



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, February 3, 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, February 3, 2020, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Tiffany Morisak, Tom Whitehead, Jeff Lewman, Connie Wilder, John Hermann, Evonne Sturm, Jon Hill and Dr. Walter Jackson (arrived at 4:09 p.m.)

Members absent:

Vice Chair Jim Moser and Mark Schneider

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Caylee Rocka and Deputy City Secretary Kacey Weiss

Visitors:

Councilmember Susan Cantey and Wende Ragonis

1. Call Meeting to Order

Chair Young called the meeting to order.

2. Citizen/Visitor Comments

There were no citizen comments.

Tourism and Marketing Director Jennifer Eckermann introduced Caylee Rocka. Eckermann stated that Rocka currently serves as an intern with Economic Development and Main Street while attending school, but would be serving as the Main Street Specialist upon her graduation in May.

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from the January 6, 2020 Regular Main Street Board Meeting

A motion was made by Board Member Jon Hill and seconded by Board Member Jeff Lewman to approve the minutes from the January 6, 2020 Regular 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	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

4. Discuss and Possibly Act Upon the 2020 Transformation and Catalyst Strategies

Board Member Tiffany Morisak presented this item. Morisak explained that at the January meeting, staff discussed the Transformation and Catalyst Strategies that were the result of the December Main Street Refresh meeting with Texas Main Street staff. Morisak stated that the strategies were also discussed with each of the committees during monthly meetings.

A motion was made by Board Member Connie Wilder and seconded by Board Member John Hermann to approve the 2020 Transformation and Catalyst Strategies.

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	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

5. Discuss and Possibly Act Upon the 2020 Committee Workplans for Design, Organization, Promotion and Economic Vitality

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann advised that the Transformation and Catalyst Strategies were discussed at each of the committee meetings in January. Eckermann explained that along with review of committee goals that would continue into 2020, the committees discussed how the goals could be tweaked to fit with the new catalyst strategies and discussed possible new committee goals for the coming year. Eckermann stated that committee representatives would review each of the plans to-date and that possibly there would be tweaks to each of the plans as the year progresses.

A motion was made by Board Member John Hermann and seconded by Board Member Tom Whitehead to approve the 2020 Committee Workplans for Design, Organization, Promotion and Economic Vitality.

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	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

WORK SESSION

6. Report on Outcome of Uptown Swirl

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that there were approximately 730 glasses sold. Eckermann advised that the anticipated net revenue was approximately \$16,000, and the revenue for this year was much better than the previous year.

Board Member Jeff Lewman asked if there was a breakdown of sales regarding pre-sales and later sales. Eckermann stated that she did not have that information with her but would let the Board know.

7. Update on Oral History Movie Debut to be held February 16th

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that the event would be Sunday, February 16th at The Barnhill Center at Historic Simon Theater. Eckermann explained that there would be a champagne and dessert reception from 1:30 – 2:30 p.m. with the movie debut at 3:00 p.m. Eckermann also presented the invitation and program for the event.

8. Report on Progress of Historic Preservation Ordinance

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann advised that there would be a public meeting concerning the ordinance on Wednesday, February 5th beginning at 5:30 p.m. at the Nancy Carol Roberts Memorial Library. Eckermann explained that the meeting would include an introductory video and a presentation on Preservation Ordinances and the Certified Local Government Program presented by Lorelei Willet. Eckermann also stated that there would be time for questions and to discuss the next steps.

9. Review Updated Main Street Board and Committee List

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann presented a list of information for the 2020 board and committees. Eckermann stated to let her know if any corrections are needed.

10. Brenham Heritage Museum Report

Board Member Tiffany Morisak presented this item. Morisak stated that items are being moved into the storage building from the museum so that work could begin. Morisak noted that for the time being, staff has been moved into an office in the old Culligan building. Morisak advised that she is not certain of the exact date for the campaign kickoff.

11. Washington County Chamber of Commerce Report

President of the Washington County Chamber of Commerce, Wende Ragonis, presented this item. Ragonis advised that the chamber hosted their annual banquet on January 27th, and it was very successful. Ragonis stated that staff has a plan of work for 2020 and would be doing things a little differently. Ragonis also discussed their new program “Chamber Chats”.

12. Visit Brenham Tourism Report, to Include January Monthly Report

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann highlighted the areas of visitor center traffic, print/on-line advertising, social media, media outreach, The Barnhill Center, First Fridays Farmer & Artisan Market and the Visit Brenham Monthly Newsletter.

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

Eckermann stated that the Farmers Market is this Friday.

Eckermann explained that the Texas Department of Transportation (TxDOT) would begin working on a project beginning next fall. The project is to mill and overlay Business Highway 36 from FM 577 to Highway 290 and would take several months to complete. They would also mill and overlay Main and Alamo Streets in Downtown. Eckermann stated that they would work on the Downtown streets after the Uptown Swirl in January 2022. Eckermann also noted that she discussed the possibility of a right turn lane on Main Street with TxDOT officials. Eckermann noted that the officials told her they would try to make that happen. Eckermann advised that she also discussed the possibility of having a dedicated left turn light at Austin and Alamo Streets. Eckermann stated that the officials were very open to that idea.

Eckermann advised that the combination 1844 Fine Liquor and Bake Shop would have a different name and location. Eckermann stated that it would only be a liquor store and the owners are looking at another retail location.

Eckermann noted that the next Board meeting would be March 2nd.

14. Adjourn

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

Margie Young
Board Chair

ATTEST:

Kacey A. Weiss
Deputy City Secretary I