



**NOTICE OF A MEETING  
MAIN STREET BOARD  
MONDAY, JANUARY 10, 2022; 4:00 P.M.  
CONFERENCE ROOM 2A; BRENHAM CITY HALL  
200 WEST VULCANSTREET  
BRENHAM, TEXAS**

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- 1. Call Meeting to Order**
- 2. Citizen/Visitor Comments**
- 3. Welcome New Board Members Wendy Meaux and Pete Simpson.**

**REGULAR SESSION**

- 4. Discuss and Possibly Act Upon Election of Main Street Board Chairperson and Vice Chairperson for a Term of One Year.**
- 5. Discuss and Possibly Act Upon the Election of Two Board Members to the Executive Committee.**
- 6. Discuss and Possibly Act Upon of Minutes from December 6, 2021 Board Meeting.**
- 7. Discuss and Possibly Act Upon Refunding the Incentive Grant Fund \$10,000 from the Downtown Improvement Fund.**
- 8. Discuss and Consider Approval of 2021 Board Meeting Dates.**

**WORK SESSION**

- 9. Review Update on 2022 Uptown Swirl in Downtown Brenham**
- 10. Review Update to City of Brenham Policies and Procedures for Boards and Commissions**
- 11. Discuss Changes to Format of Work Plan for 2022**
- 12. Review of 2021 Main Street Brenham Reinvestment Summary**
- 13. Brenham Heritage Museum Report**
- 14. Washington County Chamber of Commerce Report**
- 15. Visit Brenham DMO Report**
- 16. Staff Report to Include Building, Business, and Program Update**
- 17. Adjourn**

**Main Street Brenham Transformation Strategy**

Main Street Brenham will be an Authentic, Curated, Experiential Destination through the Catalyst Strategies of Dining & Entertainment, The Arts, and Tourists & Tourism.

**Main Street Brenham Mission**

The Brenham Main Street Program, will use the 4-point approach to revitalization – organization, promotion, design and economic restructuring – to encourage reinvestment and preservation; and to entice businesses, customers, visitors and downtown residents to the historic district.

**Main Street Brenham Vision**

Main Street Brenham envisions downtown as a growing destination and the vibrant heart of our community; where history is preserved, interactive, and comes to life; where a varied business mix is active, engaged, and thriving; and where our community’s culture is recognized and celebrated.

***CERTIFICATION***

*I certify that a copy of the January 10, 2022 agenda of items to be considered by the Main Street Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, January 7, 2022, at \_\_\_\_\_ a.m./p.m.*

\_\_\_\_\_  
*Nancy Joiner*  
*Tourism and Marketing Coordinator*

**Executive Sessions:** The **Main Street Board** reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

**Disability Access Statement:** This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that this notice and agenda of items to be considered by the Main Street Board was removed by me from the City Hall bulletin board on \_\_\_\_\_ at \_\_\_\_\_ Am Pm.

\_\_\_\_\_  
Signature

# Memo

**To:** Main Street Board

**From:** Jennifer Eckermann

**Date:** 11/29/2022

**Re:** Item 3: Welcome to New Board Members Wendy Meaux and Pete Simpson

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City Council appointed Wendy Meaux and Pete Simpson to Main Street Board at the December 16 meeting.

Wendy has been a hardworking and dedicated member of the Promotion Committee for many years, and Pete has served on the Design Committee.

We look forward to working with them on the Main Street Board!

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 4: Election of Chair and Vice Chair of the Board

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Margie Young is again willing to serve as Chair of the Main Street Advisory Board for the coming year, and Tiffany Morisak has agreed to serve as Vice Chair.

If another board member is interested in serving in one of these capacities, we are happy to accept nominations at the meeting.

# Memo

**To:** Main Street Board

**From:** Jennifer Eckermann

**Date:** 11/29/2022

**Re:** Item 5: Election of Executive Committee Board Representatives

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To complete the Executive committee, the Board elects two representatives.

Tom Whitehead, Chair of the Promotion Committee, and Jon Hill, Chair of the Economic Vitality Committee, are both willing to continue to serve.

If another board member is interested in serving in one of these capacities, nominations will be accepted at the meeting.



**NOTICE OF A MEETING  
MAIN STREET BOARD  
MONDAY, DECEMBER 6, 2021; 4:00 P.M.**

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A regular meeting of the Main Street Board was conducted in person in Conference Room 2A, Brenham City Hall Monday, December 6, 2021, beginning at 4:00 pm.

Members present:

Chair Margie Routt Young, Melinda Faubion, Jon Hill, Lowell Ogle, Doug Peck, Traci Pyle, Tom Whitehead, and Connie Wilder

Members absent:

Vice-Chair Tiffany Morisak, and Elizabeth Price

Ex-Officio Members:

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Tourism & Marketing Coordinator Nancy Joiner, and Main Street Coordinator Kathrine Briscoe

Visitors:

Councilwomen Shannan Canales and Leah Cook

**1. Call Meeting to Order**

Chair Margie Routt Young called the meeting to order.

