



NOTICE OF A REGULAR MEETING

Main Street Advisory Board

Monday, February 6, 2023, at 4:00 PM

City Hall – 2nd Floor Conference Room

200 West Vulcan St.

Brenham, Texas

1. Call Meeting to Order

2. Citizens Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three (3) minutes. No Board discussion or action may take place on a matter until such has been placed on an agenda and posted in accordance with the law.]

WORK SESSION

3. Recognition of 2022 Outgoing Main Street Advisory Board Members

- **Melinda Faubion**
- **Jon Hill**
- **Tom Whitehead**
- **Margie Young**

4. Reports from Main Street Committee Chairs:

- **Design**
- **Economic Vitality**
- **Organization**
- **Promotions**

5. Discussion and Update on 2023 Uptown Swirl

6. Discussion and Update on First Friday Farmer's and Artisan Market

7. Discussion and Update on Spring Eggs Art Walk

8. Discussion and Update on Downtown Parklets

9. Discussion and Update on Main Street Manager Position

10. Discussion and Update on Main Street Raised Funds Balance

REGULAR SESSION

11. Discuss and Possibly Act Upon the Minutes from the January 9, 2023 Regular Meeting

12. Administrative Updates

- **Main Street America Video Series**
- **Other Updates**

Adjourn

CERTIFICATION

I certify that a copy of the February 6, 2023 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, February 3, 2023 at 4:00pm.

Susan S. Cates
Director of Economic Development

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) 337-7567 for assistance.

I certify that the attached notice and agenda of items to be considered by the Main Street Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2023 at _____ AM PM.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
SUBMITTED BY: Susan Cates	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Recognition of 2022 Outgoing Main Street Advisory Board Members <ul style="list-style-type: none"> ➤ Melinda Faubion ➤ Jon Hill ➤ Tom Whitehead ➤ Margie Young 	
SUMMARY STATEMENT: Recognizing four outgoing members with a certificate and commemorative Alamo Alley brick	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS:	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 4

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Reports from Main Street Committee Chairs: Design Economic Vitality Organization Promotions	
SUMMARY STATEMENT: Regular monthly reports from each of the 4-points committees	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS:	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 5

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discussion and Update on 2023 Uptown Swirl	
SUMMARY STATEMENT: Report on attendance, feedback from participating retailers, and financials by Committee Chair Tom Whitehead	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Financial report	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	

2023 Income vs Expenses for The Uptown Swirl

Income	
Sponsorships	\$ 6,500.00
Ticket Sales	
Merchants	\$ 15,275.00
Online Sales	\$ 12,400.00
Day of Sales	\$ 2,970.00
Total Income	\$ 37,145.00

Expenses			
Melinda Faubion	Logo Design	\$	180.00
	Logo for totes	\$	75.00
	Rack Cards	\$	315.32
	Posters	\$	75.00
	Swirl tickets	\$	212.22
	Miscellaneous	\$	350.00
Amazon	Wine pourers	\$	68.73
Staples	Badge holders & lanyards	\$	44.88
Arton Products	Swirl glasses	\$	2,133.24
KWHI/KTTX	Radio Ads	\$	1,105.00
Banner Press	Ads	\$	432.56
4Imprint	Shopping bags	\$	1,834.65
John Wick Trio	Band	\$	600.00
Anatomy	Ticket Sales Reimbursement	\$	105.00
Ballad of the Bird Dog	Ticket Sales Reimbursement	\$	98.00
Branded Boutique	Ticket Sales Reimbursement	\$	105.00
Brenham Foundry & Floral	Ticket Sales Reimbursement	\$	28.00
Brenham Heritage Museum	Ticket Sales Reimbursement	\$	77.00
Brown Water Cigar Bar	Ticket Sales Reimbursement	\$	105.00
BT Longhorn Saloon	Ticket Sales Reimbursement	\$	42.00
Floyd's	Ticket Sales Reimbursement	\$	28.00
Hermann Furniture	Ticket Sales Reimbursement	\$	105.00
Las Americas	Ticket Sales Reimbursement	\$	105.00
Main Street Uncorked	Ticket Sales Reimbursement	\$	84.00
Markets on Main	Ticket Sales Reimbursement	\$	126.00
M.C. Studio	Ticket Sales Reimbursement	\$	84.00
Mimi's Brenham	Ticket Sales Reimbursement	\$	35.00
Peter Emerson Silversmith	Ticket Sales Reimbursement	\$	7.00

