



**NOTICE OF A MEETING  
MAIN STREET BOARD  
MONDAY, JUNE 1, 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, June 1, 2020, beginning at 4:00 p.m.

Members present:

Chair Margie Young, Vice Chair Jim Moser, Shannan Canales, John Hermann, Jeff Lewman, Tom Whitehead, and Connie Wilder

Members absent:

Jon Hill, Dr. Walter Jackson, Tiffany Morisak, and Evonne Sturm

City staff present:

Tourism & Marketing Director Jennifer Eckermann and Tourism & 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 April 6, 2020 Regular Main Street Board Meeting**

A motion was made by Board Member John Hermann and seconded by Board Member Connie Wilder to approve the minutes from the April 6, 2020 Regular Main Street Meeting.

*Main Street Board  
June 1, 2020*

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	<b>Absent</b>
Walter Jackson	<b>Absent</b>
Jeff Lewman	Yes
Tiffany Morisak	<b>Absent</b>
Evonne Sturm	<b>Absent</b>
Tom Whitehead	Yes
Connie Wilder	Yes

**4. Discuss and Possibly Act Upon City Request for Main Street to Cover Costs of 4 Recycle Bins at \$50/each or \$200/month.**

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann explained that 10 recycling baskets are in downtown. There will now be 4 @ \$50/month for Downtown Businesses to put their recycling in. The City was recycling at no charge to the Downtown Businesses. Dane Rau has visited with Downtown Business owners and told them there will now be a charge for recycling. He was hoping that Main Street would pay for the recycling, which would be 4 times a month at \$50 a month. Main Street Executive Board suggested that we not use Main Street Funds for the recycling baskets downtown. Connie Wilder suggested that the tenants in each building spilt the cost and Connie will talk with Dane Rau about this option.

A motion was made by Board Member Connie Wilder and seconded by Board Member Jeff Lewman to approve not sure Main Street Funds to pay for recycling baskets for Downtown Retailers.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	<b>Absent</b>
Walter Jackson	<b>Absent</b>
Jeff Lewman	Yes
Tiffany Morisak	<b>Absent</b>
Evonne Sturm	<b>Absent</b>
Tom Whitehead	Yes
Connie Wilder	Yes

**5. Discuss and Possibly Act Upon a Recommendation to Complete the Term of Dr. Walter Jackson, Main Street Board Position 4.**

Tourism and Marketing Director Jennifer Eckermann presented this item. Dr. Walter Jackson will be leaving BISD to become the Superintendent for La Port ISD. It was recommended that we reconsider Lowell Ogle to serve on the Main Street Board. Jennifer Eckermann said that James Fisher and council will approve whoever we recommend. Jennifer Eckermann called Lowell Ogle and he has agreed to serve the rest of Dr. Jackson's term.

A motion was made by Board Member Jim Moser and seconded by Board Member John Hermann to approve Lowell Ogle to serve until Dr. Jackson's term expires.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	<b>Absent</b>
Walter Jackson	<b>Absent</b>
Jeff Lewman	Yes
Tiffany Morisak	<b>Absent</b>
Evonne Sturm	<b>Absent</b>
Tom Whitehead	Yes
Connie Wilder	Yes

**6. Discuss and Possibly Act Upon Date for Summer Sip & Art Walk.**

Tourism and Marketing Director Jennifer Eckermann presented this item. Glasses are in for Summer Sip. On the survey form that Alex Dill and Hannah Hernandez designed, was listed possible dates for Summer Sip. The majority of the businesses that surveyed thought August 8<sup>th</sup> would be a better date. By this time Hot Nights Cool Tunes would be completed and we can see what processes worked for HNCT. Having it August 8<sup>th</sup> will give us plenty of time to plan for this event. There were e-mails sent to all Downtown Businesses, of who would like to participate, what they would like to serve and also what artist they had selected to be in their business. The list will be sent out again to make sure all Retailers who are participating are still participating. Also, we will have Traci Pyle sanitize the glasses before they are put into cellphone bags.

