

AGENDA
Elgin Main Street Advisory Board

Friday March 5, 2021 –8:00 a.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, Jake Carter, Marla Jensen, Monica Nava, Sarah Gudenkauf

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

4. MINUTES

4.I. January 21, 2021 Minutes

Documents:

[MSB MINUTES 1-22-2021.PDF](#)

5. NEW BUSINESS

5.I. Officer Elections

5.II. Main Street Manager Position

5.III. Veterans Park Renovation & Expansion

Documents:

[VETERANS PARK PHASED MASTER PLAN2421.PDF](#)

5.IV. Main Street Grant Applications

Documents:

[MSB GRANT SPREADSHEET 2-26-2021.PDF](#)

5.V. Assessment And Planning Proposals

5.VI. Budget

Documents:

[MAIN STREET BUDGET.PDF](#)

6. Updates

6.I. Spring Promotions

6.II. Downtown Frequent Shopper/ Loyalty Card Program

6.III. First Saturday Sidewalk Sales

7. ANNOUNCEMENTS

8. ADJOURNMENT

9. Financial Report- Revenue And Expenditures

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 Friday February 26, 2021 5:30PM

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.

NOTICE OF ASSISTANCE AT A PUBLIC MEETING

The City of Elgin is committed to compliance with the Americans with Disability Act. Location is wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 281-5724. Please provide forty-eight (48) hours notice when feasible.

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

Main Street Board Meeting
GoToMeeting Minutes
January 21, 2021

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.

Veterans' Memorial Park

OVERVIEW - OPTION 1



SECTION ONE:

- RECREATE HISTORIC PLAZA IN HISTORIC DISTRICT
- INSTALL INTERACTIVE WATER FEATURE - MIMIC 1913 FOUNTAIN
- REPLACE MISSING TREES
- ADD INTERPRETIVE SIGNAGE WITH HISTORY AND HISTORIC PICTURES
- INSTALL NEW HALF WALL BETWEEN MAIN ST. AND INTERACTIVE WATER FEATURE WITH PARK NAME
 - CREATES PICTURESQUE STAIR STEP EFFECT OF SIGN, WATER FEATURE, GAZEBO

SECTION TWO:

- INSTALL ROBINIA TRAIN THEMATIC PLAYGROUND WITH ACCESSIBLE SURFACING
- INSTALL SHADE STRUCTURES FOR EVENTS / FARMER'S MARKET
- BUILD STAGE/AMPHITHEATER FOR EVENTS
- BUILD CARTS STATION - IN PROGRESS 2021
- BUILD NEW PARKING LOT - IN PROGRESS 2021
- ADD BENCHES AND PICNIC TABLES THROUGHOUT

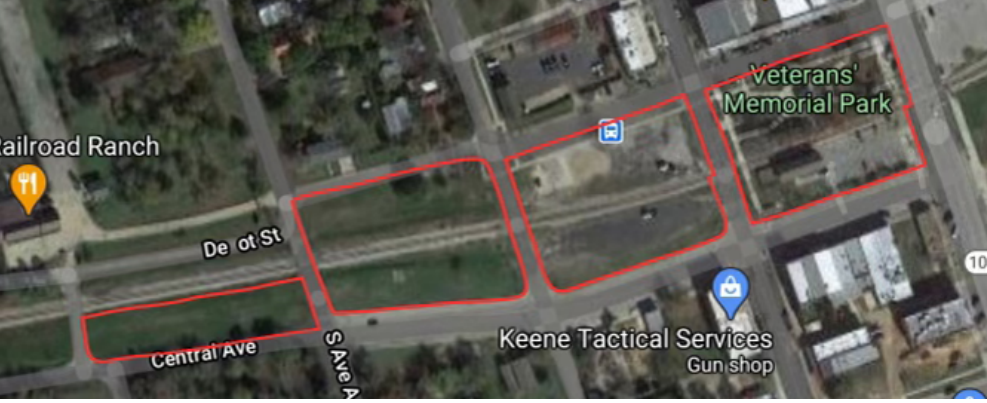
SECTION THREE:

- INSTALL SENSORY GARDEN WITH PLANTS AND MUSICAL INSTRUMENTS
- BUILD SKATE PARK
- BUILD WALL BETWEEN SKATE PARK AND RAILROAD - USE FOR COMMUNITY MURAL

