



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, January 6, 2020; 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, January 6, 2020, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Tiffany Morisak, Mark Schneider, Tom Whitehead, Jeff Lewman, Dr. Walter Jackson, Connie Wilder, and John Hermann

Members absent:

Vice Chair Jim Moser, Evonne Sturm and Jon Hill

City staff present:

Tourism & Marketing Director Jennifer Eckermann and Deputy City Secretary I Kacey Weiss

Visitors:

Councilmember Susan Cantey

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 Election of Main Street Board Chairperson and Vice Chairperson for a Term of One Year

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann advised that Margie Young is again willing to serve as Chair of the Main Street Advisory Board for the coming year, and Jim Moser has agreed to serve another term as Vice Chair. Eckermann stated that if another board member was interested in serving in one of these capacities, nominations would be accepted.

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

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	Absent
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Absent
Jeff Lewman	Yes

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

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann explained that Tiffany Morisak, who serves as the Organization Committee Chair, and Tom Whitehead, Chair of the Promotion Committee, have served as Board Representatives on the Executive Committee this past year. Eckermann stated that both are willing to serve in this role for the coming year. Eckermann advised that if another board member was interested in serving in one of these capacities, nominations would be accepted.

A motion was made by Board Member Connie Wilder and seconded by Board Member John Hermann to approve the election of Tiffany Morisak and Tom Whitehead to serve on the Executive Committee.

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	Absent
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Absent
Jeff Lewman	Yes

5. Discuss and Consider Approval of Refunding the Incentive Grant Fund \$10,000 from Main Street Raised Funds

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that in May of 2016, the Board approved a new policy to re-fund the Incentive Grant Fund (IGF) Program up to \$10,000 each January, if needed, and if funds were available. Eckermann explained that in 2019 the funds were low, and BCDC had funded \$25,000 for the Incentive Grant Fund. Eckermann advised that as of December 30, 2019, with a successful Autumn on Main 20th Anniversary Celebration event, the balance in the Downtown Improvement Fund, was \$38,299.61. Eckermann noted that this amount would grow as the sale of glasses for the Uptown Swirl continues. Eckermann stated that per the 2016 vote, staff would like to ask that the Board re-fund the IGF \$10,000.00.

A motion was made by Board Member John Hermann and seconded by Board Member Mark Schneider to re-fund the IGF \$10,000.

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	Absent
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Absent
Jeff Lewman	Yes

6. Discuss and Consider Approval of 2020 Board Meeting Dates

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann presented the proposed dates for the 2020 Board meetings and Executive Committee meetings.

A motion was made by Board Member Connie Wilder and seconded by Board Member John Hermann to approve the 2020 Board meeting dates.

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	Absent
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Absent
Jeff Lewman	Yes

7. Discuss and Consider Approval of New Transformation Strategies as Discussed During December 10 Refresh Board Meeting

Board Member Tiffany Morisak presented this item. Morisak explained that a Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy, with work organized around the 4-Point Approach. Morisak stated that it helps to navigate challenging times by creating and implementing strategies that are built on a foundation of sustainable innovation. Morisak reviewed the new transformation strategies.

- Transformation Strategy
 - Authentic, curated, experiential destination
- Catalyst Strategies
 - Dining & Entertainment; Arts; Tourists & Tourism
- Committee Work
 - Committee Workplans will focus on the Catalyst Strategies in order to accomplish the Transformation Strategy

Tourism and Marketing Director Jennifer Eckermann stated that each committee would work on their plans for 2020 and then everyone would come together to discuss the plans.

WORK SESSION

8. Report on Outcome of Autumn on Main Event

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that the event was a success and reported a net revenue of \$24,647.66.

9. Discuss Interest in Property at 400 S. Austin Street

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann explained that someone approached the Development Services Department regarding building a gas station at 400 S. Austin Street. Eckermann stated that staff told the person that a gas station did not fit in with the Comprehensive Plan or Downtown Master Plan. Eckermann advised that the executive committee discussed it and would like a recommendation from the Board to not change the zoning of this location. Development Services staff knows that the Board would like to follow the Downtown Master Plan and not change the zoning.

10. Review Oral History Film Trailer and Discuss Upcoming Showing of the Film

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann presented the film trailer. Eckermann stated that a reception and private showing of the film would be February 16th at the Barnhill Center. Eckermann advised that staff would eventually schedule a public showing.

11. Discuss Update on Progress of a Historical Preservation Ordinance

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that she would be working on the ordinance in the next few weeks. Eckermann advised that staff would hold a public meeting with Lorelei Willett, with the Texas Historical Commission, on February 4th to discuss the ordinance and what is included. Eckermann noted that a committee would be formed to review the ordinance. Eckermann explained that Mayor Tate will appoint two Council members, two Planning & Zoning Commission members, two Main Street Board members and two members from the public. Eckermann noted that the committee would review the ordinance and plan to present it by the summer to the Planning & Zoning Commission and Council.

12. Update by Promotion Committee on Upcoming Uptown Swirl Event Scheduled for January 18

Tourism and Marketing Director Jennifer Eckermann and Board Member Tom Whitehead presented this item. Whitehead stated that the planning is going well and there are more sponsors this year than there were last year. Whitehead advised that there are 27 places selling the glasses. Eckermann noted that the total number of glasses sold is 327 and sales would continue.

13. Brenham Heritage Museum Report

Board Member Tiffany Morisak presented this item. Morisak explained that a lease agreement between the city and museum has been signed for a term of 50 years. Morisak stated that planning is underway.

14. Washington County Chamber of Commerce Report

There was no report.

15. Visit Brenham Tourism Report, to Include December Monthly Report

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann presented the report and discussed it.

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

Eckermann stated that staff is planning to hire for two positions, an Administrative Assistant and a Main Street Specialist.

Eckermann thanked Tiffany Morisak for working on the accreditation report.

Eckermann advised that Brunmiller Soapworks is a new business in Downtown and will be selling soaps and ingredients to make soaps.

17. Adjourn

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

Margie Young
Board Chair

ATTEST:

Kacey A. Weiss
Deputy City Secretary I