AGENDA
Elgin Main Street Advisory Board

Monday, October 26, 2020 –1:00 p.m.

Go To meeting call – Email community@ci.elgin.tx.us for meeting call information or contact the City Secretary asanchez@ci.elgin.tx.us or call 512-801-5748

Board of Directors

Ed Rivers-President, Theresa McShan-Vice President, Stacey Wilhite-Secretary,

Katy Gassaway, Krista Marx, Sherri Rivers, Jake Carter and Marla Jensen

Business Meeting

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. MINUTES

4.I. MSB Minutes 9-25-2020

Documents:

MSB MINUTES 9-25-2020.PDF

4.I.i. MSB Minutes 10-22-2020

Documents:

MSB MINUTES 10-22-2020.PDF

5. NEW BUSINESS

5.I. Up Coming Events & Promotions

Documents:

UP COMING EVENTS 10-23-2020 MSB MEETING.PDF

5.I.i. Events & Promotions

Documents:

EVENTS FOR MSB.PDF

6. ANNOUNCEMENTS
7. ADJOURNMENT

CERTIFICATION

I certify that the above notice for a meeting was posted on the bulletin board at the Elgin City Hall of the City of Elgin on or before 5:30pm Friday October 23, 2020

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Amy Miller, Director Community Services

Notice of Possible Quorum: City Council, City of Elgin, Texas. This notice is posted in order to meet the requirements of the Open Meetings Act, in the event that the number of City Council members present at the event makes the Act applicable.

MSB Meeting Go To Meeting

September 25, 2020 Called: 8:04am by Ed Rivers.
Attending: Theresa McShan, Stacey Wilhite, Katy Gassaway, Ed Rivers, Krista Marx and Jake Carter
Absent: Sherri Rivers and Marla Jensen
Staff: Amy Miller and La'Richer Parks

Public Comment: None

Minutes: Minutes will be provided at the next meeting.

New Business:

Events and Promotions: Sip, Shop & Stroll- Amy reported after meeting with business owners and got mixed feelings on starting up again. Most businesses aren't open Thursday evenings and don't have the customer demand to be open Thursday evenings and don't feel ready to be open. We have a couple of folks that are eager to do something on Thursday night. Amy met with the City Manager about Sip Shop & Stroll- one of the concerns are not being able to make a modified version that will work. Need to decide how we will manage the behavior of the crowd, face coverings, we would need the board to be at sip shop & stroll to help manage things. Another concern is that we would only have a small amount of businesses participating and the expectation for the event to be like it was. Would the event fall flat and not feel successful? We would need to have a plan on how people could congregate. Do we work on a plan to see how we can make it work or do we just wait until things are better? We have to realize we're coming out of a pandemic and will need to build the event back up to what it was. Our expectations for the first event will not be like it was in the past. Discussion about promoting sidewalk sales, hot cocoa stroll- we're still inviting people to come downtown. There's concern that people will lose interest in Sip Shop and Stroll if we do not bring it back.

Businesses are able to independently be open and do something on Thursday nights without the City and Main Street backing it or promoting it. We can work on promoting something to let the public know we do miss the event and would like to do it. Issue is how to do invite folks to come to Elgin and to the district in a safe manner.

Fall décor- The idea is to get businesses to participate with decorating to make downtown feel festive, come take your picture in front of my business. Since we're not having the traditional trick or treat, we're thinking about a munchkin masquerade- make up a bingo card, hide Priscilla in costume, or a spooky graphic. Wear your costume downtown, come look for the hidden things, and enter into drawing for a goodie bag. Costume contest- come downtown take a picture tag a business or in front of a business. Costume get the most likes gets a gift. Business could donate gift certificate or items. This is efforts to invite people into the district and continue having the memory building relationship. This would be spread out over a two-week period- you would do with your family while wearing your face mask. We are not inviting folks to come downtown on the 31st.

Hogeye:

The plan is to continue Think Pink Thursdays- this has always been a virtual thing and we will continue to promote this aspect of the festival.

Presented the 2020 Hogeye graphic to the board. Discussed t-shirts- with the color scheme of the graphics we will be ordering white tees this year. It will be a good soft t-shirt. This year has been different so we're just doing white t-shirt to make the full color graphics pop. It will be more expensive to produce because of the multi colors. Planning to keep the sale price at $12 each.

