

MAIN STREET BOARD MINUTES

A regular meeting of the Main Street Board was held on Monday, April 4, 2022, beginning at 4 p.m. in the Brenham City Hall, Conference Room 2A, 200 W. Vulcan Street, Brenham, Texas.

Board Members present:

Margie Routt Young – Chair
Tiffany Morisak – Vice Chair
Melinda Faubion
Jon Hill
Wendy Meaux
Lowell Ogle
Doug Peck
Elizabeth Price
Pete Simpson
Tom Whitehead
Connie Wilder

Board Members absent:

none

City of Brenham Staff present:

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

Citizens present:

Randy and Suzanne Bayer

Media Present:

Trace Harris

1. Call Meeting to Order

Chair Margie Routt Young called the meeting to order.

2. Citizen/Visitor Comments

Randy and Suzanne Bayer were at the meeting to hear about Austin Alley and how it would affect their two businesses.

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from March 7, 2022, Main Street Board Meeting

A motion was made by Boardmember Peck and seconded by Boardmember Faubion to approve the minutes from March 7, 2022, Board Meeting.

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

Chair Margie Routt Young	Yes
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

WORK SESSION

4. Report on Planning and Possible Grant for Improvements to Austin Alley

Boardmember Pete Simpson presented this item. Discussion on improvements to what is being called Austin Alley that runs between Main and Alamo Street and between Alamo Alley and Austin Street. Improvement options range from simply cleaning up the area, painting, and simple amenities, to more extensive and expensive options that could include burying utilities. Renderings were shown as to what the Alley could look like. Information was given on a possible grant that could be helpful in funding of the proposed project.

5. Discuss and Consider Changes to the Economics Impact and Innovation Grants

Jennifer Eckermann, Director of Tourism and Marketing presented this item. This grant's primary focus has been to assist unique businesses that have the potential to positively impact all downtown. We have not had any requests for funding by this grant in the last two years. The Economic Vitality Committee has reviewed the EIIG requirements and has approved more of a focus on assisting with code compliance issues for businesses that will impact downtown and how it fits into our strategies for Tours/Tourism. A point system has been added to this grant that will help the Economic Vitality Committee to determine which applications will be recommended for funding.

6. Discuss and Consider Information to be Included in the City of Brenham Parklet Manual

Jennifer Eckermann, Director of Tourism and Marketing presented this item. A Parklet Manual was developed to let interested parties know everything needed to develop a parklet in Downtown Brenham. The Design and Economic Vitality Committees considered our current requirements, and manuals from other communities across the country in the development of the information for a manual. The Board reviewed manual highlights and discussed particular parts that are different than the current requirements. Fees were discussed for annual renewal for both private and public use.

7. Discuss and Possibly Act Upon Parking Changes in Relation to the Courthouse Renovation Project

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The County has requested angled parking on both sides of Park Street. The plans drawn up by Strand were not correct and there would not be enough room for angled parking on both sides of the street. Jennifer Eckermann, Dane Rau, and Judge Durrenberger had a meeting about moving the sidewalks in 5 feet closer to the courthouse to give room to add angled parking on both sides of the street-on Park and Baylor Streets. The Judge thought it was a good idea and he would ask Architexas. Architexas said the Texas Historical Commission said a hard no. The Judge asked if the City would consider switching the parallel parking on the courthouse side with angled on the Annex side and do that on both Park and Baylor. The answer from the City was no. Eckermann let Architex know of the City’s decision.

REGULAR SESSION

8. Discuss and Possibly Act Upon Economic Vitality Committee Recommendation to Approve changes to the Economic Impact and Innovation Grant

A motion was made by Boardmember Price and seconded by Boardmember Peck to approve any changes to the Economic Impact and Innovation Grant discussed in the work session.

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

Chair Margie Routt Young	Yes
Melinda Faubion	Yes
Jon Hill	Yes
Wendy Meaux	Yes
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

9. Discuss and Possibly Act Upon a Recommendation of the Sign and Economic Vitality Committees to Approve the Parklet Manual

A motion was made by Boardmember Price and seconded by Boardmember Ogle to approve changes to the Parklet Manual in the work session and any proofing corrections.

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

Chair Margie Routt Young	Yes
Melinda Faubion	Yes
Jon Hill	Yes

Wendy Meaux	No
Vice Chair Tiffany Morisak	Yes
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Tom Whitehead	Yes
Connie Wilder	No

WORK SESSION

10. Committee Reports to Include Project Updates and Work

- **Design**
- **Organization**
- **Promotion**
- **Economic Vitality**

Elizabeth Price, Chair of the Design Committee, Tiffany Morisak of the Organization Committee, Tom Whitehead, Chair of the Promotion Committee, and Jon Hill, Chair of the Economic Vitality each presented what their committees were doing. Jon Hill Chair of the Economic Vitality asked about the Food Truck Park. Pete Simpson recused himself from this discussion. It was discussed that there were guidelines that the City Council adopted. It was discussed that the Main Street Board needs to go before the City Council on April 20 to ask Council where in the process is the Food Truck Park at this time. Boardmember Hill also mentioned that a survey from property and business owners needs to be completed as to what businesses are needed downtown.

11. Brenham Heritage Museum Report

Tiffany Morisak presented this item. Construction is going well and should be open mid-Summer and Phase I will be ready by early Fall. They are still fundraising for the Museum.

12. Visit Brenham/Tourism Advisory Board Report

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Tourism Advisory Board will meet on April 21. The Texas Music Friendly Committee will meet on April 6 and Marketing Committee will meet on April 11. Both of these committees are under the Tourism Advisory Board and they will meet quarterly also. Travel Texas received a large amount of money and is offering free advertising to tourism entities. Visit Brenham has submitted ads for this free advertising program. Eckermann meet with Al Patel a hotelier, and he said 2022 will be better than 2019. There will be a lodging partner meeting in May and Scott Joslin will be presenting to the group. The Fire Museum has been closed but is now open and is staffed by part-time employees of the Visitor Center. There were approximately 100 on Sunday.

13. Historic Preservation Board Update

Jennifer Eckermann, Director of Tourism and Marketing presented this item. As of today, no Certificates of Appropriateness Applications have been submitted for consideration by the Board.

Paul Homeyer is moving out of town, so the City Council sub-committee will be picking a new member to the board after the City Council meeting on April 7.

14. Staff Report to Include Building, Business, and Program Updates

Jennifer Eckermann, Director of Tourism and Marketing presented this item.

- There will be a ribbon-cutting on Thursday, April 8 at 4 pm at BBA, Darren Heine.
- The Organization committee wants to recognize major projects downtown.
- April 20 is a City Council meeting. Please plan to attend to support Parklets Downtown.

15. Adjourn.

The next meeting will be on May 2, 2022.

Margie Routt Young adjourned the meeting.

Margie Routt Young

Board Chair

ATTEST:

Nancy Joiner

Tourism & Marketing Coordinator