

NOTICE OF A REGULAR MEETING
Main Street Advisory Board
Monday, March 4, at 4:00 PM
City Hall – 2nd Floor Conference Room
200 West Vulcan St.
Brenham, Texas

1. Call Meeting to Order

[Board members shall not use their position on the Board for a purpose that is or gives the appearance of being a conflict of interest. If a member becomes aware of a conflict or potential conflict of interest, they must disclose the conflict and refrain from participating in discussions and voting on the item. A "conflict of interest" is defined as a situation in which a Board member's personal interests might be served or financial benefits gained as a result of or relating to, a decision of the Board.]

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. Reports from Main Street Committee Chairs:

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

REGULAR SESSION

- 4. Discuss and Possibly Act Upon the Minutes from the February 5, 2024, Regular Meeting**
- 5. Discuss and Possibly Act Upon the Design Committee Recommendation to Approve Main Street Incentive Grant Application from Yellow Truck Market, LLC**
- 6. Discuss and Possibly Act Upon the Design Committee Recommendation to Approve Main Street Incentive Grant Application from D&B Endeavors, LLC**
- 7. Discuss and Possibly Act Upon the proposed 2024 Work Plan for Main Street Brenham**

8. Administrative Updates

- **Next Board Meeting- April 1, 2024**
- **May Board Meeting –Move to May 13th**
- **Updates from Elected Officials**
- **Other Updates Upcoming Main Street Events**
 - i. Spring Eggs Art Walk**
 - ii. Hot Nights, Cool Tunes**

Adjourn

CERTIFICATION

I certify that a copy of the March 4, 2024 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, March 1, 2024 at 4:00pm.

Leigh Linden
Main Street Manager

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 _____, 2024 at _____ AM PM.

Signature

Title



AGENDA ITEM 3

DATE OF MEETING: March 4, 2024	DATE SUBMITTED: March 1, 2024
SUBMITTED BY: Leigh Linden	
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 Committees: <ul style="list-style-type: none"> ➤ Design ➤ Economic Vitality ➤ Organization ➤ Promotions 	
SUMMARY STATEMENT: Reports provided by each of the Main Street Committees by the 2024 Committee Chair with information regarding activity updates and recommendations to the Board. <ul style="list-style-type: none"> ➤ Design, Dax Flisowski <ul style="list-style-type: none"> ○ Meets at City Hall the 3rd Tuesday at 4 pm ➤ Economic Vitality, Lowel Ogle <ul style="list-style-type: none"> ○ Meets at City Hall the 2nd Tuesday at 4 pm ➤ Organization, Tiffany Morisak <ul style="list-style-type: none"> ○ Meets at City Hall the 4th Monday at 10 am ➤ Promotions, Andi Liner <ul style="list-style-type: none"> ○ Meets at various Downtown locations the 1st Wednesday at 5:15 pm. 	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: Work Session item, no action required.	
APPROVALS:	



AGENDA ITEM 4

DATE OF MEETING: March 4, 2024		DATE SUBMITTED: March 1, 2024	
		SUBMITTED BY: Leigh Linden	
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: <p align="center">Discuss and Possibly Act Upon the Minutes from the February 5, 2024 Regular Meeting.</p>			
SUMMARY STATEMENT: <p align="center">Please review the included minutes.</p>			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: <p align="center">Draft of the minutes from February 5, 2024.</p>			
RECOMMENDED ACTION: <p align="center">Approval of minutes.</p>			
APPROVALS:			



**Main Street Advisory Board
Meeting Minutes
February 5, 2024**

A regular meeting of the Main Street Board was held on Monday, January 8, 2024, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Citizens' Comments

Members present:

Doug Peck, Jon Hill, Wendy Meaux, Connie Wilder, Dax Flisowski, Lowel Ogle, Tiffany Morisak, Roger Ross, Amber Briggs

Members absent:

Celia Haley, Andi Liner

City Staff present:

Main Street Manager, Leigh Linden

Economic Development Administrative Assistant, Christine Simich

Others present:

Sherry Harbor

1. Call Meeting to Order

The Main Street Board Chair, Doug Peck called the meeting to order at 4:03 pm.

2. Citizen/Visitor Comments

Sherry Harbor commented on process of choosing Main Street grants recipients.