2023 Income vs Expenses for The Uptown Swirl

Pioneer	Ticket Sales Reimbursement	\$	105.00
Puppy Dawgs & Cat Tails	Ticket Sales Reimbursement	\$	105.00
Scrubs N Stuff	Ticket Sales Reimbursement	\$	49.00
The Book Nook	Ticket Sales Reimbursement	\$	140.00
The Canyon Chick	Ticket Sales Reimbursement	\$	84.00
The Pomegranate	Ticket Sales Reimbursement	\$	182.00
The Southern Fox	Ticket Sales Reimbursement	\$	98.00
Doug Peck Studio	Ticket Sales Reimbursement	\$	98.00
The Tilted Windmill	Ticket Sales Reimbursement	\$	77.00
Timeless Designs	Ticket Sales Reimbursement	\$	105.00
Tres Chic	Ticket Sales Reimbursement	\$	245.00
Tribal Trends	Ticket Sales Reimbursement	\$	77.00
Wild Ones Boutique	Ticket Sales Reimbursement	\$	42.00
Wine Bar Brenham	Ticket Sales Reimbursement	\$	98.00
Woman's Cave	Ticket Sales Reimbursement	\$	133.00
Total Expenses		\$	10,198.60
Total Profit		\$	26,946.40

Ordered 816 glassees

Merchants received - 599

Merchants sold - 386

Milton Tate bought (from Nancy Joiner) - 10

Ant Street Inn sold - 18

Online Sales - 282

Day of Sales - 66

Promotion Committee - 7

Sponsors - 18

Unsold - 19

Total sold - 797



AGENDA ITEM 6

DATE OF MEETING: February 6, 2023		DATE SUBMITTED: February 3, 2023	
		SUBMITTED BY: Susan Cates	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL		CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION	
AGENDA ITEM DESCRIPTION: Discussion and Update on First Friday Farmer’s and Artisan Market			
SUMMARY STATEMENT: Report on attendance, vendors, management changes regarding the First Friday Market			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS:			
RECOMMENDED ACTION: Work Session item, no action required.			
APPROVALS:			



AGENDA ITEM 7

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discussion and Update on Spring Eggs Art Walk	
SUMMARY STATEMENT: Status update on the planning for Spring Eggs Art Walk and including sponsorships by Design Committee Chair Elizabeth Price	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Draft of Spring Eggs Art Walk Flyer	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 8

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discussion and Update on Downtown Parklets	
SUMMARY STATEMENT: Discussion regarding the current and future opportunity for Downtown Parklets	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS:	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 9

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discussion and Update on Main Street Manager Position	
SUMMARY STATEMENT: The Executive Committee reviewed eleven resumes. Four candidates were selected for first interview. Susan Cates conducted three interviews (one candidate cancelled the day of her interview as she accepted another job). The Executive Committee reviewed Susan's notes from the three interviews and selected two candidates to move forward with a interview panel on Thursday February 9 th .	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS:	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 10

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
SUBMITTED BY: Susan Cates	
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discussion and Update on Main Street Raised Fund Balance	
SUMMARY STATEMENT: Teresa Rosales has worked with Committee Chairs and City of Brenham Finance Department to compile a status update showing Main Street Raised Funds balance and obligations from this account as well as the BCDC allocation toward incentive and EIIG grants for FY23.	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Raised Fund Financial Report	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	

Fiscal Year 10/1/22 - 9/30/23
Main Street Fund and Grant Balances
As of February 2, 2023

Part I - Current Fund Balances

Raised Funds	\$	69,611
BCDC (EIIG)	\$	15,000
BCDC (Downtown Incentive)	\$	17,500

Part II - Current Grant Balances

Date	Name	Economic Impact & Innovation Grant		Downtown Incentive Grant		Sign Grant
		BCDC	Raised Funds	BCDC	Raised Funds	Raised Funds
Beginning Balance		30000	30000	21000	21000	
10/12/2022	Brenham Heritage Museum	7500	7500			
11/17/2022	Top Floor Cars	7500	7500			
11/18/2022	Brenham Heritage Museum			3500	3500	
	Balance	15000	15000	17500	17500	

