are TABU Tacos & Burgers on 112 S. Park St. and KolorKatalyst Studio Salon on 125 W. Alamo St.

Board Member mentioned individuals have come into her business confused of the entrance to the 2<sup>nd</sup> and 3<sup>rd</sup> floors

**f. Staff Noted the Following Upcoming Downtown Event Dates:**

- i. **First Friday Farmer & Artisan Market – October 4<sup>th</sup>, November 1<sup>st</sup>, December 6<sup>th</sup>** – Staff mentioned the October 4<sup>th</sup> Market will be a joint venture with the Citadel Christian School.
- ii. **Scarecrow Extravaganza October 11<sup>th</sup> – November 2<sup>nd</sup>**
- iii. **Texas Arts & Music Festival (TAMF) – October 18<sup>th</sup> – 20<sup>th</sup>** – Committee Member Shannan Canales presented information on the TAMF event and what the Board can expect. Canales encouraged to come experience the free event next month.
- iv. **Small Business Saturday** – November 30<sup>th</sup>
- v. **Christmas Stroll & Lighted Parade** – December 6<sup>th</sup> -7<sup>th</sup>
- vi. **Main Street Christmas Party** – December 17<sup>th</sup>

**g. Staff Reminded the Board of Their Next Scheduled Board Meeting Date on October 7, 2019**

**10. Adjourn.**

A motion was made by Board Member Connie Wilder and seconded by Board Member John Hermann to adjourn the Main Street Board Meeting.

Chair Young called for a vote. The motion passed at 5:00 p.m. with the Board voting as follows:

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

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Margie Young  
Board Chair

ATTEST:

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Caz R. Muske  
Main Street Manager