**2. Citizen/Visitor Comments**

**REGULAR SESSION**

**3. Discuss and Possibly Act Upon the Minutes from October 4, 2021, Main Street Board Meeting**

A motion was made by Board Member Melinda Faubion and seconded by Board Member Jon Hill to approve the minutes from October 4, 2021, the Regular Main Street Board Meeting.

Chair 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
Vice Chair Tiffany Morisak	<b>Absent</b>
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	<b>Absent</b>
Traci Pyle	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

**4. Discuss and Consider Design Committee Recommendation to Approve Incentive Grant Reimbursement for Painting of Historic Brenham Opera House at 101 W. Alamo for \$2,000**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Design Committee is recommending approval of reimbursement for \$2,000 for a paint only request for the Historic Brenham Opera House at 101 W. Alamo Street. This project is completed, and paperwork is in order.

A motion was made by Board Member Connie Wilder and seconded by Board Member Jon Hill to approve this recommendation by the Design Committee.

Chair 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
Vice Chair Tiffany Morisak	<b>Absent</b>
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	<b>Absent</b>
Traci Pyle	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

**5. Discuss and Consider Design Committee Recommendation to Approve Incentive Grant Reimbursement for Façade Work at 213 W. Main for \$7,000**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Design Committee is recommending approval of reimbursement of the full \$7,000 for exterior work at 213 W. Main, the new home of BBA. This project is completed, and the paperwork is in order.

A motion was made by Board Member Doug Peck and seconded by Board Member Jon Hill to approve this recommendation by the Design Committee.

Chair 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
Vice Chair Tiffany Morisak	<b>Absent</b>
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	<b>Absent</b>
Traci Pyle	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

#### **6. Discuss and Consider Design Committee Recommendation to Approve Incentive Grant Reimbursement for Façade Work at Floyd’s Wine Lounge at 315 S. Baylor Street for \$7,000**

Jennifer Eckermann, Director of Tourism and Marketing presented this item. The Design Committee is recommending approval of reimbursement of the full \$7,000 for exterior work at 315 S. Baylor, home of Floyd’s Wine Lounge. The project is completed, and paperwork is in order.

A motion was made by Board Member Jon Hill and seconded by Board Member Jon Hill to approve this recommendation by the Design Committee.

Chair 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
Vice Chair Tiffany Morisak	<b>Absent</b>
Lowell Ogle	Yes
Doug Peck	Yes
Elizabeth Price	<b>Absent</b>
Traci Pyle	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

#### **WORK SESSION**



**7. Brenham Heritage Museum Report.**

Tiffany Morisak, a member of the Brenham Heritage Museum, was not presented to give this report.

**8. Washington County Chamber of Commerce Report.**

Wende Ragonis-Anderson, of the Chamber of Commerce, was not present for this report.

**9. Staff Report and Building/Business Update.**

Jennifer Eckermann, Director of Tourism and Marketing, and Kathrine Briscoe, Main Street Coordinator, presented this item. First Friday Farmers Market was last Friday. It was well attended, and this will be the last one until February 2022. The Window Decorating Contest is complete. There were 31 entries, and the judges were Linda Yutzy, Jancy Ervin, and Shelley Homeyer. The non-retail winner was Washington County Abstract. Retail winners were, Most Creative – Doug Peck; Judges Choice – Organic Hemp Botanical; Best Overall – The Canyon Chick; and Best Use of Christmas Stroll Theme – Pooltex. A Taste of Christmas will be Saturday, December 11 from 10 – 6 pm. There will be a group caroling downtown during this event. Ladies Night Out was a huge success, and there were over 200 ladies who participated in this event. 30 giveaways were given out that night at Pioneer Smokehouse and Mercantile. Kyle and Tiffany Howard have purchased the Marsh building and will open Glamfetti in the Spring of 2022. Two Certificates of Appropriateness went before the Historic Preservation Board. 100 E. Alamo is asking for a rear egress/ingress on Commerce Street, and they receive a License to Encroach from the City of Brenham. The other was from 201 W. Main Street for a proposed patio covering the private parking area in front of the building. These both were approved by the Historic Preservation Board. There were two Certificate of Appropriateness – Administrative for paint was approved for 203 E. Alamo and the Brenham Opera House. Local History Day is moving forward by adding more African American history. Scripts for this event are being rewritten and this will take place on March 7 and 9, 2022. The Barnhill session tickets went on sale today.

**10. Adjourn.**

The next meeting will be determined in January, due to the Holiday.

Margie Routt Young adjourned the meeting.

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Margie Routt Young  
Board Chair

**ATTEST:**

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Nancy Joiner  
Tourism & Marketing Coordinator

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 7: Discuss and Possibly Act Upon Refunding the Incentive Grant Fund \$10,000 from the Downtown Improvement Fund.

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In May of 2016, the Board approved a new policy to Re-fund the Incentive Grant Fund (IGF) Program up to \$10,000 each January, if needed, and if funds were available.

As of today, the balance in the Downtown Improvement Fund, is \$44,059.33. This amount will grow as we continue to sell glasses for the Uptown Swirl.

In the 2021 calendar year, Main Street funded incentive Grant requests totaling \$25,946.17. The BCDC match of \$10,000 in the 2021 fiscal year increased to \$20,000 for the current fiscal year.

