



**NOTICE OF A MEETING
MAIN STREET BOARD
MONDAY, NOVEMBER 2, 2020; 4:00 P.M.**

A regular meeting of the Main Street Board was conducted in person at Bullock Ballroom at the Barnhill Center on Monday, November 2, 2020, beginning at 4:00 pm.

Members present:

Chair Margie Routt Young, Shannan Canales, John Hermann, Tiffany Morisak, Lowell Ogle, and Tom Whitehead

Members absent:

Vice-Chair Jim Moser, Jon Hill, Jeff Lewman, Evonne Sturm, and Connie Wilder

Ex-Officio Members:

None present

City staff present:

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

1. Call Meeting to Order

Chair Margie Routt 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 September 8, 2020, Regular Main Street Board Meeting

A motion was made by Board Member John Hermann and seconded by Board Member Tom Whitehead to approve the minutes from the September 8, 2020, Regular Main Street Meeting.

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

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

4. Review of Main Street Brenham Q3 Reinvestment Summary.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. She gave an overview of the Q3 Reinvestment Summary. On Rehabilitation in the Private Sector, there were seven projects of \$168,764 for building permits issued. Some of these were Commerce Street Co-Op, Cathy Cole real estate office, Law offices of Yates and Upchurch, Tom Bartley, and Brown Water Cigar Bar. There were two projects in Public/Private Partnerships for a total of \$1,036,580, which were Morris Hall and an Incentive Grant. Also, volunteer hours are being kept up to date and are reflected in the form.

5. Report on First Meeting of Historic Preservation Ordinance Committee.

Jennifer Eckermann, Director of Tourism and Marketing, presented this item. A meeting was set for October 22, 2020, from 11:30-1:00 pm at the Bullock Ballroom. There were 11 members present. Jennifer Eckermann gave a photographic overview of the City and how it has changed over time. The Committee discussed meeting once a month on the 4th Tuesday and work a section or two of the Preservation Ordinance. Citizens who came to the first meeting will be kept up to date with each session's information through constant contact and will give their opinions on the Committee's sections. The process to complete the Ordinance could take up to a year.

6. Report on Summer Sip & Art Walk Finances and the Rescheduled Hot Nights, Cool Tunes Concert Series.

Nancy Joiner, Tourism and Marketing Coordinator, reported on Summer Sip that 288 glasses were sold for this event. On the day of the event, we had 60 people wanting to buy glasses. Social

distancing was practiced at participating Merchants. With total glass sales and minus our expenses, we made \$5,373.47.

Jennifer Eckermann, Director of Tourism and Marketing, presented information on Hot Nights, Cool Tunes along with Texas Arts & Music Festival. They will have a meeting soon to discuss these events, and there will be new policies and procedures put into place for 2021. TAMF wants to continue with a joint effort with the City on their Festival.

7. Report on Merchant Mixer Discussions, including Plans for Christmas Stroll & Parade and the Uptown Swirl in Downtown Brenham.

The Sip, Shop, and Stroll have been changed to A Taste of Christmas. Merchants wanted to decide what they wanted in their business during the Christmas Stroll. We have 23 Merchants who wish to participate. Crystal Locke will present a program to the Council about the Parade and get approval from the Mayor and the Judge to continue with the Parade.

Nancy Joiner, Tourism and Marketing Coordinator, reported on the Uptown Swirl that 31 participating Merchants would be selling tickets and doing wine tastings in their stores, with 2 of those just selling glasses. Tickets will be sold, and the day of, the participant must get a wrist band and a glass at the gazebo when checking in. ID's will also be checked. Some rules did change, and we are making the Merchant has more financial responsibility.

8. Building Replica Update.

Nancy Joiner, Tourism and Marketing Coordinator, shared with the Board a mock-up of what the Barnhill Center will look like. The rendering was not all complete, but the Committee did like what they saw. The Company is making the replicas like the buildings we submitted.

9. Report on Upcoming Showing of Recollections Volume 2.

Jennifer Eckermann, Director of Tourism and Market, reported that Volume 2 should be completed next week. There will be two showings on November 28 and November 29. There will be an evening and a matinee performance.

10. Incentive Grant Fund Update.

Jennifer Eckermann, Director of Tourism and Marketing, reported that Brown Water Cigar Bar is almost complete. Once they are done, then Brown Water will submit their receipts.

11. Brenham Heritage Museum Report.

Board Member Tiffany Morisak reported that the Museum had its kick-off event last week. They gave an overview of what the Museum will look like, and it will be very impressive. They are getting ready to kick off their capital campaign once they have final details ready.

12. Washington County Chamber of Commerce Report.

Wende Ragonis, with the Chamber of Commerce, was not present at the Board Meeting.

13. Visit the Brenham/Washington County DMO Report.

Tourism and Marketing Director Jennifer Eckermann presented this item. The Visitor Center's walk-ins are up compared to what it has been since COVID started. The staff at the Visitor Center is mailing more visitor guides. The website has 38,800 hits and 29,000 unique use. A lot is happening in Brenham and Washington County. The First Friday Farmers Market and Children's Fair in October was a great success. Alex Dill is looking to expand the Farmers Market.

14. Staff Report and Building/Business Update.

Tourism and Marketing Director Jennifer Eckermann presented this item that the Holle's will be open in November and will have no live music. They plan to park their food truck on the property, and the utilities will be tied into the food truck. They plan to move it two times a year for Round Top only. The Co-Op on Commerce Street is coming along. There was someone interested in the yellow building on Main next to the Dr. Pepper building. Jim's Wims building has some activity, and Jennifer will check to see what is happening with that building. Royer's possibly has a contract on it's building. There will be a Christmas Party in December. Details for this event will follow.

15. Adjourn.

The next meeting would have been on Monday, January 4, 2021, at 4 pm. In the Bullock Ballroom.

Margie Routt Young adjourned the meeting.

Margie Routt Young

Board Chair

ATTEST:

Nancy Joiner

Tourism & Marketing Coordinator

*Main Street Board
November 2, 2020*