PENDING	Glamfetti			7000	7000
	100 Alamo			2000	2000
	Adjusted Balance	15000	15000	8500	8500

Raised Funds Adjusted Balance	\$	61,111
Reserves For Grants	-	<u>32,500</u>
Available Balance	\$	28,611



AGENDA ITEM 11

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Minutes from the January 9, 2023 Regular Meeting	
SUMMARY STATEMENT: Review and approve minutes from previous Main Street Advisory Board Meeting	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: Minutes from January 9, 2023	
RECOMMENDED ACTION: Approve minutes.	
APPROVALS:	

MINUTES
MAIN STREET BOARD
January 9, 2023

A regular meeting of the Main Street Board was held on Monday, January 9, 2023 at City Hall, Conference Room 2A, 200 W. Vulcan, Brenham, Texas beginning at 4:02 p.m.

Board members present were Tiffany Morisak, Dax Flisowski, Celia Haley, Andrea Liner, Douglas Peck, Elizabeth Price, Pete Simpson, and Connie Wilder.

Board members absent were Lowell Ogle, Coleen Broussard, and Wendy Meaux

City of Brenham staff members present were Economic Development Director Susan Cates, Economic Development Specialist Teresa Rosales, and City Secretary Jennifer Bellinger.

Others present were City Councilmember Leah Cook, Washington County Chamber of Commerce President/CEO Jamie Rankin, Jason May (media) from the Brenham Banner-Press, and Tom Whitehead (media) from KWHI.

1. Chair Tiffany Morisak called the meeting to order.

2. Citizen/Visitor Comments

There were no citizen comments heard.

WORK SESSION

3. Introduction of New Main Street Board of Members

Tiffany Morisak thanked the new board members. A correction was made from Andrea Liner to Andi Liner. Susan Cates advised the board members that there will be upcoming board training.

Board member Coleen Broussard arrived.

4. Reports from Main Street Committees

- **Design** – Elizabeth Price (Chair) stated there was no November meeting. They received a grant application from Glamfetti, discussed Christmas decorations, reported a survey of Christmas activities which included a Window Decorating Contest, and shared an update on Austin Alley.
- **Economic Vitality** – Susan Cates provided a short update in place of Jon Hill (who will continue to serve on the committee; however, not as chair). Parking was discussed along with a potential Downtown Business Alliance.
- **Organization** – Tiffany Morisak discussed membership of this committee along with a need to recruit volunteers for all committees. The future of Local History Day is being discussed.

- **Promotions** – Tom Whitehead (Chair) stated that 542 glasses for the Uptown Swirl event have been sold so far. Event volunteers are needed. He provided an update on Hot Nights cool Tunes bands and sponsors.

5. Discussion and Update on Brenham Heritage Museum

Museum is open Wednesday through Saturday from 10 – 4pm. Admission is \$5 for everyone. There will be a gala in February. A search for a new Director has begun.

6. Discussion and Update from Washington County Chamber of Commerce

Jamie Rankin reported that the Chamber determined they should fulfill the role of partner with the Main Street Board or vice versa, for event purposes only. They have 20 new members since November. Chamber Banquet is upcoming and they are looking for nominations for the Man/Woman of the Year. They are also looking for nominations for Small Business and Non-Profit of the year.

7. Discussion and Update on Main Street Manager Position

Susan Cates updated that the Main Street Manager position was open for applications on December 19th. They have received 8 applications. They hope to include designated Main Street Board members as part of the interview process.

REGULAR SESSION

8. Discuss and Possibly Act Upon the Minutes from the November 14, 2022 Regular Meeting

Item number 7 from the minutes referencing Brenham Heritage Museum should be amended from \$5,000 for repairs to \$7,000 for repairs. Item 9 referencing Fluff Wreaths should indicate that the volunteers were to help immediately following the meeting. A motion was made by Pete Simpson and seconded by Doug Peck to approve the minutes with the changes as noted.