We know of two major renovation projects for the coming year, and anticipate there will be more.

We ask that you re-fund the IGF \$10,000.

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 8: Discuss and Consider Approval of 2021 Board Meeting Dates

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Board:

Monday, January 10, 2022

Monday, February 7, 2022

Monday, March 7, 2022

Monday, April 4, 2022

Monday, May 2, 2022

Monday, June 4, 2022

Tuesday, July 5, 2022

Monday, August 1, 2022

Tuesday, September 6, 2022

Monday, October 3, 2022

Monday, November 7, 2022

NO DECEMBER MEETING

Executive Committee:

email

Thursday, February 3, 2022

Thursday, March 3, 2022

Thursday, March 31, 2022

Thursday, April 28, 2022

Thursday, June 2, 2022

Thursday, June 30, 2022

Thursday, July 28, 2022

Thursday, September 1, 2022

Thursday, September 29, 2022

Thursday, November 3, 2022

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 9: Review Update on 2022 Uptown Swirl in Downtown Brenham

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The 11<sup>th</sup> Annual Uptown Swirl in Downtown Brenham will be held Saturday, January 15.

- 800 glasses were purchased and sales are going well so far. Traditionally, a lot are sold the last week.
- Thanks to Tom and Shannan for assigning wine to participants
- Music at the Gazebo by the John Wick Trio
- Merchants pay HEB for their wine. Payments due in-store Monday, January 10, and Tuesday, January 11
- Wine pickup will be Wednesday, January 12 – 4 – 6:30 pm at Must Be Heaven, or Thursday, January 13, 8:30 – 10:30 am at Must Be Heaven. Many thanks to Traci for allowing us to use the restaurant!
- There will be 53 wines being sampled.
- Glamfetti offered to host a selfie station at the corner of Alamo and Baylor. There will be a balloon arch, large wine bottle and event signage. They'll be giving away some tasty treats, too
- Shopping bags are in
- Gathering volunteers now to work that day

# Memo

**To:** Main Street Board

**From:** Jennifer Eckermann

**Date:** 11/29/2022

**Re:** Item 10: Review Update to City of Brenham Policies and Procedures for Boards and Commissions

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Attached is the newly updated Policies and Procedures for Boards and Commissions.

We will review the changes at the January meeting.

# **POLICIES AND PROCEDURES FOR BOARDS AND COMMISSIONS**

## **Effective January 1, 2022**

### **SECTION 1.** **PURPOSE AND SCOPE**

The purpose of this Policies and Procedures for Boards and Commissions document (“Policy”) is to establish uniform procedures for all advisory and other boards and commissions of the City. Board and commission members are appointed by the Brenham City Council (“Council”) and serve at the pleasure of Council and will not be granted special privileges because of their appointment. For the sake of brevity, the use of the term “board” throughout this Policy shall be interpreted to include the term “commission” except where the context requires otherwise.

This Policy applies to all persons appointed to boards and commissions by Council, unless otherwise provided herein or other applicable law. Persons appointed by other governmental bodies or entities may not be required to abide by all the rules outlined in this Policy.

### **SECTION 2.** **MEMBER ELIGIBILITY**

Applicant qualifications include the following:

- Must be a resident of Washington County for at least one (1) year prior to the date of the appointment (unless specified otherwise in this policy);
- Must be a qualified voter in Washington County;
- May not apply to serve on the same board with any immediate family members;
- Members of City Council are not eligible to serve unless required by federal, state, or local laws and regulations, and
- City employees are not eligible to serve unless otherwise provided in this policy or required by federal, state, or local laws or regulations.

All qualified persons, applying for the first time, must complete an “Application for Appointment to City of Brenham Boards and Commissions” form and submit it to the City Secretary before October 1<sup>st</sup>. Current members wanting to be reappointed to their current board/commission must submit a “Request for Re-Appointment to City of Brenham Boards and Commissions” form to the City Secretary prior to October 1<sup>st</sup>. If a current member would like to be considered for appointment to a different board, he/she will need to submit the “Application for Appointment” form for the board or commission for which they would like to be considered.

Unless otherwise provided herein or other applicable law, members shall be appointed to terms of three (3) years and may be removed at any time by Council. Terms of office will be staggered. In the event a vacancy occurs prior to the expiration of a full term, the Council may appoint a new member to complete the unexpired term of the vacant position. Any member of a board or commission may be eligible for re-appointment by the Council unless such appointment is prohibited by the term limitation provisions set forth in Section 6 of this Policy.

In addition to the eligibility requirements outlined in this Policy, the City Council shall determine the specific skills and experience desired for each board. Also, in the event that other applicable law requires certain qualifications, those qualifications will be required.

### **SECTION 3.** **RECRUITMENT**

Advertising of scheduled board vacancies for terms expiring on December 31<sup>st</sup> will begin on or near September 1<sup>st</sup>.

Advertisement for board volunteer recruitment may be conducted in a variety of ways including, but not limited to:

- posting of notice on official City bulletin board
- press releases
- utility billing inserts
- website advertisements
- social media resources
- nomination by invitation

### **SECTION 4.** **APPLICATION PROCESS**

On or before September 1<sup>st</sup> of each year, the City Secretary will post information on the City's website and social media sites encouraging qualified people to fill out an application to serve. The City Secretary's office will mail and/or e-mail reappointment application forms to all current board members with an expiring term.

