



**NOTICE OF A MEETING
MAIN STREET BOARD**

MONDAY, JUNE 1, 2020; 4:00 P.M.

VIA TELECONFERENCE AND/OR VIDEOCONFERENCE

USE THE LINK: <https://cityofbrenham.online/msbmeeting>

AND/OR CALL

(844) 653—6177 (Toll-free)

Conference ID: 887 898 684#

Due to COVID-19 recommendations from the CDC and Texas Governor Greg Abbott's Executive Order signed on March 16, 2020, this Regular Meeting of the City Council of the City of Brenham will be conducted virtually via teleconference and/or videoconference. The meeting will be audible to members of the public and allow for two-way communication for those desiring to participate in the meeting.

- 1. Call Meeting to Order**
- 2. Citizen/Visitor Comments**

REGULAR SESSION

- 3. Discuss and Possibly Act Upon the Minutes from the April 6, 2020 Regular Main Street Board Meeting 3-9**
- 4. Discuss and Possibly Act Upon City Request for Main Street to Cover Costs of 4 Recycle Bins at \$50/each or \$200/month.**
- 5. Discuss and Possibly Act Upon a Recommendation to Complete the Term of Dr. Walter Jackson, Main Street Board Position 4. 10**
- 6. Discuss and Possibly Act Upon Date for Summer Sip & Art Walk.**

WORK SESSION

- 7. Review Executive Committee Allocations of Funding for Phase 2 of the Main Street COVID-19 Retail Assistance Grant 11**
- 8. Review of Downtown Business Survey Conducted May 21-May 27, 2020. 12**
- 9. Brenham Heritage Museum Report**
- 10. Washington County Chamber of Commerce Report**
- 11. Visit Brenham DMO Report**
- 12. Staff Report and Building/Business Update**
- 13. Adjourn.**

Main Street Brenham Transformation Strategy

Main Street Brenham will be an Authentic, Curated, Experiential Destination through the Catalyst Strategies of Dining & Entertainment, The Arts, and Tourists & Tourism.

Main Street Brenham Mission

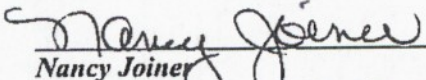
The Brenham Main Street Program, will use the 4-point approach to revitalization – organization, promotion, design and economic restructuring – to encourage reinvestment and preservation; and to entice businesses, customers, visitors and downtown residents to the historic district.

Main Street Brenham Vision

Main Street Brenham envisions downtown as a growing destination and the vibrant heart of our community; where history is preserved, interactive and comes to life; where a varied business mix is active, engaged and thriving; and where our community's culture is recognized and celebrated.

CERTIFICATION

I certify that a copy of the June 1, 2020 agenda of items to be considered by the Main Street Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, May 29, 2020 at 9:00 am p.m.

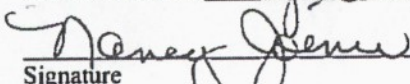


Nancy Joiner
Tourism & Marketing Coordinator

Executive Sessions: The Main Street Board reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 – Personnel Matters, §551.076 – Security Devices, §551.086 – Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that this notice and agenda of items to be considered by the Main Street Board was removed by me from the City Hall bulletin board on June 3, 2020 at 8:55 am p.m.



Signature



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, April 6, 2020; 4:00 P.M.
Via teleconference and/or videoconference**

A regular meeting of the Main Street Board was conducted virtually via teleconference and/or videoconference on Monday, April 6, 2020, beginning at 4:00 p.m.

Members present:

Chair Margie Young, Shannan Canales, Jon Hill, Tiffany Morisak, Tom Whitehead, Jeff Lewman, Dr. Walter Jackson, Connie Wilder, and John Hermann

Members absent:

Vice Chair Jim Moser and Evonne Sturm

City staff present:

Tourism & Marketing Director Jennifer Eckermann and Tourism and Marketing Coordinator Nancy Joiner

Visitors:

Councilmember Susan Cantey and Chamber of Commerce Wende Ragonis

1. Call Meeting to Order

Chair Young called the meeting to order.

