

Main Street Board Meeting
GoToMeeting Minutes
May 19, 2021

Called to Order at 8:01 a.m. by Theresa McShan

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Stacey Wilhite, Ed Rivers. Sarah Gudenkauf, Monica Nava and Marla Jensen. Krista Marx joined at 8:11am

Staff: Amy Miller, Kaley Frye, and La'Richer Parks

Public Comment: None

Minutes: April 21 minutes were provided to the board. Stacey Wilhite moves to approve. 2nd by Sarah Gudenkauf. Passed unanimously.

Financial Report- report was provided to the board. Amy provided an update on the bond status. City Council passed the bond for \$14.8 million dollars that will only cover utility projects. It does not include any funding for park projects, County Line Road, Police Department expansion, sidewalk grant projects, or city hall addition.

Board discussed possible budget amendments to cover upcoming expenses. Monica Nava makes a motion to move funds from Downtown 78621 to Promotion Tourism 2nd by Katy Gassaway. Passed unanimously. Krista Marx makes a motion to move \$6000 from Downtown Improvements to Hogeye Festival. 2nd by Sarah Gudenkauf. Passed unanimously.

New Business:

Budget Need sub-committee to help with new fiscal year budget. Downtown 78621- Our partners on this project the Chamber and the EDC along with business advertisers – are not pursuing doing it this fiscal year. We need to follow up with them and see what the next fiscal year might include. This is one of many projects that need to be addressed in budget planning. Volunteers for budget committee: Monica Nava, Marla Jensen, Krista Marx, Theresa McShan and Stacey Wilhite will lead the committee.

Strategic Plan- Start the conversation to do a strategic plan. Send the last plan to the board. Board will revisit this after the Hogeye Festival.

Main Street Board Meetings- Board discussed meeting in person vs. virtual for future meetings. Board discussed moving the meeting time back to 7:30am. Next meeting Wednesday, June 16th at 7:30am in person. Staff will work with city secretary to determine if a hybrid meeting is an option or not. .

Volunteers- Kaley provided feedback from Sip Shop & Stroll and info. booth and thoughts on recruiting volunteers. Board discussed the benefits of having the info. booth. Info booth will continue and rotate locations downtown during sip shop and stroll. IT is a great place to recruit volunteers and promote our town. We need volunteers.

Main Street Board Meeting
GoToMeeting Minutes
May 19, 2021

Trash Options & Alley Improvements- Kaley provided update on trash options. Planning to work with city and start a pilot program for one block area. Kaley will report back to the board with updates.

Events-

- Sip Shop Stroll: Streets were crowded, stores were crowded. Folks were shopping. Band was good and could be heard up the street. Farmers Market was busy. Overall good night. Distribute bingo cards earlier to all businesses. There were some issues with customers not wanting to wear face masks inside businesses.
- Hogeys: Need to get meetings for committee chairs scheduled as soon as possible. Planning for Second week of June- preferable Wednesdays 6:30pm at El Magueys.

Updates-

- **Planters-** flowers planted last week. Looking for folks to adopt the planters and sponsors to help offset some of the cost. Theresa McShan will adopt the planter by the Barbershop. Acme Brick will adopt a planter. Katy Gassaway request additional information. Marla Jensen wants to adopt the planter close to her shop.
- **CARTS-** On track. Will have public restrooms in downtown by end of the year.
- **Lights on the building rooflines-** Amy provided an update – many lights damaged in the hail storm and need to be replaced. Electrical source issues at 19 n main street block and 200 central Avenue block. These are being addressed. We will get a cost estimate to replace broken bulbs and for the remaining areas that need new lights.

Adjourn: 9:00 a.m.