Discussion about buying postcards with the new graphics to send to vendors sponsors, hogunteers etc. as a save the date,. Could also use the post cards in the welcome bags for new residences. Possibly add them to kiosks throughout town.

Hogeye masks- presented the board with the masks. Planning to sell masks for $6 each. Will have a choice between pink and aqua with the traditional Hogeye logo in white.

Sponsors- We have some $22,000 in commitments. Invoices have gone out and Amy will reach out to the board if we need help with follow up calls.

Board approved ordering face coverings and ordering t shirts based on the 2018 shirt order.

Adjourn: 8:53am

Main Street Board Meeting
GoToMeeting
October 22, 2020

Called to Order at 8:05 a.m. by Ed Rivers

Attending: Stacey Wilhite, Sherri Rivers, Ed Rivers, Marla Jensen and Jake Carter. Theresa McShan joined at 8:28 a.m.
Absent: Katy Gassaway
Staff: Amy Miller and La'Richer Parks

Public Comment: None
Minutes: Minutes will be provided at the next meeting.

New Business:

2020-2021 Main Street Marketing Grant- for fiscal year ending September 30, 2020 Main Street reimbursed businesses $5,496.81 with $17,285.99 submitted for reimbursements. Businesses qualify for a max of $100 per month. We had several businesses that applied and were approved but did not submit receipts for reimbursement. New fiscal year started October 1, 2020 - applications received: Body and Shine Wellness and The Owl, Wine Bar and Home Goods Store. Krista Marx moves to approve the submitted applications. 2nd by Stacey Wilhite. Passed unanimously.

Main Street Manager position- City of Elgin included a Main Street Manager in the budget which was approved in September. At last Council meeting on October 13, 2020 City Council approved hiring two Public Information Officers to assist in open records requests that are coming primarily from group Concerned Citizens of Elgin. The city has received an influx of open records requests often 20 to 30 per week and feel that it is an immediate need to fill these positions as soon as possible. Two patrol officer positions were also put on hold to provide funding support for these new positions. The Main Street Manager position hiring is on hold and will be re-visited January 2021.

Hogeye: Soooeey! Hogeye T-shirts and face coverings are available at several locations in downtown! Board discussed continuing the momentum and folks interested in the 2021 festival. We are getting positive feedback on the design. There has not been any negativity about not having the festival this year. Stacey Wilhite will look into getting Hogeye branded hand sanitizer. Sent a volume of post cards and face masks to all of 2019 sponsors, vendors, bands and city council members.

Board discussed giving away a post card with every t-shirt or face mask covers. If someone wants additional post cards, they could make a donation. We could give the businesses a stack of post cards to give out to their customers as a promotional piece. We can look into printing a smaller size that's traditional postcard size and encourage folks to mail it to friends and family. Board discussed treat the post cards like baseball cards and make it a collector item and produce one per month leading up to 2021 festival. Staff will investigate costs for this.

Events and Promotions:

Think Local Thursdays-
Pam from Tattered Shutter has headed up this promotion. Businesses are staying open late in coordination with the weekly Farmers' Market Thursday evenings to encourage traffic downtown.
Board discussion - if we are promoting this business led effort why not do Sip Shop & Stroll?
- We could try holding Sip Shop & Stroll in November and December.
- We would be required to meet the Governor's Guidance for Outdoor events and get permission from Mayor.
- Would need to show how social distancing, face masks required, would be promoted and enforced or encouraged at the event.
- Things like additional signage, hand sanitizer stations, volunteers monitoring activity on the sidewalks and encouraging people to not congregate.
- We want to encourage shopping, but the concern is social distancing.
- Could we encourage BYOB- so the businesses don't have to worry about providing drinks right now?
- Board to schedule another meeting to discuss Sip Shop & Stroll more.

Halloween- We encourage everyone to help promote alternative activities to replace the Safe Trick or Treat event.
- Halloween Scavenger Hunt- there will be a list of items to hunt and turn the form in folks at Martha's Market or Dorothy's to get a prize.
- Virtual pumpkin Carving Contest is being hosted by Advocacy Outreach and they will load those pictures to their Facebook page and everyone can vote on them.
- Downtown Halloween Costume Photo Contest is to encourage folks to come downtown and take photos in their costumes, businesses could take pictures for customers, they submit the photos to us and we will post them on our Visit Elgin Facebook page for voting, then award prizes.
- Fall Family Pictures – businesses have done great window décor and a number of businesses used the free haybales to make great displays for pictures in front of their businesses.