2. Citizen/Visitor Comments

There were no citizen comments.

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from the March 2, 2020 Regular Main Street Board Meeting

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to approve the minutes from the March 2, 2020 Regular Main Street 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 |
| Shannan Canales | Yes |
| John Hermann | Yes |
| Jon Hill | Yes |
| Walter Jackson | Yes |
| Jeff Lewman | Yes |
| Tiffany Morisak | Yes |
| Evonne Sturm | Absent |
| Tom Whitehead | Yes |
| Connie Wilder | Yes |

4. Discuss and Possibly Act Upon Economic Vitality Committee Recommendation to Fund Main Street COVID-19 Retail Assistance Grant with Raised Funds

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann explained that the EVC is not meeting in person but only through e-mails. They asked how we can assist retail merchants through grants with money raised by Main Street. They would like the Board to approve the recommendations by the EVC to fund the Main Street COVID-19 retail assistance grant.

A motion was made by Board Member Jon Hill and seconded by Board Member Tom Whitehead to approve the recommendations from the EVC to fund this Main Street COVID-19 retail assistance grant.

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

| | |
|----------------------|---------------|
| Chair Margie Young | Yes |
| Vice Chair Jim Moser | Absent |
| Shannan Canales | Yes |
| John Hermann | Yes |
| Jon Hill | Yes |
| Walter Jackson | Yes |

| | |
|-----------------|---------------|
| Jeff Lewman | Yes |
| Tiffany Morisak | Yes |
| Evonne Sturm | Absent |
| Tom Whitehead | Yes |
| Connie Wilder | Yes |

5. Discuss and Possibly Act Upon Executive Committee Recommendations for Fund of Downtown Brenham Businesses in Phase 1 of the Main Street COVID-19 Retail Assistance Grant

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that e-mails were sent out to all downtown businesses and only 18 applied back with applications completed on-line. The Executive Committee reviewed applications that were sent in, 17 were from retail businesses and 1 was from a service business which was sent to them from the business owner next door. This would be considered as Phase I of the grant process. If we did another grant, then we would need to consider them in the next phase. We have a total of \$53,000 in our fund. The following amounts have already been designated as follows \$10,000 for Incentive, \$15,000 for Economic Impact Grant, and \$5,000 for Volume II of the Recollections DVD. A Total of \$23,000 is available. The 17 businesses that applied would receive \$500 each for a total of \$8,500 which would leave a balance of \$23,000. Minus the \$8,500 for Phase I from the \$23,000, there would be a balance of \$14,500 left to do a Phase II grant if approved. Even if a business has two businesses, they looked at the applicant by business not by owner.

A motion was made by Board Member Tom Whitehead and seconded by Board Member Jon Hill to proceed with Phase I of the grant application process for the 17 businesses that had applied.

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

| | |
|----------------------|--|
| Chair Margie Young | Yes |
| Vice Chair Jim Moser | Absent |
| Shannan Canales | Yes |
| John Hermann | Yes |
| Jon Hill | Yes |
| Walter Jackson | Yes |
| Jeff Lewman | Yes |
| Tiffany Morisak | Yes |
| Evonne Sturm | Absent |
| Tom Whitehead | Yes |
| Connie Wilder | Abstain, due to her business was one of the applicates |

6. Discuss and Possibly Act Upon Executive Committee Recommendation for Board Approval Given to the Committee to Approve Specific Grant Requests Up To \$14,500 of Main Street Raised Downtown Improvement Funds through May 2020

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann asked the Board to consider another Phase II grant application. Another e-mail would be sent to downtown businesses to apply for Phase II grants. We will have \$14,500 to spend for Phase II once Phase I is complete. The Board needs to give the Executive committee approval to move forward to get the grant applications in and monies paid to businesses by the end of the month for a total of \$14,500. The Executive Committee will decide how to disperse said monies. It was discussed to just downtown retail businesses. If they open it up to all service businesses, there may not be enough money to give to everyone.

