

**NOTICE OF A REGULAR MEETING**  
**Main Street Advisory Board**  
**Monday, November 4, 2024, at 4:00 PM**  
**City Hall – 2nd Floor Conference Room**  
**200 West Vulcan St.**  
**Brenham, Texas**

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**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**

**4. Discussion and Presentation on Re-Adopting Guidelines and Criteria for Granting Tax Phase-In in a Reinvestment Zone Created in the City of Brenham**

**REGULAR SESSION**

**5. Discuss and Possibly Act Upon the Minutes from the October 7, 2024, Regular Meeting**

**6. Discuss and Possibly Adopt Work Plan for 2025**

**7. Administrative Updates**

- **Next Board Meeting**
- **Updates from Elected/Appointed Officials**

➤ **Program Updates**

**Adjourn**

**CERTIFICATION**

I certify that a copy of the November 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, November 1, 2024, at 4:00 p.m.

\_\_\_\_\_  
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



**MEMORANDUM**

To: Main Street Advisory Board  
From: Leigh Linden, Main Street Manager  
Subject: Reports from Committee Chairs  
Date: November 4, 2024

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Reports provided by each of the Main Street Committees by the 2024 Committee Chair with information regarding activity updates and recommendations to the Board.

- Design, Dax Flisowski
  - Meets at City Hall the 3<sup>rd</sup> Tuesday at 4 pm
- Economic Vitality, Lowel Ogle
  - Meets at City Hall the 2<sup>nd</sup> Tuesday at 4 pm
- Organization, Tiffany Morisak
  - Meets at City Hall the 4<sup>th</sup> Monday at 10 am
- Promotions, Andi Liner
  - Meets at various Downtown locations the 1st Wednesday at 5:15 pm.



**MEMORANDUM**

To: Main Street Board

From: Carolyn D. Miller  
City Manager

Subject: Discussion and Presentation on Re-Adopting Guidelines and Criteria for Granting Tax Phase-In in a Reinvestment Zone

Date: November 1, 2024

As you are aware, this item has been added to the November 7 Council meeting. It is on the agenda as a Work Session item for discussion only. ***No action will be taken by City Council.***

This memo is intended to give a short summary of the item, and I will attend the Main Street Board meeting on Monday for a full update to the Board.

Many years back, the City and County adopted a Tax Phase-In Policy which allows our community to retain existing businesses and attract new businesses. This policy also established a Compliance Committee to oversee all tax phase-in applications to determine that guidelines are being met. This Committee meets on an annual basis to review compliance for current agreements.

At the request of City Council and the Commissioners Court, the Committee was asked to review the existing policy for comparison with other communities, evaluation of salary levels, and minimum capital investment. The Committee has proposed changes to the policy which will be presented to the governing bodies for consideration at upcoming meetings.

As Teresa Rosales' email reported, one change being proposed is to remove Downtown businesses from the Tax Phase-In Policy. Although this might seem odd, the statistics for the past 10 years are interesting. Only two (2) Downtown businesses have applied and received tax abatement: Moser Media in 2017 and 209 S. Market (currently the Laundry Event Center) in 2023. We will have additional information to share with the Board on Monday

I understand the concern of the Board and hopefully I can answer your questions at our next meeting. Thank you for your understanding.



**Main Street Advisory Board  
Meeting Minutes  
October 7, 2024**

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A regular meeting of the Main Street Board was held on Monday, October 7, 2024, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Andi Liner, Dax Flisowski, Connie Wilder, Roger Ross, Celia Haley, Lowel Ogle, Jon Hill, Amber Briggs, Tiffany Morisak

Members absent:

Doug Peck, Wendy Meaux

City Staff present:

Main Street Manager, Leigh Linden  
Economic Development Administrative Assistant, Christine Simich

Others present:

None

**1. Call Meeting to Order**

The Main Street Board Vice Chair, Andi Liner called the meeting to order at 4:02 pm.