Shop Small & Hot Cocoa Stroll- we will need help with these events.
- Shop Small Saturday November 28 - the American Express Saturday after Thanksgiving promotion.
- We plan to have Hunt for Priscilla again this year.
- Home for the Holidays includes the Hot Cocoa Stroll – no hot cocoa samples but we would sell a souvenir Elgin Christmas mug with Hot Cocoa and Marshmallows from Firewild Catering and Murphy's mallows.
- Saturday December 5 with stores hosting Sidewalk Sale.
- Saturday December 12 The Art of Giving promoting hand crafted and locally made items.
- Saturday December 19 Holiday Sweater Saturday – wear your holiday Sweater enjoy sales and specials downtown.

Board agreed to meet on Monday October 26 at 1p.m. to discuss Sip Shop and Stroll and promotions through end of the year.

Adjourn: 8:56 a.m.

Up Coming Events

Downtown Halloween Scavenger Hunt

Downtown Halloween Costume Photo Contest

Virtual Pumpkin Carving Contest with Advocacy Outreach

Saturday Sidewalk Sale November 7 and December 5

Think Local Thursdays - October 29-December 31 Organized by Pam with Martha's Market and Tattered Shutter – businesses are staying open late Thursday evenings and cross promoting with the Elgin Farmers Market.

Home for the Holidays

Shop Small Saturday November 28 Saturday with American Express Hunt for Priscilla

Hot Cocoa Stroll December 5 souvenir mug with hot cocoa mix and marshmallows from Firewild and Murphy's Mallows joint event with Chamber of Commerce – they do the mug. This is also Sidewalk Sale Saturday.

Art of Giving Locally made and hand-crafted weekend – Artists who were participating in Elgin Art Studio Tour which was rescheduled to this weekend from May due to COVID19. Artists will be contacted to see how they might participate – can set up with business downtown to sell and demonstrate their work.

Holiday Sweater Saturday wear your holiday sweater downtown and enjoy sales and specials

☑ CHECKLIST FOR OUTDOOR EVENTS

Outdoor events, such as July 4 celebrations and other large outdoor gatherings with estimated attendance of 10 or more, are permissible to hold in Texas. The county judge or the mayor, as appropriate, in coordination with the local public health authority, must give approval to such an outdoor gathering or event prior to it being held.

All individuals must wear a face covering (over the nose and mouth) wherever it is not feasible to maintain six feet of social distancing from another individual not in the same household or, for those engaging in physical activities outdoors, wherever the individual is not able to maintain a safe physical distance from others not in the same household.

The following are the minimum recommended health protocols for all outdoor events in Texas. These minimum health protocols are not a limit on the health protocols that individuals may adopt. Individuals are encouraged to adopt additional protocols consistent with their specific needs and circumstances to help protect the health and safety of all Texans.

The virus that causes COVID-19 can be spread to others by infected persons who have few or no symptoms. Even if an infected person is only mildly ill, the people they spread it to may become seriously ill or even die, especially if that person is 65 or older with pre-existing health conditions that place them at higher risk. Because of the hidden nature of this threat, everyone should rigorously follow the practices specified in these protocols, all of which facilitate a safe and measured reopening of Texas. The virus that causes COVID-19 is still circulating in our communities. We should continue to observe practices that protect everyone, including those who are most vulnerable.

Please note, public health guidance cannot anticipate every unique situation. Individuals should stay informed and take actions based on common sense and wise judgment that will protect health and support economic revitalization.