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to approve the Executive Board to proceed for another grant application process for Phase II.

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

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

7. Discuss and Possibly Act Upon Letter to be Included with Main Street COVID-19 Retain Assistance Grant Checks

Tourism and Marketing Director Jennifer Eckermann presented this item. The Executive Committee requested a letter to be sent with the grant recipients check. Telling them that partial money came from through events such as the Uptown Swirl, Summer Sip, Autumn on Main and other events hosted by Main Street. Also, some revisions were made to the letter during this meeting by other Board members. Such as taking the total money set aside in paragraph 3 out and in paragraph 2 that partial funds raised from these events are being given. Checks should be ready for mailing by the end of this week.

A motion was made by Board Member Jon Hill and seconded by Board Member Jeff Lewman to approve sending a letter to grant recipients along with their checks for Phase I.

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

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

8. Discuss and Possibly Act Upon Approval of Executive Committee Recommended Letter to Property Owners Encouraging Them to Work with Renters During the COVID-19 Outbreak

Tourism and Marketing Director Jennifer Eckermann presented this item. The Executive Committee requested a letter to be sent to Property Owners. This is to encourage them who have tenants downtown to contact them about helping them with their rent during this crisis. The Executive Committee mentioned that some on the applications for grants had not contacted their landlord. A sample letter was presented, and it was noted that all dollar amounts should be omitted from this letter. Also, it was noted that they could go to BrenhamED.com/coronavirus/Businessassistance.com and there are grants there that could be utilized. It was mentioned to put this website in the letter.

A motion was made by Board Member Walter Jackson and seconded by Board Member Jon Hill to approve sending a letter to property owners to help their tenants with rent.

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

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

9. Discuss and Possibly Act Upon Recommendation of Economic Vitality Committee to Stripe W. Commerce Street with Parallel Spaces

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that the Economic Vitality Committee requests that parallel parking be striped on West Commerce Street. The City came and looked at angled parking compared to parallel parking. There are more parking spaces for angled but with the traffic flow, it would be better to parallel park on W Commerce street. There are no defined parking spaces by the covered parking spaces and now there would be.

A motion was made by Board Member John Hermann and seconded by Board Member Shannan Canales to approve striping parallel spaces along W Commerce Street to Douglas Street.

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

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

WORK SESSION

10. Update on Progress of Historic Preservation Ordinance

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann explained that the committee was put together in early March. They have not met and will start as soon as able.

11. Update and Discuss Spring Eggs Art Walk and Possible Summer Sip Event

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that for the Spring Egg Art Walk you can vote on-line and bid on-line. People have been voting and the deadline is April 13th. There has only been 1 bid placed on an egg as of today. Summer Sip is on hold for now. We still want to have it whether it's still held in June or maybe in July or August. Tom Whitehead mentioned that we need enough time to order and sell glasses. We do need this event to help promote downtown and bring revenue in.

12. Staff Report to Include Program Update

Eckermann stated that Alex Dill is updating dining and businesses open downtown. She is also, promoting the Spring Egg Walk, Brenham Art Walk, and Architectural Scavenger Hunt. The Recollections DVD's have been mailed to all of those who placed an order. We continue to promote downtown businesses.

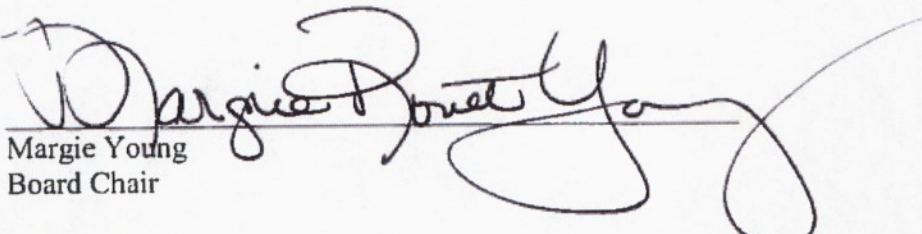
17. Adjourn

Next meeting will be on Monday, May 4, 2020.

