



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

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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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes

Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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](http://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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
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 meet 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 13<sup>th</sup>. 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	<b>Absent</b>
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Jeff Lewman	Yes
Tiffany Morisak	Yes
Evonne Sturm	<b>Absent</b>
Tom Whitehead	Yes
Connie Wilder	Yes

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Margie Young  
Board Chair

**ATTEST:**

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Nancy Joiner  
Tourism & Marketing Coordinator