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

Chair Tiffany Morisak	Yes
Coleen Broussard	Yes
Dax Flisowski	Yes
Celia Haley	Yes
Andi Liner	Yes
Wendy Meaux	Absent
Lowell Ogle	Absent
Douglas Peck	Yes
Elizabeth Price	Yes

Pete Simpson	Yes
Connie Wilder	Yes

9. Discuss and Possibly Act Upon the Election of Main Street Board Chairperson and Vice Chairperson for a Term of One Year, Expiring on December 31, 2023

Doug Peck volunteered to be Chair and Pete Simpson volunteered to be Vice Chair.

A motion was made by Celia Haley and seconded by Connie Wilder to accept them as volunteers for the aforementioned positions on the Main Street Board.

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

Chair Tiffany Morisak	Yes
Coleen Broussard	Yes
Dax Flisowski	Yes
Celia Haley	Yes
Andi Liner	Yes
Wendy Meaux	Absent
Lowell Ogle	Absent
Douglas Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Connie Wilder	Yes

10. Discuss and Possibly Act Upon the Election of Two Board Members to Serve on the Executive Committee for a Term of One Year, Expiring on December 31, 2023.

Andi Liner and Tiffany Morisak volunteered to serve on the Executive Committee.

A motion was made by Doug Peck and seconded by Elizabeth Price to accept Andi Liner and Tiffany Morisak for the aforementioned positions on the Executive Committee.

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

Chair Tiffany Morisak	Yes
Coleen Broussard	Yes
Dax Flisowski	Yes
Celia Haley	Yes
Andi Liner	Yes
Wendy Meaux	Absent
Lowell Ogle	Absent
Douglas Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes

Connie Wilder

Yes

11. Discuss and Possibly Act Upon Recommendations from the Organization Committee Related to the Structure of All Main Street Board Committees

Per Susan Cates, the Organization Committee in their October meeting reviewed the number of members on each Main Street Committee and is making the following recommendations for number of members on each committee:

- Design – 7 (currently 5)
- Organization – 5 (currently 4)
- Promotions – 11 (currently 8)
- Economic Vitality – 5 (currently 5)

A motion was made by Doug Peck and seconded by Coleen Broussard to accept the recommendations as noted.

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

Chair Tiffany Morisak	Yes
Coleen Broussard	Yes
Dax Flisowski	Yes
Celia Haley	Yes
Andi Liner	Yes
Wendy Meaux	Absent
Lowell Ogle	Absent
Douglas Peck	Yes
Elizabeth Price	Yes
Pete Simpson	Yes
Connie Wilder	Yes

They also recommended that every board member should serve on a committee.

Dax Flisowski and Celia Haley volunteered to be on the Design Committee. Andi volunteered to be on the Promotions Committee.

12. Discuss and Possibly Act Upon the Election of Committee Chairs for All Main Street Board Committees for a Term of One Year, Expiring on December 31, 2023.

The Board passed on this item with no action taken. It will be brought back to the Board after further review.

13. Administrative Reports

A list of proposed dates for 2023 Main Street Board Meetings will be emailed to the group. Staff was instructed to purchase bricks for outgoing board members – Jon Hill, Margie Young, Tom Whitehead and Melinda Faubion. There will be no Farmer’s Market in January. The next Farmer’s Market is on February 3rd. The building that housed Revival Mercantile has a new owner. Discussion was had regarding Chuck Norris being engaged for future event to attract visitors.

The next Main Street Board Meeting is February 6, 2023.

Councilmember Leah Cook thanked new members for volunteering to serve.

Chair Morisak adjourned the Meeting.

Tiffany Morisak
Board Chair

ATTEST:

Susan Cates
Director of Economic Development



AGENDA ITEM 12

DATE OF MEETING: February 6, 2023	DATE SUBMITTED: February 3, 2023
	SUBMITTED BY: Susan Cates
MEETING TYPE: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	CLASSIFICATION: <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> WORK SESSION
AGENDA ITEM DESCRIPTION: Administrative Updates <ul style="list-style-type: none">➤ Main Street America Video Series➤ Other Updates	
SUMMARY STATEMENT: Reports from Economic Development Director Susan Cates regarding other activity in Downtown	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS:	
RECOMMENDED ACTION: none	
APPROVALS:	