



NOTICE OF A REGULAR MEETING

Main Street Advisory Board

Monday, August 3, 2026, 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 for any purpose that is, or appears to be, a conflict of interest. Any member who becomes aware of a conflict or potential conflict must disclose it and abstain from discussion and voting on the item. A conflict of interest is defined as a situation in which a Board member's personal interests may be served or financial benefits gained as a result of a Board decision.]

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**
- **Promotion**

REGULAR SESSION

- 4. Discuss and Possibly Act Upon the Approval of Minutes from the June 8, 2026, Regular Meeting**
- 5. Discuss and Possibly Act Upon the Texas Arts and Music Festival Partnership Proposal for the Mural at W. Alamo and S. Austin Street**
- 6. Discuss and Possibly Act Upon Adoption of the Banner Pilot Program in Downtown Brenham**
- 7. Administrative/Elected Officials Report**

Adjourn

CERTIFICATION

I certify that a copy of the August 3, 2026, agenda of items to be considered by the Main Street Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, TX, on Tuesday, July 28, 2026, at 11:46 a.m.

*Leigh Linden*_____

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 at the adjoining entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested seventy-two (72) 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 _____, 2026 at _____AM/PM.

Signature: _____ Title: _____



AGENDA ITEM 3

DATE OF MEETING: August 3, 2026		DATE SUBMITTED: July 28, 2026
		SUBMITTED BY: Leigh Linden
MEETING TYPE: ☒ REGULAR ☐ SPECIAL		CLASSIFICATION: ☐ REGULAR ☒ 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-Point Main Street Committees		
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: August 3, 2026	DATE SUBMITTED: July 28, 2026 SUBMITTED BY: Leigh Linden		
<table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> MEETING TYPE: ☒ REGULAR ☐ SPECIAL </td> <td style="width: 50%; vertical-align: top;"> CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION </td> </tr> </table>		MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION
MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION		
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Minutes From June 8, 2026 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 June 8, 2026.			
RECOMMENDED ACTION: Approve minutes.			
APPROVALS:			



**Main Street Advisory Board
Meeting Minutes
June 8, 2026**

A regular meeting of the Main Street Advisory Board was held on Monday, June 8, 2026, beginning at 4:03 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Andi Liner (Chair), Roger Ross (Vice Chair), Tiffany Howard, Connie Wilder, Dax Flisowski, Whitney Ray

Members absent:

Amber Briggs, Wendy Meaux, Lowell Ogle

City Staff present:

Main Street Manager, Leigh Linden
Economic & Community Director, Teresa Rosales
Development Director, Stephanie Doland
Main Street Intern, Anneliese Schmidt

Others present:

Sherry Harber

1. Call Meeting to Order

Chair, Andi Liner called the meeting to order at 4:03 pm.

2. Citizen/Visitor Comments

There were no citizen/visitor comments.

3. Reports from Main Street Committee Chairs:

- Design: Committee Chair Dax Flisowski reported on the ongoing Texas Department of Transportation work. He also noted that the downtown mural project is expected to resume later in the year.
- Economic Vitality – In the absence of Committee Chair Lowell Ogle, Connie Wilder discussed data collected by the Block Captains. The committee emphasized the importance of gathering and tracking meaningful data to demonstrate downtown's impact as an economic center and to validate the effectiveness of the Main Street Approach.
- Organization – No meeting was held in May.

- Promotion – Chair Andi Liner reported on the committee's success of Summer Sip and thanked the volunteers and staff for their efforts. Only nine pre-sold ticket holders did not pick up their tickets. Updates were also provided on the upcoming Hot Nights, Cool Tunes series in July, including the Stray Katz Car Club car show, food trucks, and the donation of portable restrooms by Stop & Go Potties for all three event nights.

4. Discuss and Possibly Act Upon the Minutes from the May 4, 2026, Regular Meeting

Dax Flisowski made a motion to approve the minutes from the May 4, 2026, regular meeting. The motion was seconded by Roger Ross and carried unanimously by the members present.

Chair Andi Liner	Yes
Vice Chair Roger Ross	Yes
Amber Briggs	Absent
Connie Wilder	Yes
Dax Flisowski	Yes
Lowell Ogle	Absent
Wendy Meaux	Absent
Whitney Ray	Yes
Tiffany Howard	Yes

5. Discuss and Possibly Act Upon Approval of Formal Adoption of 2026 Main Street Work Plan.

Roger Ross made a motion to approve formal adoption of the 2026 Work Plan. The motion was seconded by Tiffany Howard and carried unanimously among members present.