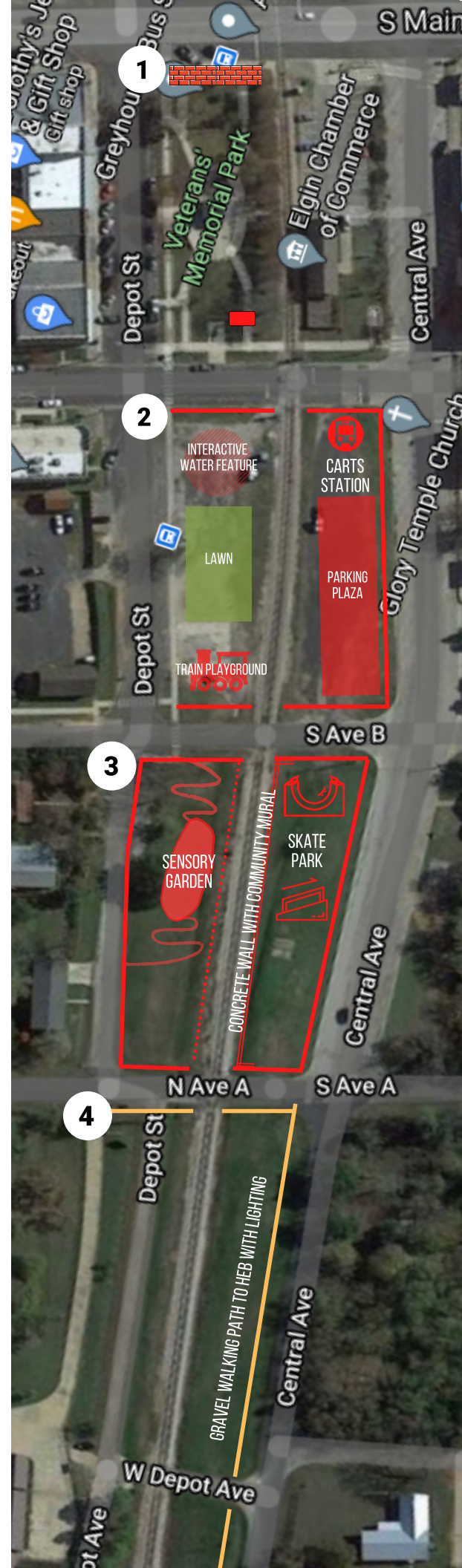
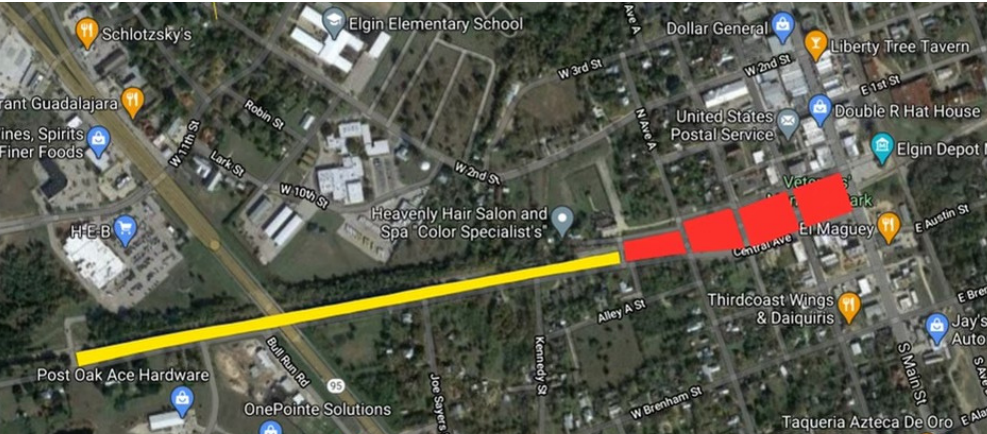
WALKING ROUTE TO HEB:

- GRAVEL WALKING PATH FROM VETERANS' PARK TO HEB WITH LIGHTING.