3. Reports from Main Street Committee Chairs:

- **Design-** Egg Walk has been moved up. Ride arounds will resume in the future.
- **Economic Vitality-** 2024 Work Plan, Accreditation, Report on downtown activity.
- **Organization-** Partner with Brenham Historic Preservation and Smithsonian's event.
- **Promotions-** Did not meet in January.

4. Update on the First Friday Farmer & Artisan Market

Leigh Linden gave an update on the future location of the Farmers Market. It will remain around the courthouse except for March due to early voting. The Farmers Market will be in the E. Commerce St. parking lot in March.

5. Update on Uptown Swirl

Leigh Linden gave an update on 2024 Uptown Swirl. It was a big success. In the future the event may return to beginning the event at the courthouse for better visibility and participant circulation to merchants.

6. Update on Main Street Work Plan

Leigh Linden gave an update that all Committees, but Promotions have completed the 2024 Work Plan. Promotions will meet this week.

7. Discuss and Possibly Act Upon the Minutes from the January 8, 2024 Regular Meeting

Jon Hill made a motion to approve the minutes. Dax Flisowski seconded the motion. The Chair called for a vote. The motion passed with the Board voting as follows:

Chair Doug Peck	Yes
Andi Liner	Absent
Celia Haley	Absent
Connie Wilder	Yes
Dax Flisowski	Yes
Jon Hill	Yes
Lowell Ogle	Yes
Tiffany Morisak	Yes
Wendy Meaux	Yes
Roger Ross	Yes
Amber Briggs	Yes

8. Discuss and Possibly Act Upon the Recommendation from the Design Committee to Approve an Incentive Paint Grant for 100 East Alamo Investments, LLC.

A motion was made by Tiffany Morisak and seconded by Lowell Ogle to approve the Incentive Paint Grant for 100 E. Alamo Investments, LLC. The chair called for a vote. The motion passed with the Board voting as follows:

Chair Doug Peck	Yes
Andi Liner	Absent
Celia Haley	Absent
Connie Wilder	Yes
Dax Flisowski	Yes
Jon Hill	Yes
Lowell Ogle	Yes
Tiffany Morisak	Yes
Wendy Meaux	Yes
Roger Ross	Yes
Amber Briggs	Yes

9. Administrative Updates

- **Next Board Meeting- March 4, 2024**
- **Updates from Elected Officials - none**
- **Other Updates Upcoming Main Street Events**
 - i. Galentines Chocolate Walk- February 10th – non ticketed event**
 - ii. Merchant Mixer – February 15, Mescalito**
 - iii. Spring Eggs Art Walk –**
 - a) Egg pick up 3/1 – 3/11
 - b) Egg placement 3/15 – 3/21
 - c) Voting starts 3/26 – 4/15
 - d) Winners are announced 4/19
 - e) Winners and sponsors’ pictures taken 4/23 – 4/24
 - iv. Hot Nights, Cool Tunes – July 6, 13, 20, 27**

Next Board Meeting – March 4, 2024

Adjourn

There being no further business, Tiffany Morisak motioned to adjourn. Dax Flisowski seconded. Doug Peck adjourned the meeting at 4:55 pm.

Doug Peck
Chair

ATTEST:

Leigh Linden
Main Street Manager



AGENDA ITEM 5

DATE OF MEETING: March 4, 2024		DATE SUBMITTED: March 1, 2024	
		SUBMITTED BY: Leigh Linden	
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 Design Committee Recommendation to Approve Main Street Incentive Grant Application from Yellow Truck Market, LLC			
SUMMARY STATEMENT: Review and approve the Main Street Downtown Incentive Grant for Yellow Truck Market, LLC			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: Application for Main Street Incentive Grant			
RECOMMENDED ACTION: Approve Main Street Incentive Grant for Yellow Truck, LLC.			
APPROVALS:			



DOWNTOWN INCENTIVE REIMBURSEMENT GRANT PROGRAM APPLICATION

Please return completed with necessary attachments and signature to Main Street Brenham offices at 200. W. Vulcan. If you have any application questions, please contact the Main Street staff at 337.7239. If you have any building permit questions, please contact the City of Brenham's Building and Permits Department at 337.7220.