The "Request for Appointment" application will solicit information about the applicant's background, including current and past occupations and involvement in and knowledge of issues related to the subject of the board to which they are applying. In addition to the completed application, applicants are encouraged to submit a short bio or resume. Persons may apply for more than one board.

A shorter "Request for Re-appointment" form will be used for incumbent board members seeking another term. Incumbents will also be required to submit their request to serve another term to the City Secretary's office.

All requests for appointment must be returned to the City Secretary no later than October 1<sup>st</sup>. Any applications received after the deadline may not be considered.

Applications are considered current for one (1) year from submittal date, after which the application will be removed from consideration. In order to be considered in the next recruitment period, the applicant will be required to submit a new application.

**SECTION 5.**  
**SELECTION PROCESS**

The City Manager and City Secretary, along with a subcommittee of the Council, will review all submitted applications. Additional information that could be used in reviewing applications include information from the staff liaison, attendance records, and training records. The subcommittee may also consider past applications submitted by an applicant and previous experience on other boards.

In December, the Council subcommittee will make a recommendation of appointments to the full Council for consideration. In the event appointments are not made in December, all members with expiring terms will continue to serve until their successor is appointed by Council.

**SECTION 6.**  
**TERM OF OFFICE**

Board members serve for three (3) year, staggered, terms unless a shorter term is required by law or is necessary to facilitate even staggering of terms among members of a board. All terms expire on December 31. In the event an appointment is not made prior to the expiration of a member's term the board member shall continue to serve until their successor is appointed by Council.

No board member shall be appointed to more than three (3) consecutive terms on any single board. After a minimum absence of one (1) year from a board, the Council may choose to reappoint the member back to the board on which they previously served. If a member is appointed to a term of less than three (3) years, the incomplete term will not be counted as a term for purposes of calculating eligibility under this Section. The term limit provisions of this Section shall not apply to members of board for which a term of less than three (3) years is required by a law that supersedes this policy.

The Council retains the right to replace any appointed member at any time and for any reason. Board members are appointed for a limited purpose and time, and once the assigned term of office is completed and Council has appointed their successor, they are excused from service on the board unless the Council selects them for another term of service in accordance with this Policy.

**SECTION 7.**  
**MID TERM APPOINTMENTS**

Occasionally, a board member may be unable to finish his or her term or will be removed by the Council prior to his or her term ending. In such cases, the vacant position may be filled by a mid-term appointee who will serve out the remainder of the other member's term.

Instead of soliciting applicants for the vacancy, the Council subcommittee may refer to the previously submitted applications kept by the City Manager's Office. If there are no appropriate open applications for the vacant position(s), a new application solicitation campaign could take place in the same manner as the typical annual recruitment process.



**SECTION 8.**  
**NEW MEMBERS**

After appointment by Council, all new members should make every effort to become as familiar as possible with all aspects of his or her particular board. To aid in the process, new members will be furnished with the contact information of the other members, as well as applicable information and regulations that govern that board.

Members of all boards shall complete board training within ninety (90) days of their appointment by Council. The training will include the Texas Open Meetings Act, basic Robert's Rules of Order, and applicable ethics training. The training course will be free to all attendees and will be conducted by the City Secretary. Board members must complete this training at least once every three (3) calendar years. A board member who does not comply with the training requirements may not be eligible for re-appointment.

Members of the Historic Preservation Board, Tourism Advisory Board, Planning and Zoning Commission and the Brenham Community Development Corporation Board will be required to complete additional training specific to the duties and responsibilities of these boards. This training will be selected by the City Manager and must be completed at least once every three (3) years.

Members of the Building and Standards Commission, the Planning and Zoning Commission, and the Board of Adjustments must complete and execute the written Statement of Appointed Officer and take the Oath of Office upon appointment. These members must sign the Oath and it must be notarized and kept in the City Secretary's Office. Persons authorized to administer the statement and the oath are the City Secretary, and any notary public.

**SECTION 9.**  
**GENERAL DUTIES AND RESPONSIBILITIES OF BOARDS AND COMMISSIONS**

Most boards and commissions shall act in an advisory capacity and make recommendations to the Council on issues specific to each respective board's duties and responsibilities; however, actions taken by the Building Standards Commission, the Board of Adjustments, the Planning and Zoning Commission, and the Brenham Community Development Corporation are final, unless required by state law to be approved by the City Council.

No member of a board or commission shall become involved in the daily operation of the City or in personnel/employment matters. The general duties and responsibilities of each advisory board or commission is as follows:

### **Animal Services Advisory Board**

The purpose and responsibility of the Animal Services Advisory Board shall include, but not be limited to, the following:

- To review and recommend procedures for the care and maintenance of the animal shelter facility and impounded animals to ensure compliance with state law, and
- To periodically review the City's animal control ordinances and make recommendations to Council for revisions as needed.