Chair Andi Liner	Yes
Vice Chair Roger Ross	Yes
Amber Briggs	Absent
Connie Wilder	Yes
Dax Flisowski	Yes
Lowell Ogle	Absent
Wendy Meaux	Absent
Whitney Ray	Yes
Tiffany Howard	Yes

6. Administrative/Elected Officials Report

Leigh Linden, the Main Street Manager, reported on the Texas Main Street Retreat event in Huntsville, Texas that she attended the previous week. She shared that the conference provided valuable information and ideas and that she returned with a comprehensive list of initiatives and action items to implement in the Brenham program.

The meeting adjourned at 4:43 pm.

Next Regular Board Meeting – August 3, 2026.

Andi Liner
Chair

ATTEST:

Leigh Linden
Main Street Manager

DRAFT



AGENDA ITEM 5

DATE OF MEETING: August 3, 2026	DATE SUBMITTED: July 28, 2026 SUBMITTED BY: Leigh Linden		
<table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> MEETING TYPE: ☒ REGULAR ☐ SPECIAL </td> <td style="width: 50%; vertical-align: top;"> CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION </td> </tr> </table>		MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION
MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION		
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon the Texas Arts and Music Festival Partnership Proposal for the Mural at W. Alamo and S. Austin Street			
SUMMARY STATEMENT: Review and discuss the proposal from the Texas Arts and Music Festival Board for the Downtown Brenham Mural			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: TAMF Proposal			
RECOMMENDED ACTION: Staff recommends approval			
APPROVALS:			



Celebrating Art and Music in Brazos Valley since 2016

Dear Members of the Board,

On behalf of the Texas Arts and Music Festival (TAMF), I would like to present this collaboration plan for the upcoming mural project in Downtown Brenham. We are excited about the opportunity to work together to revitalize this important piece of public art, enhancing both the aesthetic appeal of our downtown and the experience of residents and visitors alike.

This document summarizes our current progress, the proposed partnership structure, and the steps required to move forward.

I. Mutual Benefits of Collaboration

TAMF is a nonprofit organization with an established reputation within the Texas art community. Our experience working directly with artists allows us to:

- Secure highly regarded artists who bring visibility and credibility to our projects;
- Negotiate discounted rates due to our strong artist relationships and the value TAMF offers artists in terms of exposure, accommodations, and professional support;
- Handle artist logistics efficiently, ensuring a smooth project from concept to completion.

By collaborating, Downtown Brenham and TAMF can combine resources to achieve a result that neither party could accomplish as cost-effectively on their own, while delivering an enduring piece of art for our community.

II. Artist Secured: Anat Ronen

We have been in direct discussion with Anat Ronen, the original artist of the existing mural, who has agreed to design and execute a brand-new mural for this project. She is able to work at a significantly discounted rate because of her established relationship with TAMF and the logistical support we can provide.

Artist Support Provided by TAMF:



Celebrating Art and Music in Brazos Valley since 2016

- Free lodging during the mural project
- Paid mechanical lift rental
- Experienced artist assistants
- Donated local gift cards to offset meals
- Direct communication and project coordination with TAMF acting as the artist's primary point of contact

III. Financial Summary

Typical Festival Mural Cost (For Comparison):

- Artist Compensation: \$5,000
- Materials, Lodging, Equipment: \$2,500
- **Total Typical Cost:** \$7,500

Proposed Downtown Brenham Mural Cost:

- Artist Compensation: \$15,000 (reflecting the larger wall and complexity)
- Estimated Additional Expenses (lodging, materials, equipment, etc.): \$3,000–\$5,000
- **Projected Total Cost:** Approximately \$18,000–\$20,000



Celebrating Art and Music in Brazos Valley since 2016

This represents a substantial value relative to a typical mural cost by a reputable artist with experience and name recognition.

IV. Consideration of Alternatives

We understand there has been discussion regarding repairing the existing mural as an alternative. Based on our experience, we recommend commissioning a new mural because:

- Restored murals often have a significantly shorter lifespan than new installations.
- Repairs can still be costly and may result in visible mismatches in color and design.
- A new mural aligns with TAMF's mission to create vibrant, durable art that will serve the community for at least five years.

