Elgin Main Street Advisory Board

Wednesday, August 18, 2021 –7:30 a.m.

Elgin Public Library Civic Center

404 N. Main Street, Elgin, TX 78621

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. July 28, 2021 Minutes

Documents:

MSB MINUTES 7-28-2021.PDF

5. Financial Report- Revenue And Expenditures

Documents:

DETAIL VS BUDGET REPORT (003).PDF

6. NEW BUSINESS

6.I. MSB Meeting Date & Location

6.II. Main Street Marketing Grant

6.III. Hogeye Festival

Sponsorships

Vendors

COVID19

Entertainment

Logistics

Documents:

SPONSORSHIP TIERS.PDF
RUNNING BUDGET -HOGEYE BUDGET 2021.PDF
VETERANS PARK STAGE 2021.PDF

6.IV. Virtual Business Trainings

6.V. Design Team

6.VI. Events & Promotions

Imagine the Possibilities

Sip Shop & Stroll

Shop Small Saturday

Home for the Holidays Events

Documents:

SHOP SMALL FLYER -.PDF

7. ANNOUNCEMENTS

7.I. Announcements

Hogeye Festival Committee Meeting August 18 at 6:30pm at El Maguey Mexican Restaurant

8. ADJOURNMENT

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, August 13, 2021 at 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.

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.

Main Street Board Meeting Minutes

Elgin Library Council Chambers
July 28, 2021

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: _____

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program								
Expense								
122-422-50600	Travel/Training Expenses	0.00	2,000.00	1,764.92	25.00	1,789.92	210.08	10.50%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/01/2021	APPKT00548	0702 JULY 2021	DFT0000178	MONTHLY CHARGES	003673 - CARD SERVICE CENTER		25.00

122-422-50601	Mileage	0.00	0.00	-270.00	0.00	-270.00	270.00	0.00%
122-422-50610	Registration	0.00	0.00	-200.00	0.00	-200.00	200.00	0.00%
122-422-51001	Office Supplies	0.00	600.00	0.00	0.00	0.00	600.00	100.00%
122-422-51070	Hogeye Festival	0.00	12,000.00	3,600.00	-586.00	3,014.00	8,986.00	74.88%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/01/2021	APPKT00511	UNIT C1 6/2021	73509	MSB STORAGE 6/21-6/22	002415 - MAIN STREET MINI STORAGE		750.00
07/08/2021	CLPKT00379	R00014305		hogeye hogeye hogeye			-127.00
07/08/2021	CLPKT00379	R00014308		hogeye hogeye vendor hogeye			-237.00
07/08/2021	CLPKT00379	R00014310		hogeye hogeye vendor hogeye			-127.00
07/13/2021	CLPKT00388	R00015024		hogeye vendor hogeye hogeye vendor			-127.00
07/20/2021	CLPKT00409	R00016605		hogeye vendor Miscellaneous Receipt			-127.00
07/20/2021	CLPKT00409	R00016606		hogeye vendor credit card fee			-237.00
07/27/2021	GLPKT01925	JN04455		MSB HOGEYE 7/27/21			-100.00
07/30/2021	CLPKT00434	R00017032		hogeye vendor hogeye hogeye vendor			-127.00
07/30/2021	CLPKT00434	R00017033		hogeye hogeye hogeye			-127.00

122-422-51076	Promo Tourism	0.00	13,527.00	8,599.81	1,835.00	10,434.81	3,092.19	22.86%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/01/2021	APPKT00511	26656	73519	5 SETS OF BUSINESS CARDS	001640 - POWELL'S PRINTERY		65.00
07/01/2021	APPKT00511	MC-1210564309	73507	SIP, SHOP & STROLL	002289 - KUT Radio		600.00
07/01/2021	APPKT00548	0702 JULY 2021	DFT0000178	MONTHLY CHARGES	003673 - CARD SERVICE CENTER		101.00
07/07/2021	APPKT00517	7/7/21	352	SIP SHOP & STROLL	004338 - CODY R. COTTON		300.00
07/07/2021	APPKT00517	7/7/21	351	SIP SHOP & STROLL JULY 2021	002949 - ALLEN L. MOGONYE		300.00
07/15/2021	APPKT00525	6/29/21	73608	DOWNTOWN DOLLARS	004359 - RED BOUTIQUE SALON & SPA		75.00

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-51076	Promo Tourism - Continued	0.00	13,527.00	8,599.81	1,835.00	10,434.81	3,092.19	22.86%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/16/2021	APPKT00529	7/6/21 OWL	73614	DOWNTOWN DOLLARS	003533 - THE OWL WINE BAR & HOME GOODS		25.00
07/30/2021	APPKT00536	5-20-2021	73669	Map	002493 - MORNINGSTAR PUBLISHING		369.00