- ❖ Applicant Name: Tiffany Memordie Date: 2/5/2024
- ❖ Business Name: YellowTruck LLC
- ❖ Mailing Address: 4441 Winecup ct. Chappell Hill, TX 77426
- ❖ Contact Phone: 254.744.5454 Email Address: brenhamyellowtruck@gmail.com
- ❖ Building Owner (if different than applicant) _____
- ❖ Historical/Current Building Name: Bode & Tony/ yellowTruck
- ❖ Physical Building Address: 101 E. main
- ❖ Type of Work: (check all that apply)
 - Façade Rehabilitation
 - Façade paint only
 - Awnings

Details of Planned Improvements for Downtown Reimbursement Grant: (attach additional sheets if necessary.)

Stucco will need to be redone where there are cracks & places water can get in (North & South walls (main & Vulcan) will be re-stuccoed) New elastomeric paint will be applied to the entire building in order to seal & protect the building from water getting into the building.

List Contractor/Project Architect proposals and Total amounts (please attach copies of original proposals.)

1. William Collins - \$4,000 (stucco), \$11,800 (paint)

2. Hospitality Construction \$350 (restain & seal doors)
Services - 281-772-4485

Total Cost of Proposed Project: \$16,150

Amount of Grant Requested (50% of Total Cost Above, within stated limits): \$4,175

Attach with all required color samples of paint, awning/canopy design, etc., as well as current and historical photographs (when available) of building's exterior façade.

Tiffany Memordie
Applicant's Signature

2/5/2024
Date

Proposal

Hospitality Construction Services
P.O. Box 1677
Friendswood, Texas 77546
(281) 772 4485

Feb. 11, 2024

Yellow Truck LLC
Via E-Mail

Ref: 101 E. Main, Brenham

Scope of work:

- 1) Install new stucco to damaged walls, waterproof rooftop coping, repair damaged roofing membrane at parapet walls. Price \$5600. (only \$4,000 is facade work)
- 2) Repaint existing walls with 2 coats of elastomeric paint to prevent further water leaks. Price \$11,800.
- 3) ~~Apply 2 coats of elastomeric paint to adjoining neighbor wall. Owner to approval all colors. Price \$1600.~~
- 4) Restain and reseal 3 front doors. Price \$350.

Contractor to supply all labor, equipment and materials.
Owner to supply any permits if required. Price does not include sales tax if applicable.

total project = \$17,750

total eligible expenses = \$16,150 (\$4350/stucco & doors)
(\$11,800 paint)

Amount Requested: \$2,000 paint
\$2,175 stucco/door repair
\$4,175 total Requested

101 E. Main St.

Hospitality Construction Services 281.772.4485

From: William Collins (hcollins@aol.com)

To: bwildside@aim.com

Date: Wednesday, January 31, 2024 at 11:48 AM CST

Proposal from William Collins, Ref 101. E Main St., Brenham Scope of work: 1) Repair damaged stucco with mesh, base coat and texture finish. 2) Review rooftop coping tiles for cracks, leaks. Etc., apply elastomeric coating to cracks. 3) Apply 2 coats of Sherwin Williams elastomeric paint to all stucco surfaces. Price \$15,800. Price includes all labor, equipment and materials. Price excludes sales tax if applicable. Option #1: price to paint adjoining neighbor wall \$1600. Option #2 restain and reseal 3 wood doors. Price \$350.

101 E. Main

From: Hospitality Construction Services 281.772.4485
William Collins (hcscollins@aol.com)

To: bwildside@aim.com

Date: Thursday, February 1, 2024 at 07:25 AM CST

Breakdown is Stucco \$4,000. Paint \$11,800

Vulcan Street Façade: Both, first and second story walls need significant stucco repair and will be repainted the same color with elastomeric paint. SW 6178 Clary Sage (exterior wall) and SW 2833 Roycroft Vellum (exterior trim)

Cracks in the current stucco are allowing significant amounts of water behind the first layer of stucco when it rains. This can be seen by the bubbling of the stucco in the pictures. The water runs down the wall between the first and second layers of stucco and enters the building at places behind the stucco. The first floor storage room behind this wall has water leaks into the building when it rains.



This second story wall causes the most damage inside the building when it rains. The water runs down this wall and enters the building at the first story roof/attic space where the first and second stories meet. The water collects in the attic space and comes into the offices below.

Park Street Façade: The west wall doesn't have as much stucco damage, but will need to be repainted in order to seal up any current breaches and prevent future cracks that allow water into the building.



Main Street Façade: The south wall (front of building) has cracks and will need to be repaired and repainted. The current cracks allow water to run between the stucco layers and enter the building from behind the front window. The cracks line up and correlate with exactly where the water is coming into the building.