As mandated by State law, the Board must be comprised of one (1) licensed veterinarian, one (1) county or municipal official, one (1) person whose duties include the daily operation of an animal shelter; and one (1) representative from an animal welfare organization. This Board also has one (1) citizen representative.

### **Board of Adjustments**

The Board of Adjustments hears and decides appeals where it is alleged there is error of law in any order, requirement, or decision made by the City's Zoning Administrator, including appeals alleging error in the interpretation of the classification of any zoning use, and hears and decides special exceptions and variances as provided for in the City's zoning ordinance.

The Board consists of five (5) members. The Board may have up to four (4) alternate members who serve in the absence of one or more regular members when requested to do so by the Staff Liaison.

### **Brenham Community Development Corporation**

The Brenham Community Development Corporation (BCDC) promotes economic and community development within the city and on behalf of the city by developing, implementing, providing, and financing projects as defined in Section 4B of the Development Corporation Act (Article 5190.6 V.T.C.S.), currently codified in Chapter 501 et seq. of the Texas Local Government Code. The Board is operated according to state law and its own Articles of Incorporation and Bylaws.

### **Brenham Police Citizen Advisory Board**

The Brenham Police Citizen Advisory Board (CAB) was created to act as a community resource for the Police Chief in the formation of strategies, development of community policing concepts and programs, to serve as an advisory body on certain police matters, fostering and enhancing public transparency and trust, and increasing public awareness.

### **Building Standards Commission**

The Building Standards Commission hears and determines cases concerning alleged substandard buildings and structures. It also grants or denies requests for variances from the building code of the City of Brenham. The Board consist of five (5) members and each member must be a resident of the City.

### **Historic Preservation Board**

The Brenham Historic Preservation Board was organized in 2021 and is charged with the responsibility of assuring that the integrity of designated Historic Landmarks and properties within the city's Historic Districts are protected.

The Board shall be composed of seven (7) voting members appointed by the City Council. A minimum of four (4) Board members shall be property owners within a Historic District, or an owner of a Historic Landmark. The other members should be appointed, to the extent possible, from the following categories: architect with historic preservation experience; planner; design professional; historian; licensed real estate broker; attorney; or member of a historic preservation society. All Board members shall have a known and demonstrated interest, competence, or knowledge of historic preservation.

### **Library Advisory Board**

The Library Advisory Board plans for future development of the Nancy Carol Roberts Memorial Library which may include establishing, reviewing and updating policies; monitoring existing operations; making recommendations regarding fee schedules for services, and considering ways to better utilize library facilities.

The Board consists of nine (9) members. Five (5) members are nominated by the Brenham Fortnightly Club from its membership.

### **Main Street Board**

The Main Street Board develops plans and programs to stimulate both historic preservation and economic vitality for downtown Brenham, according to the Texas Historical Commission's criteria for Main Street Communities.

The Board consists of eleven (11) members. The members shall be knowledgeable about downtown Brenham, marketing, financing, and historic preservation.

### **Parks and Recreation Advisory Board**

The Parks and Recreation Advisory Board assists in the planning and operation of the parks and recreations system and reviews and monitors existing operations and considers ways to better utilize existing facilities. The Board consists of nine (9) members with the majority of members being City residents.

### **Planning and Zoning Commission**

As provided by the laws of the State of Texas and ordinances of the City of Brenham, the Planning and Zoning Commission approves or disapproves land subdivision plat or re-plats; vacates plats or re-plats; holds public hearings and makes recommendations to the Council relative to creation, amendment and implementation of zoning regulations, use classifications and districts; recommends to the Council plans, programs, policies related to future growth and development of the City; and performs other duties and responsibilities as may be referred to the Commission by the Council. The Commission consists of seven (7) members and each member must be a resident of the City.

## **Tourism Advisory Board**

The Tourism Advisory Board was organized in 2021 to replace the Hotel Occupancy Tax Board. The Board's purpose and responsibility is to advise and support the Brenham/Washington County Destination Marketing Organization (DMO) and to advocate for the continued development of tourism and cultural assets.

The Board shall be composed of seven (7) voting members; all being residents of Washington County. Five (5) members shall be appointed by the City Council and two (2) members shall be designated by the Washington County Commissioners. The members designated by Washington County shall be (1) the Washington County Tourism Liaison; (2) a member of the Washington County Commissioners Court; or (3) the Washington County Expo Director.

### **SECTION 10.** **ATTENDANCE AT MEETINGS**

The Council is most appreciative of the dedication and contribution by those who are willing to donate their time to community service. Any decision reached by any of these boards has an impact on the entire community. Therefore, if a quorum is not present because of habitual absenteeism by certain members, the integrity of the whole board is affected.

Therefore, it is imperative that members maintain regular attendance. Members who cannot attend a meeting should contact the chairman or staff liaison concerning his or her absence prior to the meeting.

Two (2) consecutive absences from a board's regular meeting, or absences from more than 25% of the board's meeting in a six (6) month period shall be deemed as neglect and may be cause for removal, unless such absences were due to unusual circumstances beyond the member's control such as sickness of the member or someone within the member's immediate family. The City Secretary's Office shall track and report any excessive absences to the City Manager. The City Manager will review each situation and determine if the board member should be recommended to the Council subcommittee for removal.

