

Main Street Board Meeting
GoToMeeting Minutes
January 21, 2021

Called to Order at 8:07 a.m. by Theresa McShan

Attending: Stacey Wilhite, Sarah Gudenkauf, Jake Carter, Theresa McShan, Katy Gassaway, and Krista Marx and Monica Nava

Absent: Ed Rivers and Marla Jensen

Staff: Amy Miller and La'Richer Parks

Guest: Ashley

Public Comment: None

Minutes: December 17 minutes were provided to the board. Stacey Wilhite moves to approve. 2nd by Katy Gassaway. Passed unanimously.

Financial Report- Financial report was provided.

New Business:

Main Street Manager position- Amy provided an update on the status of the position. Posted on the City of Elgin website, shared with the National Main Street, TX Historic Commission, about four universities. Expect to get a short list of applicants in February. Hoping to have position filled by the first of March.

Meeting Schedule- Board discussed shifting the monthly meetings to the third Wednesdays at 8am. Next meeting is February 17th. The March meeting will be shifted to the March 24th at 8am to avoid Spring Break, then will continue with 3rd Wednesdays.

Main Street Promotional Grants- New applicant: Wild Spirit. Jake Carter moves to approve the application. 2nd by Krista Marx. Passed unanimously. Board discusses if businesses need to reapply or simply be considered for approval for another quarter. Krista Marx moves to approve Body and Shine and The Owl for the first quarter 2021 as of January 1, 2021. 2nd by Monica Nava. Motion passed. Katy abstained.

Waste Collections- Amy provided an update on the status of trash cans in downtown. Amy has been working to come up with an alternative on how trash can be centrally located in larger dumpsters with locks assigned to specific businesses and residences to drastically reduce the blue trash carts that litter the alleys today. Businesses with existing dumpsters would be able to keep them, for example Martinez foods, Lucy's Kitchen.

Social Media Plan- We hired ,Danielle Bornowski, a local social media consultant to access the Visit Elgin and Hogeye platforms and make recommendations and guidance about how to be more affective moving forward, in addition to some analysis for what is working and what we can do better. Our initial target is to schedule postings early mornings and late afternoons on Tuesdays, Thursdays, and Saturdays- in the future focusing more on posting to our stories and some videos. This will be a primary thing for the new Main Street Manager. Danielle will provide a content calendar that will be shared with the board. Board members are to review the plan and submit feedback to Amy by Feb.1st.

Experience the Possibilities and Accelerator- Proposals to provide some direction on how we can help our businesses be successful and move forward in 2021.The Traffic and Sales

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Accelerator- geared towards bringing the businesses together to promote each other and the district. This proposal is geared to retail businesses in the district. Price point about \$2500.

Experience the Possibilities- proposal is of a larger plan orientation-but has pieces that are more business specific i.e., accessing the digital presence, on the ground shopper experience, offering feedback to businesses and over all bigger things to the district overall. Another option is to have Danielle look at the digital presence and look at individual businesses and offer feedback. Katy, Jake and Monica will work with Amy to come up with a plan and report back to the board.

Parking- One of the targets for this year is to develop more shared parking. Our goal is to pursue putting in place shared contracts with 1st Presbyterian Church and First Baptist Church. Sarah and Marla will help reach out to partners about shared parking, assess what we have going on with parking today and look at education efforts with residences, the public and businesses owners.

Updates:

CARTS- Amy provided an update- Activity to relocate a natural gas line will begin in February. Expect construction immediately after.

114 Depot Street- City is working on a contract with a private buyer for this project.

206 Depot Street- City working on renovation plans and first tenant would be the community cupboard.

Sidewalk Map- \$500K grant the city has been approved for from Texas Capital Fund CDBG. New sidewalks starting at S. Main and Central-Adjacent to the Chamber parking lot. Central Ave to Ave. A to Depot Street. Ave B to Ave. C is new sidewalk connecting you to South and North. Construction timeline under development.

Frequent Shopper Card- Continuing the promotion, we have ordered additional cards.

Sidewalk Sale- Set for the first Saturdays for 2021.

Announcements: Celebrated MLK Day on Monday, January 18.

Adjourn: 9:00 a.m.