A motion was made by Board Member Shannan Canales and seconded by Board Member Connie Wilder to approve to have Saturday, August 8, 2020 as the date for Summer Sip.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	<b>Absent</b>
Walter Jackson	<b>Absent</b>
Jeff Lewman	Yes
Tiffany Morisak	<b>Absent</b>
Evonne Sturm	<b>Absent</b>
Tom Whitehead	Yes
Connie Wilder	Yes

## **WORK SESSION**

### **7. Review Executive Committee Allocations of Funding for Phase 2 of the Main Street COVID-19 Retail Assistance Grant**

Tourism and Marketing Director Jennifer Eckermann presented this item. Phase 2 of the Main Street COVID-19 Retail Assistance Grant, there were 27 applicants. There were 13 new applicants and they will receive \$500. There were 8 applicants who were strong Main Street supports so they will receive \$500. There were 8 first round applicants and they will receive \$210 along with the 13 new applicants. The Main Street COVID-19 Retail Assistance Grant funded 30 businesses \$710-\$1,000 for a total of approximately \$23,000. All Businesses have opened except for Timeless Design. Starlight has closed completely, and Southern Fox let the other part of their building go. Nellie's old space building may have been sold. Jennifer Eckermann to check into this purchase.

### **8. Review of Downtown Business Survey Conducted May 21-May 27, 2020.**

Alex Dill and Hannah Hernandez implemented a survey for Downtown Businesses. There was a total of 29 responses. They realized that they gave too many options in the survey which made the answers a wide range of responses. They did not get all the responses they were hoping for. They came up with Top 5 Takeaways from Downtown Events COVID-19 Survey. They are 1. A First Fridays/First Weekends style event is desired by many businesses. Most respondents want the event to be both Friday & Saturday and for it to start in August. 2. Summer Sip generally has been a successful event when respondents were asked about the success in bringing in new customers and increasing awareness of their business. Responses were a bit more mixed when asked if the event was financially impactful. 3. Majority of respondents said the date for Summer Sip event should be either June 27<sup>th</sup> or August 8<sup>th</sup>. 4. Sip & Shop Events were agreed by all but one respondent said to have a positive impact on their business. The next most impactful event type is the "single Weekend Events" such as Texas Arts & Music Festival, Christmas Stroll, etc. 5. Most respondents marked "Very Comfortable" or "Slightly Comfortable" when asked about their comfort level with various aspects of an event (pouring wine in their store, having in-store specials, having concerts in Downtown, staying open later and participating in giveaways. For the respondents who answered,

“Not Comfortable”, “pouring wine in the store, having a concert in Downtown, and staying open later” were all the main activities that received this response.

## 9. Brenham Heritage Museum Report

No Report at this time. Jennifer Eckermann did report that she talked with Lori Hasskarl and Lori said the Community will be blown away with what is happening at the Brenham Heritage Museum.

## 10. Washington County Chamber of Commerce Report

Wende Ragonis with the Chamber of Commerce reported they had their 1<sup>st</sup> meeting with the Blue Blazers. Social distancing was practiced. There was a ribbon cutting this week, but the business has decided not to have it because of a planned protest at Henderson Park.

## 11. Visit Brenham DMO Report

Tourism and Marketing Director Jennifer Eckermann presented this item. She has a meeting with Kirk Hannath and Candice Bullock. She wanted to tell them what Main Street has been doing since the City closed on March 25<sup>th</sup>. People loved coming and seeing the Bluebonnets that were posted on our website on the Bluebonnet watch page along with the map. Texas Music office is working with us about keeping up with a database. We need to have a workshop before we can be certified with them. We hired Hannah Hernandez and she is meeting with venues. She is learning the ropes. We have had people interested in looking at our venue spaces for weddings.

## 12. Staff Report and Building/Business Update

Tourism and Marketing Director Jennifer Eckermann presented this item. Brad Stufflebeam is no longer the owner of Home Sweet Farms. Cameron and Julia Crawford have taken it over and will do some revamping and will bring other items into Home Sweet Farms. Brad will still keep the HSF name and will be at Scenic Hill and working on his property. 96 West wants to put a new awning at their restaurant and have applied for a grant. Also, Legacy Concrete has applied for a sign grant to be placed at their new office location on First Street.

## 13. Adjourn.

Next meeting will be on Monday, July 6, 2020 at Funky Art Café at 4 pm.

A motion was made by Board Member John Hermann 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
Shannan Canales	Yes
John Hermann	Yes
Jon Hill	<b>Absent</b>

Walter Jackson	<b>Absent</b>
Jeff Lewman	Yes
Tiffany Morisak	<b>Absent</b>
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