### **SECTION 11.** **ROLE OF STAFF LIAISON**

A staff member shall be assigned as a liaison to each board to perform support services, provide technical data, prepare agendas, post notices of meetings, prepare minutes of the meetings, and other related functions. The staff liaison will ensure that the board understands Council's goals and vision for the community. The staff member is an ex officio member of the board but is not entitled to vote or preside over meetings.

The staff liaison will act as a communication conduit between the Council subcommittee and the board. The liaison shall attend all meetings, of their respective board, on behalf of the City and present and discuss facts pertinent to matters listed on the agenda and being considered.

The staff liaison may arrange a meeting with all new members prior to their first meeting for briefings on procedures, legal responsibilities, duties of the board, and background information on items that may be considered at the next meeting.

At least once per year, in a regular meeting of City Council, the staff liaison or Chair for each board shall provide an update for Council regarding the activities of the Board.

## **SECTION 12.** **CONFLICTS OF INTEREST**

Members of the Planning and Zoning Commission, Board of Adjustments, and Building Standards Commission shall comply with the requirements of Chapter 171 of the Texas Local Government Code and Article III, Sec. 6 of the Brenham City Charter with respect to conflicts of interest. It is the responsibility of each member of these boards to file a “Conflict of Interest” affidavit (Exhibit A) with the City Secretary’s Office when a conflict exists because he or she has a substantial interest in a matter being considered by the board. Substantial interest means the individual:

- Owns 10% or more of the voting stock or shares of the business;
- Owns either 10% or more than \$15,000 of the fair market value of the business;
- Receives funds from the business that exceeds 10% of the person’s gross annual income for the preceding year;
- Ownership in real property with a fair market value of \$2,500 or more, or
- Relative within the first degree of consanguinity or affinity has a substantial interest.

Advisory board members shall abstain from participation in a matter when a personal interest creates or gives the appearance of being a conflict of interest. However, if the majority of members of the same advisory board have similar conflicts of interest in the same matter under consideration by the board, such members are not required to abstain from participating or voting on the matter.

## **SECTION 13.** **MEMBERSHIP ON MULTIPLE BOARDS**

If a member is serving on more than one board, the member, before discussing and/or voting on a decision that involves funding which impacts matters specific to another board’s duties and responsibilities on which said member serves, shall verbally disclose his/her membership on any other board impacted by the funding decision to the other board members in attendance at the meeting. Said member may fully participate in the discussion and vote on the decision involving funding after disclosing his/her membership on any other board impacted by the funding decision.

**SECTION 14.**  
**CONDUCT OF MEETINGS**

- A. Each Board shall, in its first meeting of the calendar year, elect a Chair and Vice-Chair to serve for a one (1) year term. The Chair of each board shall call the meeting to order and preside at the meetings. In the absence of the Chair, the Vice-Chair shall preside. If both the Chair and Vice-Chair are absent from a meeting, the members in attendance shall elect a member to serve as a presiding officer during the meeting.
- B. The Chair shall address the posted items on the agenda in any order he or she chooses as long as every item is addressed.
- C. A motion may be made by any member other than the presiding officer. A second to the motion is required before a vote can be taken. Any motion dies from a lack of a second.
- D. Roberts Rule of Order shall be used as a guideline to conduct meetings.
- E. All meetings will be held in compliance with the Open Meetings Act (“The Act”) and shall be open to the public, except for those items considered at a meeting which are authorized by the Act to be discussed in Executive Session. Items not on a properly posted meeting agenda may not be debated or discussed. The Chair or staff liaison shall have the authority to immediately adjourn the meeting without a vote if necessary to prevent violation of the Act.
- F. The conduct of board members reflects upon the full City Council; therefore, it is expected that board members conduct themselves in an orderly and civil manner during meetings. Board members shall not use aggressive or profane language, interrupt, or insult others, raise their voices, or in any other way detract from the professional decorum of a meeting. If a board member engages in inappropriate conduct that cannot be controlled by the Chair or staff liaison, the Chair or liaison may immediately adjourn the meeting without a vote. Any board member that acts in an inappropriate way in such that a meeting must be adjourned, said board member will be reported to the City Manager.

**SECTION 15.**  
**RECORDS OF MEETINGS**

The City Secretary’s Office shall maintain the official record of all board and commission meetings, which will include:

- **AGENDA:** The agenda will serve as the order of business and provide the form for posting of the notice of meetings. The official posting of the agenda must be at least 72 hours in advance of the meeting in a place readily accessible to the public. The agenda must also be posted on the City’s website. A copy of the agenda should also be made available to local news media. In the event a regularly scheduled meeting is cancelled, notices should be posted stating that the meeting has been cancelled.
- **AGENDA PACKET:** Copies of the agenda, along with all supporting documentation, shall be provided to each member in advance of the meeting date. This information shall also be made available in advance of the meeting on the City’s web site.

- **MINUTES OF MEETING:** The staff liaison will be responsible for keeping an accurate record of all proceedings. The minutes shall include a record of attendance, summary of the discussion, recommendations, and a record of the Board's voting. The minutes shall also be available on the City's website.