Health protocols for individuals:

- ☐ **Individuals aged 65 or older are at a higher risk of COVID-19. To the extent possible, avoid contact within 6 feet with individuals aged 65 and older. Individuals aged 65 and older should stay at home as much as possible. Large gatherings, even those held outside, pose a significant risk to this population.**
- ☐ Individuals may not be in a group larger than 10 individuals (including those within the individual's household). Within these groups, individuals should, to the extent possible, minimize in-person contact with others not in the individual's household. Minimizing in-person contact includes maintaining 6 feet of separation from individuals. When maintaining 6 feet of separation is not feasible, other methods should be utilized to slow the spread of COVID-19, such as washing or sanitizing hand frequently, and avoiding sharing utensils or other common objects.
- ☐ **Individuals should maintain 6 feet of separation from others outside the individual's group. A group is defined as no more than 10 persons including the members of the household and those persons who traveled together to the event.**
- ☐ Self-screen before going to an outdoor event for any of the following new or worsening signs or symptoms of possible COVID-19:
  - ☐ Cough
  - ☐ Shortness of breath or difficulty breathing
  - ☐ Chills
  - ☐ Repeated shaking with chills
  - ☐ Muscle pain
  - ☐ Headache
  - ☐ Sore throat
  - ☐ Loss of taste or smell
  - ☐ Diarrhea
  - ☐ Feeling feverish or a measured temperature greater than or equal to 100.0 degrees Fahrenheit
  - ☐ Known close contact with a person who is lab confirmed to have COVID-19

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- ☐ Wash or disinfect hands after any interaction with employees, other individuals, or items at the outdoor event.
- ☐ Clean and sanitize any items before and after use.

Local approval factors:

- ☐ Local approval for large outdoor gatherings (those with an estimated attendance exceeding 10 individuals) is appropriate in this instance because a statewide standard is unable to take into account the various factors needed to ensure such a gathering in varied locations is safe and will minimize the spread of COVID-19. Further, business parity is not an issue at large outdoor events.
- ☐ In evaluating large gatherings (those with an estimated attendance exceeding 10 individuals), the county judge or the mayor, as applicable, should consider the following factors:
  - ☐ The overall number of projected attendees;
  - ☐ The likelihood of individuals over the age of 65 attending;
  - ☐ The density of the forum and the ability to ensure social distancing of 6 feet between individuals; and
  - ☐ The level of transmission in the county.
- ☐ Gatherings of less than 10 individuals may proceed consistent with all the health protocols above without approval of the county judge, local health authority, or mayor, as applicable.

VIRTUAL PUMPKIN CARVING CONTEST

SUBMIT PHOTOS BY OCT. 29TH
TO:
INFO@ADVOCACYOUTREACH.ORG
VOTING WILL BE ONLINE OCT. 30-NOV. 1
FACEBOOK @ADVOCACYOUTREACH

DOWNTOWN ELGIN HALLOWEEN SCAVENGER HUNT

HOW MANY CAN YOU FIND?

- All Orange Lights
- "RIP" Tombstone
- Spider Webs
- Skeleton
- Scarecrow
- Zombie
- Candy Bucket
- Ghost
- Pink Pumpkin
- Vampire
- Bats
- Black Pumpkin
- Witch
- Black Cat
- Creepy Clown
- Pig
- White Pumpkin
- Crime Scene Tape
- Frankenstein

BRING YOUR SCAVENGER HUNT FORM TO
MARTHA'S MARKET 112 N. MAIN ST.
OR
DOROTHY'S JEWELRY 104 DEPOT ST.
TO WIN A PRIZE - WHILE SUPPLIES LAST !

@VisitElginTX

DOWNTOWN HALLOWEEN COSTUME PHOTO CONTEST

- Take a picture with a business in downtown Elgin.
- Submit picture to with your name and phone number by Oct. 29 to: community@ci.elgin.tx.us
- Pictures will be posted on VisitElginTX Facebook page for voting.
- Voting is Oct. 30-Nov 1
- Prizes & winners announced Nov. 2

@VISITELGINTX

www.elgintx.com

Home for the Holidays

HISTORIC DOWNTOWN ELGIN

ELGINTX.COM

*Dec. 5th Hot Cocoa Stroll
*Dec. 12th The Art of Giving
*Dec. 19 Holiday Sweater
*Elgin Farmers Market every Thursday
*Cut your own tree at our Christmas tree farms

@VisitElginTX

www.elgintx.com

SMALL BUSINESS SATURDAY® | NOV 28

FOUNDING PARTNER

Downtown Elgin

Find Priscilla and enter the contest for a chance to win prizes.

Elgin Texas perfectly situated...

Elgin Main Street

Elgin Chamber of Commerce & Visitor's Center