CITY OF ELGIN PROPERTY



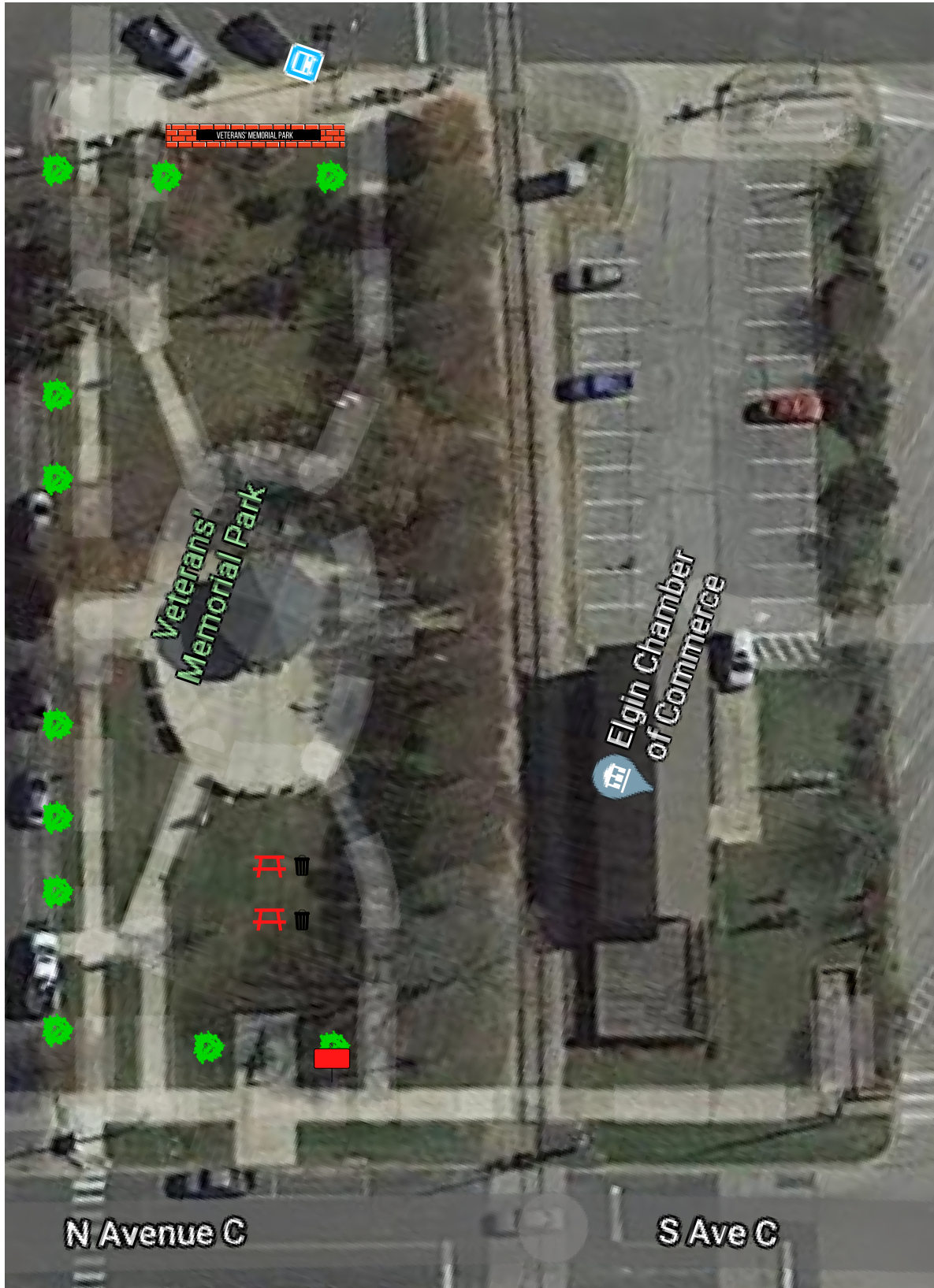
PROPOSED PARK TRAIL EXPANSION



Veterans' Memorial Park

KEY:

.....	BARRIER (TBD)	—	CONCRETE TRAIL		
	PARK BENCH		SHADE STRUCTURE		NEW TREE - SENSORY ASPECT
	PICNIC TABLE		WATER FOUNTAIN		SENSORY PLANTS
	TRASH CAN		BULLETIN BOARD / SIGN		HAND WASHING STATION



Veterans' Memorial Park

KEY:

-  CONCRETE TRAIL
-  NEW PARKING LOT
-  HAND WASHING STATION
-  BARRIER (TBD)
-  KOMPAN TRAIN PLAYGROUND
-  NEW TREE - SENSORY ASPECT
-  PARK BENCH
-  WATER FOUNTAIN
-  SENSORY PLANTS
-  PICNIC TABLE
-  TRASH CAN
-  BULLETIN BOARD / SIGN
-  TERRACE SEATING
-  STAGE/AMPHITHEATER