Should the board decide to pursue restoration instead, TAMF would fully respect that decision and could facilitate direct communication with Anat for you, though TAMF would not be able to participate directly in a restoration effort.

V. Next Steps for Collaboration

If the board agrees to proceed with the new mural as part of the 10th Annual Texas Arts and Music Festival this October, we propose the following next steps:

1. Confirm shared financial participation and budget allocation.
2. Finalize and execute an artist agreement with Anat Ronen.
3. Approve design concepts and timelines.
4. Coordinate scheduling for mural execution in advance of the October festival.



NO
TRAIN HORN





AGENDA ITEM 6

DATE OF MEETING: August 3, 2026	DATE SUBMITTED: July 28, 2026 SUBMITTED BY: Leigh Linden		
<table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> MEETING TYPE: ☒ REGULAR ☐ SPECIAL </td> <td style="width: 50%; vertical-align: top;"> CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION </td> </tr> </table>		MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION
MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION		
AGENDA ITEM DESCRIPTION: Discuss and Possibly Act Upon Adoption of the Banner Pilot Program in Downtown Brenham			
SUMMARY STATEMENT: Review and discuss guidelines of a pilot program for light pole banners in Downtown Brenham			
STAFF ANALYSIS: A. PROS: B. CONS:			
ALTERNATIVES (In Suggested Order of Staff Preference):			
ATTACHMENTS: Downtown Light Pole Banner Program Guidelines			
RECOMMENDED ACTION: Staff recommends approval			
APPROVALS:			



DOWNTOWN LIGHT POLE BANNER PROGRAM

City of Brenham | Main Street Brenham

Program Overview

Main Street Brenham is proposing a Light Pole Banner Pilot Program designed to utilize downtown infrastructure exclusively for city messaging, city-sponsored event promotion, and district branding.

By placing high-quality banners on light poles throughout the downtown district, the City can effectively market key community initiatives while enhancing the visual charm and vibrancy of Downtown Brenham.

Purpose & Goals

- **Promote City-Sponsored Events:** Provide dedicated visual marketing for major downtown events, including Hot Nights, Cool Tunes and the Christmas Lighted Parade.
- **District Branding:** Promote Brenham's official designation as the "Ice Cream Capital of Texas" during the event off-season.
- **Streamline Messaging:** Maintain a clean, attractive, and cohesive aesthetic across the downtown footprint with standardized, city-managed displays.
- **City-Exclusive Use:** Eliminate commercial clutter by restricting light pole banner placement strictly to municipal and Main Street Department programming.

Geographic Scope

This pilot program is strictly relegated to the Downtown/Main Street District. Banners will not be placed in other areas of town or outlying corridors during this phase and will be limited to designated light poles along primary corridors, including Alamo, Main, Vulcan, and Commerce streets. Focusing exclusively on the downtown footprint allows staff to monitor maintenance, test durability, and ensure cohesive visual appeal before considering any future expansion.

Specifications

Standard Dimensions: 24" × 48" (2 ft × 4 ft) — Most Common / Standard Historic Core

This size is best for Historic downtown districts, pedestrian walkways, decorative lampposts, and park plazas. Widely considered the "sweet spot" size for decorative black cast-iron or aluminum streetlights (like in Toubin Park), it provides ample visibility without catching excessive wind or visually overpowering pedestrian-scale poles.

Program Evaluation

Throughout the trial, Main Street staff, the Board, and City leadership will evaluate the program's success based on a few key metrics such as visual appeal, hardware performance, and marketing effectiveness. Overall feedback from downtown merchants, residents, and visitors will be welcomed and taken into account.

Example 1:



Example 2:





AGENDA ITEM 7

DATE OF MEETING: August 3, 2026	DATE SUBMITTED: July 28, 2026 SUBMITTED BY: Leigh Linden
MEETING TYPE: ☒ REGULAR ☐ SPECIAL	CLASSIFICATION: ☒ REGULAR ☐ WORK SESSION
AGENDA ITEM DESCRIPTION: Administrative/Elected Officials Report	
SUMMARY STATEMENT: Reports from Main Street Manager, Leigh Linden, Regarding Recent and Upcoming Events in Downtown Brenham	
STAFF ANALYSIS: A. PROS: B. CONS:	
ALTERNATIVES (In Suggested Order of Staff Preference):	
ATTACHMENTS: none	
RECOMMENDED ACTION: none	
APPROVALS:	