122-422-51077	Downtown Improvements	0.00	4,000.00	457.23	0.00	457.23	3,542.77	88.57%
122-422-51079	Downtown 78621	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-53042	Business Assistance	0.00	6,000.00	4,227.26	0.00	4,227.26	1,772.74	29.55%
122-422-53120	Dues & Memberships	0.00	1,300.00	1,654.00	23.86	1,677.86	-377.86	-29.07%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/30/2021	APPKT00536	7/27/21	73667	MAIN ST CAKE	004370 - MOLLIE DAVIS		23.86

122-422-53243	Design Comm. HOT	0.00	5,000.00	496.48	800.57	1,297.05	3,702.95	74.06%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
07/01/2021	APPKT00511	496518	73491	MSB	000442 - BLOOMER'S GARDEN CTR, INC		800.57

Expense Totals:	**0.00**	**44,427.00**	**20,329.70**	**2,098.43**	**22,428.13**	**21,998.87**	**49.52%**
122 - Main Street Program Totals:	**0.00**	**44,427.00**	**20,329.70**	**2,098.43**	**22,428.13**	**21,998.87**	**49.52%**
Report Total:	**0.00**	**305,195.00**	**186,942.68**	**32,239.15**	**219,181.83**	**86,013.17**	**28.18%**

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
110 - General Fund	0.00	260,768.00	166,612.98	30,140.72	196,753.70	64,014.30	24.55%
122 - Main Street Program	0.00	44,427.00	20,329.70	2,098.43	22,428.13	21,998.87	49.52%
Report Total:	**0.00**	**305,195.00**	**186,942.68**	**32,239.15**	**219,181.83**	**86,013.17**	**28.18%**

Company Name/ Tiers	
Whole Hog:	
	TRC
	HEB
	Brohn Homes
Baconator:	
	Bluebonnett
	Pecos Pete
Hog Wild	Frontier
	Carr Lane Manufacturing
Hogs & Kissess	
	Acme
	Aqua
	Circle Brewing Company
	Elgin Butler Brick
	Prosperity Bank
	McDonalds
Real Ham	Rush
Oinker	Edward Jones- Candace Elliott

Hogeye Running Budget 2021					
Income	**Goal**	**#**	**2021 Actual**	**% of goal**	**Notes**
Sponsors	$ 34,000.00		$ 26,500.00	**78%**	
Vendors	$ 14,000.00				
Arts & Craft		22	$ 2,750.00		
Food		11	$ 2,600.00		
Corporate		2	$ 1,000.00		
Carnival	$ 1,500.00				
Carshow	$ -				
Cow Patty Bingo	$ 4,000.00				
Corn Hole/Tournaments	$ 300.00				
Dessert Contest	$ 200.00				
Shirts	$ 4,000.00				
Souvenirs					
Donations			$ 100.00		
Total Income	**$ 58,000.00**		**$ 32,950.00**	**57%**	
Expense					
Suplies & Postage	$ 200.00				
Entertainment					
Thu					
Fri	$ 4,000.00				
Sat	$ 6,000.00				
Stage					
Sound	$ 2,500.00				
Hospitality Room	$ 250.00				
Costume & Decoration	$ 300.00				
Electricity	$ 300.00				
Toilets	$ 2,000.00				
Tables & Chairs					
Barricades	$ 1,500.00				
Shuttle	$ 800.00				
Contract Labor	$ 650.00				
Signage					
Tents					
Food & Drink for Volunteers					
Thank you Party	$ 200.00				
Pearls before Swine	$ 100.00				
Photographer	$ 300.00				
Cook-off	$ 150.00				
Marketing Materials	$ 2,000.00				
TV & Radio	$ 3,200.00				
Marketing Other	$ 2,750.00				
Sowpremes	$ 450.00				
Sponsor Thank you Ad	$ 400.00				
Shirts	$ 3,500.00				
Souviners	$ 1,000.00				
Koozies	$ 750.00				
Graphic Design	$ 600.00				
Contingency	$ 1,000.00				
Misc	$ 100.00				
Total Expense	**$ 35,000.00**				
NET TOTAL	**$ 23,000.00**				

Veteran's Park Stage

11:00 Hogeye Welcome

12:00 Amor por Panama Grupo Folklorico

1:00 Clickety Cloggers

2:00 Tuck and Tumble

3:00 Elgin Community Choir

5:00 BBQ Cook-off

LET'S GO

SHOP SMALL®

CITY OF ELGIN

NOVEMBER 27th

Don't forget to share a pic and tag us on Instagram:
@visitelgintx

SHOP SMALL® WITH AMEX