

Agenda
Elgin Main Street Advisory Board

Wednesday, April 21, 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

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

Katy Gassaway, Jake Carter, Marla Jensen, Monica Nava, Sarah Gudenkauf

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

4. MINUTES

4.I. Main Street Board MINUTES 3-24-2021

Documents:

[MSB MINUTES 3-24-2021.PDF](#)

5. Financial Report- Revenue And Expenditures

Documents:

[MAIN STREET FINANCIAL REPORT 4-16-2021.PDF](#)

6. NEW BUSINESS

6.I. Meet Main Street Manager

6.II. Main Street Grant Applications

Documents:

[MSB GRANT SPREADSHEET 4-16-2021.PDF](#)

6.III. Veteran's Park Renovations & Expansion

Documents:

[VETERANS PARK DRAFT 4_PAGE_3.JPG](#)
[VETERANS PARK DRAFT 4_PAGE_4.JPG](#)

6.IV. Trash Options & Alley Improvements

6.V. Events

Sip Shop & Stroll

Summer Music Series
Hogeye Festival

7. Updates
 - Downtown Frequent Shopper/Loyalty Card Program
 - First Saturday Sidewalk Sales
 - TDA Downtown Revitalization Sidewalk Grant project
 - CARTS Transit Station Project
8. ANNOUNCEMENTS
9. ADJOURNMENT
10. Footer

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 April 16, 2021 5:00PM

Kaley Frye, Main Street Manager

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
March 24, 2021

Called to Order at 8:04 a.m. by Theresa McShan

Attending: Stacey Wilhite, Jake Carter, Theresa McShan, Katy Gassaway, Krista Marx, Ed Rivers.
Marla Jensen at 8:03am, Sarah Gudenkauf joined at 8:09am and Monica Nava joined at 8:19 am
Staff: Amy Miller and La'Richer Parks

Public Comment: None

Minutes: March 5 minutes were provided to the board. Katy Gassaway moves to approve. 2nd by Stacey Wilhite. Passed unanimously.

Financial Report- will be provided at the next meeting.

New Business:

Main Street Manager position- Amy provided an update on the status of the position. A candidate has been recommended for the position. Latest start date: April 5th.

Main Street Promotional Grants- New applicant Wild Spirit Artworks. Sarah Gudenkauf moves to approve the application. 2nd by Katy Gassaway. Passed unanimously.

TDA Sidewalk grant- Engineering contract for the City. Anticipated start date: April 6th.

CARTS Transit Stop- work is underway.

Trash Options & Alley Improvements- Amy will provide an update at the next meeting.

Veterans Park Expansion- Amy provided a recap on the project. Council discussions are in progress. Noteworthy: Support is strong from Main Street businesses.

Updates:

Events- Board discuss the possibility of hosting events again.

- Sip Shop Stroll: May is the target to relaunching. Have more of a presence from Main Street at the event.
- Music in the Park: Bands are secured with a start date in May or June. Potentially a pop-up event.
- Hogeye Festival: Yes!

Krista Marx moves to support relaunching Sip Shop, Music in the Park and Hogeye. 2nd by Monica Nava. Passed unanimously.

Adjourn: 9:00 a.m.

Expense Total:	354,132	19,177	124,89	229,237	65%
Fund: 122 - Main Street Program					

		Original Total Budget	Period Activity	Fiscal Activity	Budget Remaining	Percent Remainin
Revenue						
122-000-43510	Hogeye Festival	25,000	-	9,602	15,398	62%
122-000-43520	Fundraising	-	-	1,162	(1,162)	0%
122-000-43525	Downtown 78621	2,000	-	-	2,000	100%
122-000-47101	Interest Income	-	-	28	(28)	0%
122-000-48210	Donations Special Events	1,000	-	-	1,000	100%
Revenue Total:		28,000	-	10,793	17,207	61%

Expense						
122-422-50600	Travel/Training Expenses	1,000	100	1,615	(615)	-61%
122-422-51001	Office Supplies	600	-	-	600	100%
122-422-51070	Hogeye Festival	6,000	-	3,600	2,400	40%
122-422-51076	Promo Tourism	8,500	1,624	7,177	1,323	16%
122-422-51077	Downtown Improvements	10,000	-	1,026	8,974	90%
122-422-51079	Downtown 78621	5,027	-	-	5,027	100%
122-422-53042	Business Assistance	-	232	2,882	(2,882)	0%
122-422-53120	Dues & Memberships	300	-	1,218	(918)	-306%
122-422-53128	Outsource Billing Serv.	6,000	-	-	6,000	100%
122-422-53243	Design Comm. HOT	5,000	-	87	4,913	98%
Expense Total:		42,427	1,956	17,605	24,822	59%

Fund: 122 - Main Street Program Surp	(1,956)	(6,813)	(7,614)
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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	\$300
ETX Travel	10/23/2020	Approved 11-19-2020	\$245	\$150
Remember Me Tattoos	10/22/2020	Approved 11-19-2020	\$763.63	\$575
Agni Massage	11/23/2020	Approved 12-17-2020	\$574.23	\$553
Lutra Home Care	12/14/2020	Approved 12-17-2020	\$1,737.77	\$300
Wild Spirit Artworks	12/28/2020	Approved 01-21-2021	\$348.70	\$287.57
Chemn Café	1/26/2021	Approved 3-5-2021	\$193.50	\$125.58
Remember Me Tattoos	2/1/2021	Approved 3-5-2021		
Giant Printing	3/3/2021	Approved 3-5-2021	\$658.00	\$245
Wild Spirit Artworks	3/23/2021	Approved 3-24-2021		

\$7,373.21

\$2,590.94

Veterans' Memorial

DRAFT OVERVIEW

KEY:



SIDEWALK



VEGETATION



PARK BENCH



BUTLER



Veter