*Approved by City Council: December 16, 2021 (R-21-036)*

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 11: Discuss Changes to Format of Work Plan for 2022

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The Main Street Brenham Work Plan, and those of other Main Street communities, have traditionally been divided by Committee.

With the adoption of our Transformation and Catalyst Strategies, staff will be working this month to transition to a more Goal/Strategy-oriented plan.

Attached are Work Plan pages from several Texas Main Street cities that have made this move.

Additionally, we want to look at strengthening our program and focusing on a Work Plan that can help Main Street Brenham have a successful 2022.





We will be working on this change with Design, Organization, Promotion, Economic Vitality and the Executive Committee over the coming month – or months – and update the board at the February meeting.

TRANSFORMATION STRATEGIES

McKinney

<b>STRATEGY: DINING &amp; ENTERTAINMENT</b>		<b>MEASURE:</b> 1. Number of Restaurants 2. Annual Sales Tax - Restaurants 3. Number of dining themed events/promos 4. Foot Traffic in downtown	
Downtown McKinney is renowned as a great place to dine and play with a vibrant diverse restaurant scene.			
<b>Current Activities:</b>		<b>Potential Activities:</b>	
<b>DESIGN</b>	<ul style="list-style-type: none"> <li>• Infrastructure grant opportunities</li> <li>• Opportunity to participate in festivals as a food vendor.</li> <li>• Downtown Food Tours</li> <li>• FARFA in Downtown McKinney</li> <li>• Wireless Speakers &amp; Water Tower Lights for atmosphere</li> </ul>	<b>DESIGN</b>	<ul style="list-style-type: none"> <li>• Advocate for creation of more pedestrian and public gathering space.</li> <li>• Create lunchtime gathering places for working class.</li> <li>• Improve lighting to increase safety at night.</li> <li>• Finish CIP projects so the square is ADA accessible for all.</li> <li>• Community garden in Mitchell Park</li> </ul>
<b>PROMOTION</b>	<ul style="list-style-type: none"> <li>• Showcase downtown dining &amp; entertainment venues through Discover Downtown video series</li> <li>• All marketing material to include few dining photos</li> <li>• Downtown festivals to showcase downtown dining options.</li> <li>• Collaborative ad buys with city dept.</li> <li>• McKinney Farmers Market</li> </ul>	<b>PROMOTION</b>	<ul style="list-style-type: none"> <li>• Create a trendy downtown brand that appeals to a wider audience</li> <li>• Establish a brand identity for the downtown restaurant scene</li> <li>• Establish a tent pole event to feature downtown McKinney restaurants</li> <li>• Start an eClub program</li> <li>• Create brochure and promotional video/ad assets/inlin</li> </ul>
<b>ORGANIZATION</b>	<ul style="list-style-type: none"> <li>• Downtown Membership - Shoppers Guide/Directional Signs</li> <li>• Social Media promotions - 41,000 followers.</li> <li>• Business Monthly Meetings - Showcase Merchants</li> </ul>	<b>ORGANIZATION</b>	<ul style="list-style-type: none"> <li>• Co-Op Marketing for Downtown Dining &amp; Entertainment marketing only</li> <li>• Establish a vision and plan for the downtown dining scene</li> </ul>
<b>ECONOMIC VITALITY</b>	<ul style="list-style-type: none"> <li>• Small Business Development Week Sessions</li> <li>• Second Saturdays - Extend business hours into the night.</li> </ul>	<b>ECONOMIC VITALITY</b>	<ul style="list-style-type: none"> <li>• Create an enticing incentives package for potential restaurants in Downtown McKinney.</li> <li>• Incentives to move dining and entertainment businesses to downtown (Deferred loan program for restaurants/entertainment venues)</li> <li>• Create Downtown Bucks or Invest in a gift card program.</li> </ul>

<b>Transformational Strategy #2: Downtown Seguin offers an open environment for entrepreneurs of all types.</b> <b>Transformation Strategy #2 Statement: A healthy business mix is essential to having a thriving downtown and community.</b> <b>Focus areas: Business needs, small business training</b>				
Measurable Outcomes	Organization	Design	Promotion	Economic Vitality
Two new downtown restaurants open within the next two years.	Collaborate with local higher education institutions.	Develop sidewalk display ordinance for downtown district.	Create a pop up event for entrepreneurs.	Continue to host small business resource fair.
# of business plans submitted to Downtown Business Plan Competition.	Host quarterly educational meetings for downtown businesses.	Offer workshops on merchandising and displays.	Start a business competition for kids.	Create a target business list for downtown Seguin.
# of downtown business closures.			Look at viability of downtown businesses providing products for local school fundraisers.	Develop a Downtown Investment Guide.

