

**NOTICE OF A REGULAR MEETING**  
**Main Street Advisory Board**  
**Monday, February 3, 2025, 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 Update on 2025 Uptown Swirl Event**

**REGULAR SESSION**

**5. Discuss and Possibly Act Upon the Minutes from the January 6, 2024, Regular Meeting**

**6. Administrative/Elected Officials Report**

## Adjourn

### CERTIFICATION

I certify that a copy of the February 3, 2025, 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 31, 2025, at 4:00 p.m.

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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 \_\_\_\_\_, 2025 at \_\_\_\_\_ AM/PM.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_



### AGENDA ITEM 3

<b>DATE OF MEETING:</b> February 3, 2025	<b>DATE SUBMITTED:</b> January 31, 2025
<b>SUBMITTED BY:</b> Leigh Linden	
<b>MEETING TYPE:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	<b>CLASSIFICATION:</b> <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
<b>AGENDA ITEM DESCRIPTION:</b> Reports from Main Street Committee Chairs: <ul style="list-style-type: none"> <li>• Design</li> <li>• Economic Vitality</li> <li>• Organization</li> <li>• Promotions</li> </ul>	
<b>SUMMARY STATEMENT:</b> Regular monthly reports from each of the 4-Point Main Street Committees	
<b>STAFF ANALYSIS:</b>  <b>A. PROS:</b>  <b>B. CONS:</b>	
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>	
<b>ATTACHMENTS:</b>  none	
<b>RECOMMENDED ACTION:</b>  Work Session item, no action required.	
<b>APPROVALS:</b>	



## AGENDA ITEM 4

<b>DATE OF MEETING:</b> February 3, 2025	<b>DATE SUBMITTED:</b> January 31, 2025
<b>SUBMITTED BY:</b> Leigh Linden	
<b>MEETING TYPE:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	<b>CLASSIFICATION:</b> <input type="checkbox"/> REGULAR <input checked="" type="checkbox"/> WORK SESSION
<b>AGENDA ITEM DESCRIPTION:</b> Discussion and Update on 2025 Uptown Swirl	
<b>SUMMARY STATEMENT:</b> Report on attendance, feedback from participating retailers, and financials by Main Street Manager, Leigh Linden.	
<b>STAFF ANALYSIS:</b>  <b>A. PROS:</b>  <b>B. CONS:</b>	
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>	
<b>ATTACHMENTS:</b> Financial report	
<b>RECOMMENDED ACTION:</b> Work Session item, no action required.	
<b>APPROVALS:</b>	

# Uptown Swirl 2025



preliminary

Name	Income (\$)	Expenses (\$)	Notes
Sponsorships	\$6,500.00		
Ticket sales	\$25,640.00		
Expenses		\$5,435.00	
Merchant Reimbursements		\$805.00	
<b>Total amounts:</b>	<b>\$32,140.00</b>	<b>\$6,240.00</b>	
<b>Total Income</b>			<b>\$32,060.00</b>
<b>Total Expenses</b>			<b>\$6,240.00</b>
<b>Profit</b>			<b>\$25,820.00</b>

VENDOR	DESCRIPTION	AMOUNT
Blahuta printing	wine glasses	\$2,049.00
Blahuta printing	shopping tote bags	\$1,906.00
Marc Nesbitt	Music	\$200.00
Melinda Faubion Designs	map	
Marketing	KTEX/KWHI on-air ads	\$1,015.00
	Printing rackcards	\$205.00
	Facebook targeted ads	
	Glamfetti day-off décor	\$60.00
Merchant Reimbursements	tickets sold by merchants	\$805.00
<b>Total Cost for Event</b>		<b>\$6,240.00</b>

(\$300.00)

(\$250.00)

## Sponsorships

Underwriters	Total Underwriters	Notes
Champagne - \$2,500	1	Kelli Dozier State Farm
Cabernet - \$1,500	2	30N & 96W, Deep in the Heart Farms
Pinot Grigio - \$1,000	1	Hermann Furniture
Moscato - \$500	0	-
<b>Total amounts:</b>	<b>4</b>	

## Ticket Slaes

\$32,140.00

Reservations	Ticket #	Notes
Online Ticket sales	518	
Merchant Ticket sales	182	*cash only
<b>Total amounts:</b>	<b>700</b>	



**AGENDA ITEM 5**

<b>DATE OF MEETING:</b> February 3, 2025	<b>DATE SUBMITTED:</b> January 31, 2025
	<b>SUBMITTED BY:</b> Leigh Linden
<b>MEETING TYPE:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	<b>CLASSIFICATION:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> WORK SESSION
<b>AGENDA ITEM DESCRIPTION:</b> Discuss and Possibly Act Upon the Minutes From the January 6, 2025 Regular Meeting	
<b>SUMMARY STATEMENT:</b> Review and approve minutes from previous Main Street Advisory Board Meeting	
<b>STAFF ANALYSIS:</b> <b>A. PROS:</b> <b>B. CONS:</b>	
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>	
<b>ATTACHMENTS:</b> Minutes from January 6, 2025	
<b>RECOMMENDED ACTION:</b> Approve minutes.	
<b>APPROVALS:</b>	



**Main Street Advisory Board  
Meeting Minutes  
January 6, 2025**

A regular meeting of the Main Street Board was held on Monday, January 6, 2025, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Andi Liner, Dax Flisowski, Connie Wilder, Amber Briggs, Tiffany Morisak, Wendy Meaux, Roger Ross, Jon Hill, Lowell Ogle

Members absent:

Tiffany Howard  
Doug Peck

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 Vice Chair, Andi Liner called the meeting to order.