**2. Citizen/Visitor Comments**

None

**3. Reports from Main Street Committee Chairs:**

- **Design-** No meeting held in September.
- **Economic Vitality-** Downtown climate, vacancies, shop small and events. Texas Department of Transportation project update
- **Organization-** No meeting held in September.
- **Promotions-** Discussed upcoming downtown events. Scarecrow Extravaganza update. Committee will meet Tuesday 10/15 to view scarecrows, Christmas Stroll, Cool Nights Holiday Tunes, Shop and Stroll, Summer Sip
- **Christmas-** Stroll weekend timeline, Christmas lights, programming events, (Wreath Decorating Contest, Store Window Decorating, Carriage Rides, Invader Rides, Wassil, Cookie Contest?, Performances, Kid Zones – Ornament painting?, Cold Nights, Holiday Tunes, Pet Parade)

**4. Discuss and Possibly Act Upon the Minutes from the September 9, 2024, Regular Meeting.** Lowell Ogle made a motion to approve the minutes. Jon Hill seconded the motion. The Chair called for a vote. The motion passed with the Board voting as follows:

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

- 5. Discuss and Possibly Act Upon the Recommendation from the Design Committee that the Terms of the Main Street Sign Grant for Wine Bar Brenham are Completed and Verified and Authorize Payment.** Lowell Ogle made a motion to approve the grant. Jon Hill seconded the motion. The Chair called for a vote. The motion passed with the Board voting as follows:

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

**6. Administrative Updates**

- Next Board Meeting- November 4, 2024
- Updates from Elected/Appointed Officials – None
- Other Updates Upcoming Main Street Events
  - i. Mask-erade on Main –
    - October 26<sup>th</sup>
  - ii. Scarecrow Extravaganza
    - Voting started October 2nd and ends on October 23, 2024.
  - iii. Christmas Stroll –
    - Weekend events on December 7-8, 2024.

**Next Board Meeting – November 4, 2024**

**Adjourn**

There being no further business, Dax Flisowski motioned to adjourn. Jon Hill seconded.  
Andi Liner adjourned the meeting at 4:25 pm.

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Doug Peck  
Chair

**ATTEST:**

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Leigh Linden  
Main Street Manager

# TRANSFORMATION STRATEGY WORK PLAN FY2025

<b>Organization Name:</b> <i>Main Street Brenham</i> <b>Town, State:</b> <i>Brenham, Texas</i>		<b>Date:</b> <b>Completed by:</b> <i>Main Street Manager, Leigh Linden</i>	
<b>Vision:</b> <i>Main Street Brenham's vision is to see continuous revitalization to preserve the unique character of downtown Brenham.</i>			
<b>Transformation Strategy #1:</b> <i>Main Street Brenham will create a welcoming environment where everyone belongs.</i>		<b>Transformation Strategy #2:</b> <i>Main Street Brenham will maintain and enhance the distinct identity of downtown Brenham.</i>	
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 1</b>	<b>Goal 2</b>
<i>Consider and develop additional sources of funding for downtown projects.</i>	<i>Encourage a varied and unique retail mix</i>	<i>Develop appreciation and support for preserving our history and architectural heritage.</i>	<i>Promote downtown as a cultural destination to both locals and visitors.</i>
<b>Lead:</b> <i>Economic Vitality Committee</i>	<b>Lead:</b> <i>Organization Committee</i>	<b>Lead:</b> <i>Design Committee</i>	<b>Lead:</b> <i>Promotions Committee</i>
<b>Annual Responsibilities</b> <i>First Friday Farmers Market: Monthly market event to showcase community members and businesses.</i> <i>Uptown Swirl and Summer Sip &amp; Art Walk: twice yearly fundraisers for Main Street Raised Funds Account</i> <i>Merchant Meeting &amp; Stakeholders Newsletter: publication released quarterly</i> <i>Social Media: Engage daily showcasing merchants and programming while promoting the downtown community and educating about organization.</i> <i>Work with business and property owners to participate in Main Street Grant Programs</i>			



**Transformation Strategy #1:** *Main Street Brenham will create a welcoming environment where everyone belongs.*

**Goal 1:** *Consider and develop additional sources of funding for downtown projects.*

**Define Success:**

**Partners:** *All 4 Committees (EVC, Promotions, Organization, Design)*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
<i>1. Support preservation by hosting educational classes, including the historic tax credit program and possibly preservation maintenance</i>	<i>Design/ Organization</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$200</i>
<i>2. Promote downtown as local shopping and dining destination and work to keep it vibrant/Fundraising Component</i>	<i>Promotions/ Organization</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$0</i>
<i>3. Host major fundraising events- twice yearly</i>	<i>Promotions</i>	<i>Leigh Linden</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>
<i>4. Promote downtown as an arts and culture district with unique events</i>	<i>Promotions</i>	<i>Leigh Linden</i>	<i>July, December</i>	<i>Not Started</i>	<i>\$35,000</i>
<i>5.</i>					<i>\$</i>
<i>6.</i>					<i>\$</i>
<i>7.</i>					
<b>Total</b>					<b>\$35,000</b>