SELECTIONS *Same Color/no change*

Exterior

SW 6178 Clary Sage Exterior Wall Color

SW 2833 Roycroft Vellum Exterior Trim Color

Interior

SW6385 Dover White Interior sheetrock, bead board and column panels

SW7103 Whitetail Trim and upper column, beam, crown mold, cabinets, under stairs closet doors

SW9101 Tres natural All interior stucco walls

SW2808 Rookwood Dark Brown Front door to be stained like this color

SW2807 Rookwood Medium Brown Interior office doors



AGENDA ITEM 6

DATE OF MEETING: March 4, 2024		DATE SUBMITTED: March 1, 2024	
		SUBMITTED BY: Leigh Linden	
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 Design Committee Recommendation to Approve Main Street Incentive Grant Application from D&B Endeavors, LLC			
SUMMARY STATEMENT: Review and approve the Main Street Downtown Incentive Grant for D&B Endeavors, LLC			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: Application for Main Street Incentive Grant			
RECOMMENDED ACTION: Approve Main Street Incentive Grant for D&B Endeavors, LLC			
APPROVALS:			



MAIN STREET
BRENHAM

DOWNTOWN INCENTIVE REIMBURSEMENT GRANT PROGRAM APPLICATION

Please return completed with necessary attachments and signature to Main Street Brenham offices at 200. W. Vulcan, no later than 5 P.M. on the Friday prior to the 2nd Thursday of each month. If you have any application questions, please contact the Main Street staff at 337.7384. If you have any building permit questions, please contact the City of Brenham's Building and Permits Department at 337.7228.

- ❖ Applicant Name: Brandi Conway Date: 2-9-24
- ❖ Business Name: D + B Endeavors, LLC
- ❖ Mailing Address: 608 Spencer St., Brenham, TX 77833
- ❖ Contact Phone: 979 277-5830 Email Address: beachgal1969@gmail.com
- ❖ Building Owner (if different than applicant) _____
- ❖ Historical/Current Building Name: The Atrium
- ❖ Physical Building Address: 105 E. Main St.
- ❖ Type of Work: (check all that apply)

Façade Rehabilitation Façade - Paint Awnings

Details of Planned Improvements for Downtown Reimbursement Grant: (attach additional sheets if necessary.)

New elastomeric paint will be applied in order to seal stucco and prevent water from getting behind stucco.

List Contractor/Project Architect proposals and Total amounts (please attach copies of original proposals.)

- William Collins (Hospitality Construction Services) 281-772-4486
- _____

Total Cost of Proposed Project: \$1,600

Amount of Grant Requested (50% of Total Cost Above, within stated limits): \$800
Attach with all required color samples of paint, awning/canopy design, etc., as well as current and historical photographs (when available) of building's exterior façade.

Applicant's Signature: _____

Date: 2-9-24



MAIN STREET
BRENHAM

DOWNTOWN INCENTIVE REIMBURSEMENT GRANT AGREEMENT FORM

I have met with the Brenham Main Street staff, and I fully understand the Downtown Incentive Reimbursement Grant Procedures and Detail established by Main Street Brenham. I intend to use this grant program for the aforementioned renovation projects to forward the efforts of revitalization and historic preservation of Brenham's historic downtown. I have not received, nor will I receive insurance monies for this revitalization program.

I have read the Downtown Incentive Reimbursement Grant Application Procedures including the Downtown Incentive Reimbursement Grant Details.

I understand that if I am awarded a reimbursement grant for façade or awning work and the façade or awning is altered for any reason within one (1) year from construction, I may be required to reimburse the City of Brenham immediately for the full amount of the Downtown Reimbursement Grant.

B+B End D+B Endeavors LLC
Business/Organization Name

[Signature]
Applicant's Signature

Brandi Conway 2-9-24
Printed Name Date

Building Owner's Signature (if different from applicant) Printed Name Date

Design Committee signature Recommendation Date

Main Street Board signature Recommendation Date

City Manager signature Action Date

William Collins

From: hcsollins@aol.com

To: bwildside@aim.com

Wed, Jan 31 at 11:48 AM

Proposal from William Collins, Ref 101, E Main St., Brenham. Scope of work: 1) Repair damaged stucco with mesh, base coat and texture finish. 2) Review rooftop coping tiles for cracks, leaks, Etc., apply elastomeric coating to cracks. 3) Apply 2 coats of Sherwin Williams elastomeric paint to all stucco surfaces. Price \$15,800. Price includes all labor, equipment and materials. Price excludes sales tax if applicable. **Option #1: price to paint adjoining neighbor wall \$1600. Option #2: restain and reseal 3 wood doors. Price \$350.**