**2. Citizen/Visitor Comments**

None

**3. Reports Discuss and Possibly Act Upon the Minutes from the November 4, 2024, Regular Meeting:**

Tiffany Morisak made a motion to approve the minutes. Roger Ross seconded the motion. The Vice-Chair called for a vote. The motion passed with the Board voting as follows:

Chair Doug Peck	Absent
Andi Liner	Yes
Tiffany Howard	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

**4. Discuss and Possibly Act Upon the Election of Chairperson and Vice Chairperson for a Term of One Year**

Andi Liner was elected as Chairperson and Roger Ross was elected Vice Chairperson. Lowell Ogle a motion to approve both selections. Jon Hill seconded the motion. The Vice-Chair called for a vote. The motion passed with the Board voting as follows:

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

**5. Discuss and Possibly Act Upon the Election of Four Board Members to the Executive Committee**

Andi Liner, Roger Ross, Dax Flisowski and Tiffany Morisak were nominated to serve on the Executive Committee. Jon Hill made a motion to approve the selection. Wendy Meaux seconded the motion. The Vice-Chair called for a vote. The motion passed with the Board voting as follows:

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



## **6. Review of Dates for 2025 Board and Executive Committee Meetings**

Dax Flisowski made a motion to approve the 2025 Meeting Dates. Amber Briggs seconded the motion. The Vice-Chair called for a vote. The motion passed with the Board voting as follows:

Chair Doug Peck	Absent
Andi Liner	Yes
Tiffany Howard	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

## **7. Report on Small Business Saturday Event and Christmas Stroll Activities Downtown**

Leigh Linden reported feedback from Small Business Saturday’s “Cocoa Crawl” was positive, and merchants would like to do it again in the future. The Christmas Stroll Concert “Cool Nights Holiday Tunes” was a success, and positive feedback was received as well as interest in having it in the future. Breakfast with Santa received positive feedback. There were many first-time participants. Collaborating with the Barnhill Center in the future for this event was discussed with Alex Dill. Many of the afternoon activities were cancelled due to bad weather. The Parade ran smoothly and had approximately 10,000 attendees and 109 floats.

## **8. Report from Brenham Heritage Museum**

Ciera Harris gave a recap of the Museum’s 2024 programs and upcoming programs for 2025. New programs for 2025 are Parks and Wildlife and Natural Exhibit in the summer and a permanent Sports Exhibit in the fall. Speakers scheduled are Professor Walter Binger from UT Austin and Walter Kamphoefner from Texas A&M giving a presentation on German history. In the future, the Bus Depot will be available during some city events to stop in and use the bathrooms and get a refreshment.

## **9. Report from Washington County Chamber of Commerce**

Jamie Rankin shared that 2024 was a record-breaking year with 56 Ribbon Cuttings and 109 New Members joining the Chamber. The Chamber built the Welcome Sign at Hwy 105 coming into Brenham. In 2025, the Chamber will hold a Legislative Luncheon in the fall with Trey Wharton and Lois Kolkhorst and Washington County Day at the Capital in February. The Chamber will host their 10<sup>th</sup> Annual Administrative Appreciation Luncheon, the 5<sup>th</sup> Annual Classic Golf Tournament and the Annual Banquet. The goals for 2025 are a revamped Young Professionals Organization and six sessions of Chamber 101 for new Members.

**Next Board Meeting – February 3, 2025**

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Doug Peck  
Chair

**ATTEST:**

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Leigh Linden  
Main Street Manager



## AGENDA ITEM 6

<b>DATE OF MEETING:</b> February 3, 2025	<b>DATE SUBMITTED:</b> January 31, 2025
<b>SUBMITTED BY:</b> Leigh Linden	
<b>MEETING TYPE:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> SPECIAL	<b>CLASSIFICATION:</b> <input checked="" type="checkbox"/> REGULAR <input type="checkbox"/> WORK SESSION
<b>AGENDA ITEM DESCRIPTION:</b> Administrative Updates <ul style="list-style-type: none"> <li>➤ Volunteer Hour Tracking Procedure</li> <li>➤ Raised Funds Budget</li> <li>➤ Other Updates</li> </ul>	
<b>SUMMARY STATEMENT:</b> Reports from Main Street Manager, Leigh Linden Regarding Downtown Brenham	
<b>STAFF ANALYSIS:</b>  <b>A. PROS:</b>  <b>B. CONS:</b>	
<b>ALTERNATIVES (In Suggested Order of Staff Preference):</b>	
<b>ATTACHMENTS:</b> none	
<b>RECOMMENDED ACTION:</b> none	
<b>APPROVALS:</b>	