



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, March 2, 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, March 2, 2020, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Tom Whitehead, John Hermann, Evonne Sturm, Jon Hill, Vice Chair Jim Moser, and Shannan Canales

Members absent:

Tiffany Morisak, Jeff Lewman, Connie Wilder and Dr. Walter Jackson

City staff present:

Economic Development and Economic Development Intern Caylee Rocka and Deputy City Secretary I Kacey Weiss

Visitors:

Councilmember Susan Cantey, Wende Ragonis and Mark Schneider

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 February 3, 2020 Regular Main Street Board Meeting

A motion was made by Board Member John Hermann and seconded by Mark Schneider to approve the minutes from the February 3, 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	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Absent
Shannan Canales	Yes
Tom Whitehead	Yes
Connie Wilder	Absent
Evonne Sturm	Yes
Jeff Lewman	Absent

WORK SESSION

4. Introduction of New Board Member and Discussion of Board Member Term Limits

Economic Development and Main Street Intern Caylee Rocka presented this item. Rocka introduced new board member, Shannan Canales. Rocka also discussed the board member term limits and reminded everyone that there is a three-term limit and once every six years, it requires a one-year break.

5. Report on Downtown Merchant Mixer. Topics to include: Parking, Summer Sip, & Uptown Swirl

Board Member Tom Whitehead presented this item. Whitehead stated that there has been a lot of discussion regarding county employees parking in the Downtown area. Whitehead advised that the consensus was that petitions would be presented by the Downtown business owners and anyone else that would like to sign. Whitehead noted that those petitions would be presented at a County Commissioners meeting regarding the county employees not being allowed to park in the square. Whitehead stated that business owners first need to make sure that their employees are not parking around the square and if that does not work, then a petition would be developed and presented to the commissioners.

Whitehead explained that there would be changes to the Summer Sip. Whitehead stated that the merchants would be responsible for purchasing their own wine or could do their own type of drink and would be responsible for the alcohol. Whitehead advised that Main Street would reimburse the merchants up to a point based on the sale of glasses. Whitehead noted that the sale of the first 10 glasses would be reimbursed 20% of the sales and selling more than 10, merchants would receive 30% of every glass they sell. Whitehead stated that they would also be incorporating art through partnering with the Downtown Art Gallery and Brenham Fine Arts League. Whitehead advised that sponsorships are also available.

Whitehead stated that there may be changes to the Uptown Swirl next year in limiting the amount of alcohol consumed.

Economic Development and Main Street Intern Caylee Rocka stated that staff has discussed restriping the parking lines on W. Commerce Street with Public Works Director Dane Rau. Rocka advised that staff has received feedback from citizens and business owners that people are not parking correctly. Rocka stated that city staff would be restriping the lines and hopefully that would alleviate some parking issues.

6. Update on Oral History Movie

Economic Development and Main Street Intern Caylee Rocka presented this item. Rocka explained that turnout was great for the reception and movie premier with over 175 people in attendance for the movie. Rocka advised that 32 DVDs have been preordered by the community and Main Street ordered 75 DVDs to start with. Rocka noted that the DVDs would be sold for \$25 at the Visitor Center and online. Rocka also stated that staff is working on making an iTunes version available. Rocka advised that the committee is working on getting final interviews in order to complete volumes 2 and 3 of the DVDs. Rocka explained that Main Street would work with the City on securing underwriters and fundraising to complete the project. Rocka noted that approximately \$10,000 would need to be spent to complete the next two volumes.

7. Report on Progress of Historic Preservation Ordinance

Economic Development and Main Street Intern Caylee Rocka presented this item. Rocka stated that the Mayor and City Council would be appointing a committee to develop the ordinance. Rocka noted that Main Street staff would be working with city staff to keep the community informed.

8. Update and Discuss Spring Eggs Art Walk

Economic Development and Main Street Intern Caylee Rocka presented this item. Rocka discussed the contest guidelines and stated that the entry deadline has been extended to Wednesday, March 4th. Rocka noted that the finished eggs should be delivered to the display location on Friday, March 20th.

9. Committee Reports

Design to include: Christmas Décor and Cooley Train

Promotion to include: Cool Nights, Hot Tunes and Hot Nights, Cool Tunes

Organization to include: Local History Day and Farmers Market

Economic Vitality to include: Downtown Use Analysis Map and Public Input Survey

Board Member Margie Young presented the Design Report. Young advised that the committee has been brainstorming ideas for new Christmas décor for the Downtown area. Young also noted that the committee discussed the placement of the Cooley Train. Young stated that committee members decided that the best place for the train is at the library.

Economic Development and Main Street Intern Caylee Rocka presented the Promotion Report. Rocka stated that committee members have secured sponsors for Cool Nights, Hot Tunes and rack cards are in the process of being made to be distributed in the next few weeks. Rocka advised that 19 participants have signed up so far for the Summer Sip. Rocka noted that rack card designs were discussed, and sponsors are being solicited.

Economic Development and Main Street Intern Caylee Rocka presented the Organization Report. Rocka stated that the committee put labels on peanuts for Local History Day and the peanuts would be placed in a goodie bag to be given to the children on the day of the event. Rocka also advised that committee members discussed the future of the Farmers Market with Alex. Rocka noted that the committee is working to add Main Street's Transformation Strategies into the Farmers Market.

Board Member Jim Moser presented the Economic Vitality Report. Moser explained that the committee discussed the buildings that are located in Downtown, specifically, buildings that are vacant, for sale, or are needing repairs. Moser advised that a list of building owners to be contacted by committee members has been compiled. Moser also stated that the committee discussed the Master Plan Update and a Public Input Survey is being put together in order to gather the public's opinion about the Master Plan Update.

10. Brenham Heritage Museum Report

There was no report.

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 wants to be a good partner to Main Street. Ragonis noted that Economic Development Director Susan Cates joined their Board in January. Ragonis explained that some of the Chamber's programs would be changing this year. Ragonis also advised that for 2020 the Chamber would be doing three important things: (1) support business; (2) support workforce development; and (3) support quality of life.

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

The Farmer's Market will be Friday, March 6th

Nancy Joiner has been hired for the Tourism and Marketing Coordinator position. Her first day will be March 9th.

Hannah Hernandez has been hired for the Group Sales Manager position. Her first day will be March 18th.

Local History Day will be March 5th.

Brenham Bounce will be March 14th.

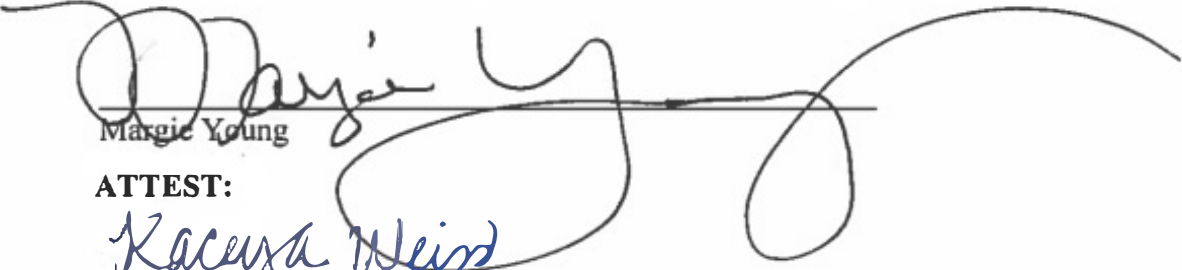
Rocka noted that the next Board meeting will be April 6th.

14. Adjourn

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



Margie Young

ATTEST:

Kacey A. Weiss

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Deputy City Secretary I

*Main Street Board
March 2, 2020*