AGENDA ITEM 7

DATE OF MEETING: March 4, 2024		DATE SUBMITTED: March 1, 2024	
		SUBMITTED BY: Leigh Linden	
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 2024 Work Plan for Main Street Brenham			
SUMMARY STATEMENT: 2024 Work Plan			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: 2024 Work Plan			
RECOMMENDED ACTION:			
APPROVALS:			

Main Street Brenham 2024 Plan of Work

Our Mission

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

Our 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 cultures are recognized and celebrated.

Transformation Strategy

Main Street Brenham will focus on being an Authentic, Curated, Experiential Destination

Goals

- Consider and develop additional sources of funding for downtown projects.
- Encourage varied and unique retail mix.
- Develop appreciation and support for preserving our history and architectural heritage.
- Keep the community apprised and engaged in the work of Main Street.
- Promote downtown as a cultural destination to both locals and visitors.
- Work to improve the online and social media components of Main Street.
- Encourage Committees to work together to achieve the adopted Transformation Strategy through selected catalyst strategies.

2024 DESIGN COMMITTEE

Members: Chairman Dax Flikowski, Bev Frew, Ceila Haley, Doug Peck, Elizabeth Price, and Margie Young

Overall Program Goal	Committee Strategies	Partnering Committees/ Other Partners	Action Items/Considerations	Responsible Party	Timeline	Budget	Objectives / Performance Measures
Develop appreciation and support for preserving architectural heritage.	Work with property owners participating in the Incentive Grant Program	BCDC for funding, Economic Vitality Committee, MS Board		Staff; Committee, Board	Review when received	Based on available grant funding	New grants awarded
	Consider Sign Grant Applications	BCDC for Funding, Main Street Board		Staff, Committee	Review when received	Based on available grant funding	New grants awarded
	Selection of 3 new properties for Priority Project Program	Economic Vitality Cmte MS Board		Staff, Committee		Based on available grant funding	Acceptance by property owner, New grants awarded
	Update on possible COA Applications for grant opportunities.	Historic Preservation Board (HPB)			Ongoing		
Engage the community in downtown projects	Spring Eggs Art Walk	Community participants	Promote, secure sponsors, set timeline	Staff	Spring		
	Christmas Window Decorating Contest	Downtown Businesses	Promote, secure sponsors, set timeline	Staff	Christmas		

Celebrate successes downtown and recognize key downtown stakeholders	Help staff and Org Committee with recommendations for TDA Presidents Awards/Others.	Organization Cmte Promotion Cmte MS Board			Summer 2024		
Make quality the key in all we do.	Update downtown Christmas decorations	Organization Cmte Promotion Cmte MS Board	Fundraising	Staff, Committee, Board			
	Stay updated on what people see downtown including cleanliness, maintenance, general appearance, new businesses	MS Board; EVC	Work with County to update lighting at Courthouse Square	Committee, Staff, County liaison			
	Consider downtown improvement projects	MS Board; EVC; Tourism Advisory Board	Bi-Monthly Downtown Ride Around Determine support for small-scale Austin Alley improvements; Consider levels of improvements		On-going		

2024 ORGANIZATION COMMITTEE

Members: Chairman Tiffany Morisak, Tiffany Howard, Robin Cook, Cheri Janner, Bri Welch, Mary Lou Winkelmann, Missy Peck and Whitney Ray

Overall Program Goal	Committee Goal	Partnering Committees/ Other Partners	Action Items/Considerations	Responsible Party	Timeline	Budget/ Outcomes	Objectives / Performance Measures
Encourage a varied retail mix	Hold quarterly merchant mixers to communicate downtown information and gather community input	Promotion Cmte		Main Street Staff Committee collaboration	Bi-annually in spring and summer		Attendance
Encourage appreciation and support for preserving our history and architectural heritage	Continue Hosting Local History Day	Brenham Heritage Museum		Main Street Staff and committee	Meetings set monthly	\$14,000	Attendance
Encourage varied retail mix	Develop a plan to welcome and recognize new downtown businesses	Board; Chamber; EVC	Grants, Promo goodies	Main Street Staff, Committee	Ongoing		
Entice the interest of the public in our efforts.	Assist in getting artists for Summer Sip Event	Promotion Cmte	Review past participating artists and consider new ones to contact	Committees, staff			
Encourage appreciation and support for preserving our history and architectural heritage							
Celebrate successes downtown and recognize key downtown stakeholders.	Plan Christmas Party for Board and guests		Work with Staff to set date and plan event Include recognition of committee accomplishments	Main Street Staff/Committee Members	Begin planning in October		
Celebrate successes downtown and recognize key downtown stakeholders.	Recognize property and business owners for investments made to renovate buildings.	MS Board and Committees					