Business Name	Applied date	Reviewed by Board	Receipts totals submitted	Total reimbursed
Body & Shine	10/14/2020	Approved 10-22-2020	\$693.49	\$300.00
The Owl	10/14/2020	Approved 10-22-2020	\$2,816.89	
ETX Travel	10/23/2020	Approved 11-19-2020	\$245	\$150
Remember Me Tattoos	10/22/2020	Approved 11-19-2020	\$410.29	\$275
Agni Massage	11/23/2020	Approved 12-17-2020	\$284.33	\$281
Lutra Home Care	12/14/2020	Approved 12-17-2020	\$1,737.77	\$300
Wild Spirit Artworks	12/28/2020	Approved 01-21-2021	348.7	\$287.57
Chemn Café	1/26/2021	pending approval	193.5	\$125.58

Main Street Program

The Elgin Main Street program, founded in 1988, turned the downtown district into an economic core on which City of Elgin continues to build with increasing sales tax and property values. Five years ago, the district had a more than 50% vacancy rate with a significant number of buildings that could not be issued certificates of occupancy. Today the district has an occupancy rate of 90%. The district includes the area of Main Street from Lexington to Brenham Street and from the Union Pacific railroad tracks to Avenue B. The award-winning Main Street program, provides community events throughout the year including, the Hogeye Festival, and Sip, Shop and Stroll. Due to the success and increasing demands of Main Street Programs the Proposed FY 2020-21 Budget includes the addition of a Main Street Coordinator Position, to assist in management of these programs.

The Main Street program responded to the COVID19 crisis with intensive business promotions on social media, weekly business operation update calls, the Emergency Main Street COVID19 Marketing grant, a “Yes We’re Open!” Campaign, engaging signs to promote wearing face coverings, provided comprehensive information about grant and loans programs, and modified events such as sidewalk sales.

As we look towards the future, the COVID19 response continues, the program will focus on encouraging the public to support local businesses in a safe manner, connect businesses with training, grant and loan programs, provide new opportunities to experience downtown, and thoughtfully engage in ensuring that the whole community feels welcome downtown and understands that all people are welcome and valued in Elgin.



Estimated Revenue and Proposed Appropriations Fiscal Year 2020-21

122 Main Street Program

FY 2018-19	FY 2019-20		FY 2020-21			
Actual Revenue	Adopted	Amend.#1 6-16-20	Straight Line	Program Change	Total	% Inc/ (Dec)

Revenue

Hogeye Festival	69,662	63,439	63,439	25,000	-	25,000	-61%
Fundraising	1,180	500	500	-	-	-	-100%
Interest Income	361	200	200	-	-	-	-100%
Donations - Other	-	2,000	2,000	1,000	-	1,000	-50%
Public Art	-	-	-	-	-	2,000	100%
TOTALS	<u>71,203</u>	<u>66,139</u>	<u>66,139</u>	<u>26,000</u>	<u>-</u>	<u>28,000</u>	<u>-58%</u>

FY 2018-19	FY 2019-20		FY 2020-21			
Actual Expenditures	Adopted	Amend.#1 6-16-20	Straight Line	Program Change	Total	% Inc/ (Dec)

Expenditures

Supplies & Materials

Office Supplies	85	250	250	600	-	600	140%
Printing	-	-	-	-	-	-	0%
<i>Subtotal</i>	<u>85</u>	<u>250</u>	<u>250</u>	<u>600</u>	<u>-</u>	<u>600</u>	<u>140%</u>

Services/Other Charges

Hogeye Festival	39,907	37,000	37,000	6,000	-	6,000	-84%
Holiday Christmas	-	500	500	-	-	-	-100%
Promo Tourism	8,355	8,500	8,500	8,500	-	8,500	0%
Fundraising	-	500	500	-	-	-	-100%
Dues Subscriptions	-	250	250	300	-	300	20%
Business Devel. Comm.	5,729	6,000	6,000	6,000	-	6,000	0%
Downtown Improve.	5,000	5,000	5,000	5,000	5,000	5,000	0%
Downtown 78621	5,078	5,027	5,027	5,027	5,027	5,027	0%
Travel Training	530	2,100	2,100	1,000	-	1,000	-52%
Design Committee	4,932	5,000	5,000	5,000	-	5,000	0%
<i>Subtotal</i>	<u>69,530</u>	<u>69,877</u>	<u>69,877</u>	<u>36,827</u>	<u>10,027</u>	<u>36,827</u>	<u>-47%</u>
TOTALS	<u>69,615</u>	<u>70,127</u>	<u>70,127</u>	<u>37,427</u>	<u>10,027</u>	<u>37,427</u>	<u>-47%</u>