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to adjourn the Main Street 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 |
| Shannan Canales | Yes |
| John Hermann | Yes |
| Jon Hill | Yes |
| Walter Jackson | Yes |
| Jeff Lewman | Yes |
| Tiffany Morisak | Yes |
| Evonne Sturm | Absent |
| Tom Whitehead | Yes |
| Connie Wilder | Yes |



Margie Young
Board Chair

ATTEST:



Nancy Joiner
Tourism & Marketing Coordinator

Memo

To: Main Street Board

From: Executive Committee

Date: 6/1/2020

Re: Executive Committee Recommendation on Replacement of Dr. Walter Jackson's Board Position

The Executive Committee is recommending former Assistant City Manager Lowell Ogle be appointed to fill the term of Dr. Walter Jackson, following his resignation from the Board.

The committee says that Lowell brings a skill set that is unique to the Board, and as projects like drainage issues, upcoming TxDOT work on downtown roads, and the challenge of Main Street concerns being heard during the planning and construction of the new 290/36 flyover are addressed, they feel Lowell brings experience to the table that will be of major benefit.

The Executive Committee requests your approval of the recommendation of Lowell Ogle to fill the term of Dr. Jackson on the Main Street Board.

Memo

To: Main Street Board
From: Jennifer Eckermann
Date: 6/1/2020
Re: Update on Round 2 of the Main Street COVID-19 Retail Assistance Grant

There were 27 eligible applicants for the 2nd Round of the Main Street Retail Assistance Grant.

The Executive Committee, following the direction of the Board at the April meeting, agreed to disburse funds as soon as possible to the following downtown businesses:

Name of Business

Main Street House
Puppy Dawgs and Cat Tails
Commerce Street Ranch Antiques, LLC
Woman's Cave
New Dimensions Crystals & Reiki
BT Longhorn
Today and Yesterday Antiques
Organic Hemp Botanicals
Yumm! Sweets and Eats
4 Star Concert Hall
The Southern Fox
Las Americas Latin Cuisine
The Pomegranate / Wired n' Inspired

Must Be Heaven
Timeless Consignments LLC, Timeless
Branded Boutique llc
Anatomy Clothing Boutique
Funky Art Café
Tres Chic Boutique
Tribal Trends
Scrubs N Stuff Boutique LLC
Ballad of the Bird Dig
1844 Liquor Market
Faske's Jewelry
Ninety Six West LLC.
Sweet Repeats
Flossywood designs llc - DBA Board &

The Main Street COVID-19 Retail Assistance Grant funded 30 businesses \$710 - \$1,000 for a total of approximately \$23,000

Jennifer Eckermann

From: Alexandra Dill
Sent: Monday, June 1, 2020 2:22 PM
To: Jennifer Eckermann
Subject: Top 5 from Covid-19 Survey

Top 5 Takeaways from the Downtown Events Covid-19 Survey

- 1) A First Fridays/First Weekends style event is desired by many businesses. Most respondents want the event to be both Friday & Saturday and for it to start in August.
- 2) Summer Sip generally has been a successful event when respondents were asked about the success in bringing in new customers and increasing awareness of their business. Responses were a bit more mixed when asked if the event was financially impactful.
- 3) Majority of respondents said the date for a Summer Sip event should be June 27th or August 8th.
- 4) Sip & Shop Events were agreed by all but one respondent to have a positive impact on their business. The next most impactful event type is the "Single Weekend Events" such as Texas Arts & Music Festival, Christmas Stroll, etc.
- 5) Most respondents marked "Very Comfortable" or "Slightly Comfortable" when asked about their comfort level with various aspects of an event (pouring wine in their store, having in-store specials, having concerts in Downtown, staying open later and participating in giveaways. For the respondents who answered "Not Comfortable", "pouring wine in their store, having a concert in Downtown, and staying open later" were all the main activities that received this response.