<b>Committee: Organization  Transformation Strategy#2.  Objective: Host quarterly meetings for downtown businesses.</b>					
<b>Actions</b>	<b>Start</b>	<b>Check In</b>	<b>Complete</b>	<b>Lead</b>	<b>Budget</b>
Survey business owners about potential topics.	Fall 2019	Fall 2019	Fall 2019	Kyle	\$0.00
Develop schedule and confirm speakers for meetings.	Fall 2019	December 2019	December 2019	Kyle	\$0.00
Promote meetings to downtown businesses.	Continuous	Continuous	Continuous	Kyle	\$0.00
Track attendance.	Continuous	Continuous	Continuous	Kyle	\$0.00
Survey business owners annually to get feedback and reviews of meetings.	Fall Every Year	N/A	Fall Every Year	Kyle	\$0.00

<b>2021 Texas Main Street Reinvestment Summary</b>		<b>BRENHAM</b>	
This page reflects the year end totals.			
			<b>2021 Cumulative</b>
<b>PRIVATE INVESTMENT</b>			
number of projects			9
total expenditures			\$1,362,795.00
number of buildings/new construction			0
total expenditures			\$0.00
number of buildings/property sold			5
total expenditures			\$2,925,000.00
<b>TOTAL PRIVATE SECTOR REINVESTMENT</b>			
			\$4,287,795
<b>Public/Private Partnerships</b>			
Total number of projects			14
total expenditures			\$43,042.71
<b>Public Projects</b>			
Total number of projects			2
City total expenditures			\$3,300.00
County total expenditures			\$0.00
State total expenditures			\$0.00
Federal total expenditures			\$0.00
Other total expenditures			\$0.00
<b>TOTAL PUBLIC EXPENDITURES</b>			
			\$3,300.00
<b>2021 REINVESTMENT</b>			
			\$4,334,137.71
<b>Total business starts, expansions and relocations</b>			
			7
<b>Net gain in business starts expansions and relocations</b>			
			6
<b>Net gain in jobs</b>			
			32
<b>Volunteer hours</b>			
			310
<b>Downtown housing units</b>			
			0
<b>Number of downtown residents</b>			
			0

# Memo

**To:** Main Street Board  
**From:** Jennifer Eckermann  
**Date:** 11/29/2022  
**Re:** Item 15: Visit Brenham DMO Report

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January is a busy month as we make the rounds and begin to share our Q1 Report and calendar year wrap-up.

We started the year meeting with Tourism Partners in Chappell Hill and Burton, learning about their 2021, and their plans for the upcoming year. We updated them on our plans for a Sunday Funday program being planned for spring, and shared information now available to them from our Datafy Visitor Information subscription. Additionally, we let them know of the opportunity for them to target previous visitors and look-alike audiences with social media ads.

The first Tourism Advisory Board meeting is scheduled for January 20. This Board was put in place by the new Tourism ILA with Washington County and will advise and support Visit Brenham. They will meet quarterly.

Our Annual Cocktail Reception and Tourism Partner Awards program will be held Wednesday, January 26.

The number of short-term rentals is growing in the area, and we are hosting a luncheon so new and old proprietors can meet and learn from each other. It will also enable us to get updated information for the website, and for the newbies, make sure they see and understand the support and promotion they get at no cost from the DMO.



Dear Main Street  
Board  
Members

Thank you so very  
much for remembering  
John in such a  
thoughtful way. I  
know he would be so  
proud as Joseph &  
& both are. Thank  
you also for a lovely  
evening and including  
all my family.  
God Bless  
you

Patsy

Thinking fond  
thoughts of you  
at Christmastime  
and always

Wishing you a wonderful  
holiday season

Merry Christmas

Sincerely,  
Patsy DiMare



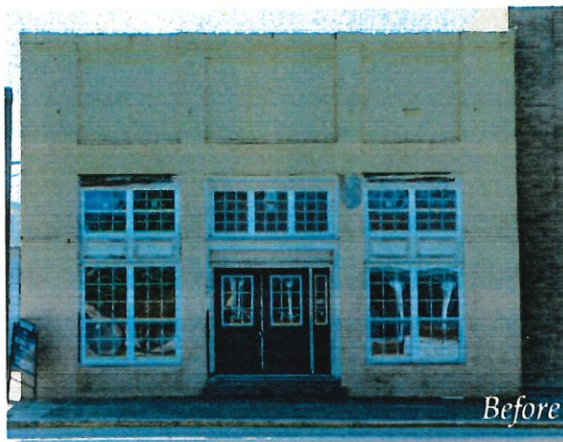


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213 West Main Street





Main Street Board and Design Committee,

What a time for a renovation project! After a difficult season of material delays, inflated prices, and all around hard work, it's refreshing to receive acknowledgment that our project warranted receipt of a Main Street matching funds facade grant. Dayna and I are happy to be a part of the downtown family. In our short time being in the building we are thoroughly enjoying our location and watching drivers' heads turn as people have noticed something is different at the former "Old Dick Tracy Tire Shop", vintage 1925.

We want to say thank you. Thank you for your tireless work volunteering to keep our history alive and in activating the downtown area with events that everyone can enjoy while raising funds to support the facade grant program. And thank you for awarding us a grant!

In the coming months (when furniture hopefully arrives) we plan to have an open house as well as other possible events in order to share our space. Our hope is that as we tell the story of the building's history and the design process and decision-making that went into our renovation project, others may be inspired to renovate other downtown buildings and spaces. We hope you stop by to see us.

Sincerely, Dayna and Darren Heine  
Gray Heine Holdings, LLC

*Darren  
Dayna*