

Main Street Board Meeting Minutes

Elgin Library Council Chambers

June 16, 2021

Called to Order at 7:32 a.m. by Theresa McShan.

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Stacey Wilhite, Ed Rivers. Sarah Gudenkauf, Stacey Wilhite, Marla Jensen. Monica Nava joined at 7:36 am. Jake Carter joined at 7:43 a.m.

Absent: Krista Marx

Staff: Amy Miller and Kaley Frye

Public Comment: None

Minutes: May 19 minutes were provided to the board. Stacey Wilhite moves to approve. 2nd by Katy Gassaway. Passed unanimously.

Financial Report: report was provided to the board. Kaley presented finances and discussed maintenance reimbursement and recoding \$900 from the travel and training expenses to community services from the Main Street account for Historic Review board members and dues.

Budget: draft budget was provided to the board. Kaley explained the recommendations and changes from the budget committee meeting consisting of Krista Marx, Stacey Wilhite and Theresa McShan. The fundraising line item for \$4,200 is based on new revenue from adopt-a-planter sponsorships and donations towards rooftop lighting, Hogeys is an average from 2017, 2018, and 2019 \$35,000 in expenses and \$58,000 in revenue. Promotion Tourism expenses were increased to \$11,500 to cover additional expenses for Sip, Shop & Stoll. Katy Gassaway made a motion to submit the budget for approval to City Council, Sarah Gudenkauf 2nd the motion. Motion passed unanimously. **The budget is attached.**

Downtown 78621: Amy gave a description of 78621 and what we have done in the past. Kaley provided an update on the Elgin Chamber and Elgin EDC committing to split the costs and all entities will meet after Western Days. A suggestion was made to look at new design layouts and get quotes on smaller booklets.

Rooftop Lighting: Amy discussed the buildings effected and extending the lights down to Brenham Street. The areas included in this phase are: North Main Street from 2nd to library, 2nd Street, First Street, South Main Street. The project is approximately \$12,000. Main Street board to fund \$5,000 City will fund the balance of the project. When property owners are contacted, they will be asked to make a donation to the lighting project – same request has

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been made in the past. Ed Rivers moves to approve the lighting and Marla Jensen 2nd. Passes unanimously

Texas Downtown Association Award Nominations: Kaley provided a description of the awards. Amy gives greater detail and highlights previous winners in Elgin. Stacey Wilhite recommended nomination of the Rivers Loft building for Best Renovation. Jake Carter recommended nominating the Main Street Marketing Grant for the new Resiliency Award and Double R Hat House for Best Downtown Business. Main Street to fund the application fees. The design and Business retention committees can assist with the application process if needed. Jake Carter moved to nominate Rivers Loft building for Best Renovation, the Main Street Marketing Grant for the Resiliency Award and Double R Hat House for Best Downtown Business and for Main Street Board to fund the applications, Stacey Wilhite 2nd the motion. Passed unanimously.

Events & Promotion: update on Sip, Shop, Stoll, and foot traffic. Marla mentioned that her side of the street does not get as much foot traffic due to the businesses surrounding her. Katy and Monica said they had less foot traffic in May but higher sales. Kaley mentioned that there were very few bingo cards submitted at the end of the event, so the board recommended doing away with them in July. In general, the event is bringing people to downtown and businesses overall are reporting positive sales.

Updates:

Planters with sponsor signage being developed, to be placed by August. Annual goal of 12 sponsored planters and Down-Home Ranch is watering them on Friday, City continuing to water with the water truck. Design team working on the Central Avenue embankment beautification efforts and making progress.

GoDaddy and Main Street: Kaley and Monica did a demo of this it is a business assessment. Monica shared that it provides a lot of overall resources and is more helpful for a new business. She did not find the assessment specific to Chemn Café. Kaley will willow up with Red Boutique of Body & Shine to do a second demo.

Hogeye meets tonight at 6:30 at El Maguey.

Adjourn: 8:29 a.m.