PROMOTION COMMITTEE WORK PLAN

Members: Chairman Andi Linder, Carrina Dabub, Tiffany Howard, Wendy Meaux, Tom Whitehead, Amber Briggs, Rachael Supak, Lauren Lewis, Brandi Conway

Overall Program Goal	Committee Goal	Partnering Committees/ Other Partners	Action Items/Considerations	Responsible Party	Timeline	Budget/ Outcomes	Objectives / Performance Measures
Promote downtown as local shopping and dining destination and work to keep it vibrant/Fundraising Component	Host 2 major events: Summer Sip & Art Walk (June) Uptown Swirl (January)	Organization Committee, Need more committees and board involved in event	Sign-up sponsors Sign up participants Begin to sign up artists Encourage board participation in getting sponsors	Committee Main Street Staff Committees & staff	Spring 2024 Winter 2024		# of glasses sold? Revenue
Promote downtown as a shopping and dining destination and work to keep it vibrant.	Assist in Promoting (Ad Hoc host) Main Street Merchant-led events	Downtown Merchants	Determine events expected for 2024	Main Street Staff	Various times throughout the year	Help promote events with print, radio, and social media ads.	
Promote downtown as local shopping and dining destination and work to keep it vibrant.	Scarecrow Extravaganza	Organization - help in recruiting entries?		Committee/Main Street Staff	Entry form available in August		
Promote downtown as an arts and culture district with unique events	Hot Nights, Cool Tunes	City Departments Visit Brenham		MS Staff	July 2024		

2024 ECONOMIC VITALITY COMMITTEE (EVC)

Members: Chair Lowell Ogle, Jon Hill, Melinda Faubion, Connie Wilder, Dax Flisowski, Rachel Supak

Overall Program Goal	Committee Goal	Partnering Committees/ Other Partners	Action Items/Considerations	Responsible Party	Timeline	Budget	Objectives / Performance Measures
Encourage a varied and unique retail mix	Stay current on downtown climate, including owners, properties available, values and business mix, and any plans		Identify and prioritize properties that have development potential and meet with owners to discuss possibilities (market property potential to owners)	Committee/ Main Street Staff			
Encourage a varied and unique retail mix	Keep information on DowntownTX.org updated		Possible fall dates for Imagine the Possibilities Tour	Staff	Monthly		
Encourage a varied and unique retail mix.	Consider plan to refocus a grant to assist in code compliance and business practices	Design Comm		Committee/ MS Board			
Entice the interest of the public in downtown	Farmers Market acts as an “incubator” for future brick-and-mortar stores to create an entrepreneurial ecosystem	Promotions Comm.	Curate vendors	Staff	Monthly		
Encourage a varied and unique retail mix	Develop a plan for downtown business mix survey	Organization Comm					
Encourage appreciation and support for preserving history and architectural heritage	Support preservation by hosting educational classes, including the historic tax credit program and possibly preservation maintenance	Design Comm. Historic Preservation Board					
Encourage varied and unique retail mix	Keep up-to-date on TxDOT Projects	City Depts.		Staff/ Development Services/Board			



AGENDA ITEM 8

DATE OF MEETING: March 4, 2024	DATE SUBMITTED: March 1, 2024
SUBMITTED BY: Leigh Linden	
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: <p style="margin-left: 20px;">Administrative Updates</p> <ul style="list-style-type: none"> ➤ Next Board Meeting – April 1, 2024 ➤ May Board Meeting – Move to May 13th? ➤ Updates from Elected Officials ➤ Other Updates Upcoming Main Street Events <ul style="list-style-type: none"> i. Spring Eggs Art Walk ii. Hot Nights, Cool Tunes 	
SUMMARY STATEMENT:	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: None	
RECOMMENDED ACTION: The Board may provide direction to staff or forward to the committee, but no action is taken on items discussed.	
APPROVALS:	