

Main Street Board Meeting Minutes

Elgin Library Council Chambers

July 28, 2021

Called to Order at 7:34 a.m. by Theresa McShan.

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Stacey Wilhite, Ed Rivers. Sarah Gudenkauf, Stacey Wilhite, Krista Marx.

Absent: Marla Jensen

Staff: Amy Miller and Kaley Frye

Public Comment: None

Minutes: June 16 minutes were provided to the board. Stacey Wilhite moves to approve. 2nd by Jake Carter. Passed unanimously.

Financial Report: Report was provided to the board. Kaley presented finances and presented for the month of June Main Street had \$3338 in revenue from Hogeye income and \$20 from open signage for a total of \$3358. Expenses is \$900 in promotion and tourism from the entertainment for Sip Shop & Stroll, flyer printing at Powell's and open sign for one of the businesses. \$800 in marketing grants total expenses comes out to \$1700.

Strong Towns:

Jake Carter gave background information and description of the author and book Charles Marohn's new book is Confessions of a recovering engineer, Transportation for a Strong Town. Carter has personally recruited the author to come to Elgin on September 1st at 8:00 a.m. at Firewild for an author talk. Jake and wife Joy are covering the \$2,000 speaker fee. Firewild has an \$800 fee for space and light breakfast. Jake requested a letter of support from Main Street Board and possible financial sponsorship for breakfast. Theresa McShan asks if we have any motions, Krista Marx makes a motion to write a letter of support, 2nd by Monica Nava, general discussion including concern that the author and the Strong Towns movement may be controversial, and the board does not have a history of hosting this type of event. Krista Marx retracted her previous motion and recommended holding the motion until further review. Monica Nava 2nd retracting of the motion and holding it until further review. Sarah Gudenkauf asks to add an agenda item to next board meeting to discuss the main street board having budget available to co-sponsor and/or offer financial support to downtown businesses that are hosting events to attract people downtown, like the marketing grant program.

Downtown 78621: Kaley gave an update on fall magazine. It's a joint effort between Elgin EDC, Chamber of Commerce, and Main Street Board. The Fall issue is largely dedicated to promoting the Hogeye Festival. Our portion will be close to \$1,700. The design will remain the same from previous years. It will direct mail to 12,000 households in Elgin and Manor.

Hogeye Festival: Kaley Frye gave an update on Logistics and Stacey Wilhite presented the graphic for the T-shirts. Stacey Wilhite discussed the design and the struggle to find merchandise with many companies facing shortages in supply chain due to COVID19. Stacey Wilhite noted a need for a logistics coordinator on the committee, and the next committee meeting will be August 18th at El Maguey at 6:30. Cow patty Bingo update by Amy Miller: The Downtown Elgin INC 501c3 status is still pending with the IRS. Recommendation to continue to partner with the Friends of Elgin Parks for the 501c3 status needed for this event. Kaley Frye provided an update on sponsorships and vendors. \$18,250 in sponsorships, most are maintaining the level sponsored in 2019 and prior 22 Vendors – vendors are on track with same time in 2019.

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Events & Promotions:

Safe Trick or Treat: Kaley Frye discussed calendar of events through December and changing the date for Safe Trick or Treat from Sunday to Thursday October 28th to keep consistency of downtown events every Thursday. Amy Miller discussed the different partnering entities and the history of Safe Trick or Treat which has been held on Halloween for about 18 years regardless of what day of the week Halloween falls on – this year it is Sunday evening. Krista Marx asks the question on why we would move it from a school night to school night. Katy Gassaway mentioned that it would be a lot to ask of parents to do two nights of trick or treating and that her clients love the event on the night of Halloween. General agreement to keep Safe Trick or Treat on October 31 and to do a Halloween themed celebration on the prior Thursday to support every Thursday event chain. The idea of moving Safe Trick or Treat to the 28th was tabled after discussion by the Board.

Día De Los Muertos Amy Miller gave background the library has had a Día De Los Muertos event which is a traditional celebration in Mexico and Latin American countries honoring loved ones who have died. This year Mayor Ramirez would like to expand the event. The mayor and his group of volunteers will be approaching businesses downtown to see if they will allow altars in front of their businesses, and he will have a volunteer group to coordinate the logistics on where everyone will go and share information. This will be Thursday November 4 in the evening.

Sip Shop Stroll Kaley announced that we won't have a band this month and that we will be located on the east side of Main Street by To the Point with Circle Brewery and Elgin Meadery. We will continue to have an info booth and move it to different locations downtown.

Updates:

Planters & Central Avenue embankment – Signage for sponsors came in and has been put in the planters.

SBDC – Kaley Frye met with SBDC, and they have a new small business training coordinator that is working on programing for businesses in Central Texas. She will continue to work with them and others in Bastrop County to get a better presence / provide more direct connections for Elgin businesses.

TDA Awards: Due Friday 7/30 and we are submitting the applications recommended by the committee for Rivers Lofts, Double R Hat House, and the MSB marketing Grant program.

Adjourn 8:26 a.m.

Approved:

Attest:
