



**Main Street Advisory Board
Meeting Minutes
November 4, 2024**

A regular meeting of the Main Street Board was held on Monday, November 4, 2024, beginning at 4:03 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Andi Liner, Dax Flisowski, Connie Wilder, Celia Haley, Amber Briggs, Tiffany Morisak, Doug Peck, Wendy Meaux

Members absent:

Roger Ross, Jon Hill, Lowell Ogle

City Staff present:

Main Street Manager, Leigh Linden
City Manager, Carolyn Miller
Economic Development and Community Development Director, Teresa Rosales
Economic Development Administrative Assistant, Christine Simich

Others present:

None

1. Call Meeting to Order

The Main Street Board Chair, Doug Peck called the meeting to order.

2. Citizen/Visitor Comments

None

3. Reports from Main Street Committee Chairs:

- **Design-** Texas Arts & Music Festival; approved the Design Committee portion of the Main Street Brenham Work Plan for 2025 focusing on two Transformation Strategies: 1. Creating a welcoming environment where everyone belongs and 2. Maintaining and enhancing the distinct identity of downtown Brenham.
- **Economic Vitality-** Eduardo Lopez moving into another rented space by the end of the year, approved the Economic Vitality Committee portion of the Main Street Brenham Work Plan for 2025 which focuses on 1. Creating a welcoming environment where everyone belongs and 2. Maintaining and enhancing the distinct identity of downtown Brenham.
- **Organization-** Annual Christmas party for Main Street volunteers on December 3, 2024, Farmers Market possibly moving to Commerce Street parking lot for 2025 due to Courthouse construction, Oral History third video showing in February 2025 to coincide with Black History Month.
- **Promotions-** Breakfast with Santa event will be partnering with McDonald's, Christmas Stroll and Parade, Cool Nights Holiday Tunes

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

City Manager Carolyn Miller presented this item to the Board stating that 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

Main Street Advisory Board provided feedback and expressed the following concerns:

1. In an email from Adrienne Schwartz, she is concerned about keeping downtown as part of the tax phase in the program.
2. Leave downtown in the tax phase-in policy for both current and prospective entrepreneurs
3. Downtown is a Main Street designated city which emphasizes its significance in fostering growth.
4. Negative community perception if downtown taken out.
5. Could determine if a business chooses to locate downtown or other location.
6. While only two have applied, consider there may be many others who have not been made aware of this opportunity
7. With the rising costs of insurance and taxes causing hardship, this is an incentive.

City Manager Miller will present the concerns discussed to the oversight committee and City Council.

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

Wendy Meaux made a motion to approve the minutes. Celia Haley seconded the motion. The Chair called for a vote. The motion passed with the Board voting as follows:

Chair Doug Peck	Yes
Andi Liner	Yes
Celia Haley	Yes
Connie Wilder	Yes
Dax Flisowski	Yes
Jon Hill	Absent
Lowell Ogle	Absent
Tiffany Morisak	Yes

Wendy Meaux	Yes
Roger Ross	Absent
Amber Briggs	Yes

6. Discuss and Possibly Adopt Work Plan for 2025

Main Street Manager Leigh Linden stated that the accreditation from Main Street America requires an updated Main Street Brenham Work Plan for the 2025 self-assessment. The Work Plan consists of many goals to accomplish two Transformation Strategies. The strategies adopted for the 2025 Work Plan are:

1. Creating a welcoming environment where everyone belongs
2. Maintaining and enhancing the distinct identity of downtown Brenham.

Celia Haley made a motion to adopt the Main Street Brenham Work Plan for 2025. Wendy Meaux seconded the motion. The Chair called for a vote. The motion passed with the Board voting as follows:

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

7 Administrative Updates

- **Next Board Meeting – January 6, 2025**
- **Updates from Elected/Appointed Officials - none**
- **Program Updates - none**

Next Board Meeting – January 6, 2025

Doug Peck

Chair

ATTEST:

Leigh Linden

Main Street Manager