**Transformation Strategy #1:** *Main Street Brenham will create a welcoming environment where everyone belongs.*

**Goal 2:** *Encourage varied and unique retail mix*      **Define Success:**

**Partners:** *All 4 Committees (EVC, Promotions, Organization, Design)*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. <i>Plan for Board “team building” events</i>	<i>Organization</i>	<i>Leigh Linden</i>	<i>December</i>	<i>Not Started</i>	<i>\$400</i>
2. <i>Consider plan to refocus a grant to assist in code compliance and business practices</i>	<i>EVC</i>	<i>Leigh Linden</i>		<i>Not Started</i>	<i>\$0</i>
3. <i>Develop a downtown business mix survey</i>	<i>Organization</i>	<i>Leigh Linden</i>	<i>September</i>	<i>Not Started</i>	<i>\$0</i>
4. <i>Keep up-to-date on TxDOT Projects</i>	<i>EVC</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$0</i>
5. <i>Update building inventory DowntownTx.org</i>	<i>EVC</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$0</i>
7. <i>Farmers Market acts as an “incubator” for future brick-and-mortar stores to create an entrepreneurial ecosystem</i>	<i>EVC</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$1,500</i>
8. <i>Hold quarterly merchant mixers to communicate downtown information and gather community input</i>	<i>Organization</i>	<i>Leigh Linden</i>	<i>Quarterly</i>	<i>Not Started</i>	<i>\$400</i>
9. <i>Develop a plan to welcome and recognize new downtown businesses</i>	<i>EVC/ Organization</i>	<i>Leigh Linden</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>
				<b>Total</b>	<b>\$2,500</b>

**Transformation Strategy #2:** *Main Street Brenham will maintain and enhance the distinct identity of downtown Brenham.*

**Goal 1:** *Develop appreciation and support for preserving our history and architectural heritage.*

**Define Success:**

**Partners:** *All 4 Committees (EVC, Promotions, Organization, Design)*

<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
<i>1. Consider plans to refocus a grant to assist in code compliance and business practices</i>	<i>EVC</i>	<i>Leigh Linden</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>
<i>2. Consider Sign Grants Applications</i>	<i>Design</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$1,500</i>
<i>3. Create Volunteer and Board "Volunteer Recognition" moments</i>	<i>Organization</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$0</i>
<i>4. Recommendations for TDA Presidents Awards/Others</i>	<i>Organization/ Design/ Promotions</i>	<i>Leigh Linden</i>	<i>September</i>	<i>Not Started</i>	<i>\$400</i>
<i>5. Work with property owners participating in the Incentive Grant Program</i>	<i>Design/EVC</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$21,000</i>
<i>6. Determine and gain support for small-scale improvements; Consider levels of improvements</i>	<i>Design/EVC/ Organization</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	
<i>7.</i>					
<b>Total</b>					<b>\$22,500</b>

**Transformation Strategy #2:** *Main Street Brenham will maintain and enhance the distinct identity of downtown Brenham.*

**Goal 2:** *Promote downtown as a cultural destination to both locals and visitors*

**Define Success:**

**Partners:** *All 4 Committees (EVC, Promotions, Organization, Design)*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. <i>Stay updated on what people see downtown including cleanliness, maintenance, general appearance</i>	<i>Design/EVC</i>	<i>Leigh Linden</i>	<i>Quarterly</i>	<i>Not Started</i>	<i>\$0</i>
2. <i>Consider downtown improvement projects</i>	<i>Design/EVC</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$0</i>
3. <i>Engage the community in downtown projects- Spring Eggs, Scarecrows, Holiday Wreaths (contests)</i>	<i>EVC/Design/Promotions</i>	<i>Leigh Linden</i>	<i>Continuous</i>	<i>Not Started</i>	<i>\$450</i>
4. <i>Update downtown Christmas decorations</i>	<i>Design</i>	<i>Leigh Linden</i>	<i>December</i>	<i>Not Started</i>	
5.					
6.					
7.					
8.					
<b>Total</b>					<i>\$450</i>



**MEMORANDUM**

To: Main Street Advisory Board  
From: Leigh Linden, Main Street Manager  
Subject: Administrative Updates  
Date: November 4, 2024

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Updates from Leigh Linden, Main Street Manager

Administrative Updates to include:

- Next Board Meeting- Set date
- Updates from Elected/Appointed Officials
- Program Updates