



**MAIN STREET BOARD
MINUTES FOR MEETING:
MONDAY, OCTOBER 7, 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, October 7, 2019, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Tom Whitehead, Jon Hill John Hermann, Dr. Walter Jackson, Jeff Lewman, Evonne Sturm, Mark Schneider, and Tiffany Morisak,

Members absent:

Connie Wilder, and Vice Chair Jim Moser

City staff present:

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

Visitors:

Council Member Susan Cantey, Texas Arts & Music Festival President Brad Stufflebeam

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 noted City Council Member Susan Cantey was in attendance. Cantey announced she will be sponsoring the level of Main Street Promoter at \$1,000.00 for the Autumn Evening on Main Celebration on November 7, 2019.

WORK SESSION

3. Discussion and Update Regarding An Autumn Evening on Main--A Celebration of 20 Years of Main Street – November 7th

Board Member Tiffany Morisak informed the Board of Staff and the Organization Committee's efforts to coordinate a live and silent auction to raise funds for various Main Street-awarded grants. Morisak noted Shannan Canalas of the Promotion Committee has solidified numerous items. Morisak listed herself, other Board Members Evonne Sturum, and Connie Wilder as making generous commitments. Finally, she directed the Board's attention to the attachments of how the Board can become involved with the auction or become an event sponsor.

Chair Young noted the importance of being listed as a sponsor in the event program as a Board Member. She continued to state if Board Members know what they would like to donate, they are encouraged to fill out the attachments prior to the meeting's adjournment.

Staff added that the Autumn Evening on Main event is a celebration of the 20th year milestone and traditionally, awards are given out to outstanding Main Street program supporters every five years. Staff continued to announce Tom Whitehead as the recipient of the 2019 Leadership Award and Brad & Jenny Stufflebeam for the 2019 Visionary Award.

Brad Stufflebeam gave the Board an update on the upcoming Texas Arts & Music Festival on October 17th -20th by mentioning the three-day festivities and noting the live mural that will be painted. Stufflebeam anticipates roughly 3,000 people in attendance and thanked the Board for the recognition of this vision, which he is excited to continue with his Board and volunteers.

4. Discuss and Set Priorities Regarding Downtown Master Plan Update

Staff Member Jennifer Eckermann updated the Board on the Staff and Economic Vitality Committee's efforts of the Downtown Master Plan Update. She noted City Administration asked for a more concentration layout of the potential recommendations from a time and budget standpoint. Eckermann guided the Board by the following sections on the Downtown Recommendations:

- Courthouse District
- Southside District
- Depot District
- Theatre District
- Heritage District
- Civic District
- Promenade District
- General Downtown

Eckermann noted each section has various priorities and Board Members are to number them in order of one being their top priority to the last being their least priority. After each section was prioritized, the Board was instructed to label their overall top priorities A, B, and C from all sections. Finally, Eckermann guided the Board through the nine Parking Priorities and asked to score one being the top desirable option and nine being the least desirable option.

REGULAR SESSION

5. Approval of Minutes from September 9, 2019 Meeting

A motion was made by Board Member John Hermann and seconded by Board Member Tom Whitehead to approve the minutes from the September 9, 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	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent
Evonne Sturm	Yes
Jeff Lewman	Yes

6. Committee Reports:

a. Promotion –

- i. **Scarecrow Extravaganza Update** – Board Member Whitehead informed the Board of the 29 participants and the \$1,750.00 total awards that will be given out to the 8 winners. He noted the Promotion Committee will be judging the Scarecrows next week.

b. Economic Vitality –

- i. **Downtown Master Plan Update Public Input Meeting** – Staff noted the meeting has been postponed until further notice given the revaluation of the priorities.

c. Design –

- i. Chair Young noted the following grants that have been approved by the Committee:
 1. Brenham Heritage Museum
 2. Old JR's Building (207 E. Alamo St.)Young also noted the two grants were part of the Brenham Community Development Corporation (BCDC) funds which were awarded to Main Street last fiscal year (FY19).

7. **Brenham Heritage Museum Update** – Board Member Morisak informed the Board the Museum's exhibit celebrating the 144th anniversary of the Brenham Public School District continues through October 26th at the Brenham Bus Depot.

8. Main Street Staff Update:

- a. **Downtown Kiosks** – Staff informed the Board the Kiosks by the Commerce St. parking lot, the intersection of Douglas St. and Main St., and the intersection of Park St. and Alamo St. have been updated.

- b. **3rd Quarter Reinvestment Total** – Staff mentioned the reinvestment total for the 3rd quarter amounted to \$360,175.00, which ranged from July through September. Staff added that the total sum consists of building permits, rehabilitation, property sales, and/or grants awarded by Main Street.
- c. **Main Street Refresh** – Staff reminded 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.
- d. **Staff Noted the Following Upcoming Downtown Event Dates:**
 - i. **First Friday Farmer & Artisan Market** –November 1st, December 6th
 - ii. **Scarecrow Extravaganza** October 11th – November 2nd
 - iii. **Small Business Saturday** – November 30th
 - iv. **Christmas Stroll & Lighted Parade** – December 6th -7th
 - v. **Main Street Christmas Party** – December 17th
 - vi. **Uptown Swirl** – January 18, 2020
- e. **Staff Reminded the Board of Their Next Scheduled Board Meeting Date on November 4, 2019**

9. Adjourn.

A motion was made by Board Member Whitehead and seconded by Board Member 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	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent
Evonne Sturm	Yes
Jeff Lewman	Yes

Margie Young
Board Chair

ATTEST:

Caz R. Muske
Main Street Manager