

Main Street Board Meeting
Minutes
Elgin Library Council Chambers
August 18, 2021

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

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Ed Rivers, Marla Jensen, Krista Marx arrived at 7:34, Stacey Wilhite arrived at 7:38.

Absent: Monica Nava & Sarah Gudenkauf

Staff: Amy Miller and Kaley Frye

- II. Public Comment: None

- III. **Minutes:** July 28th minutes were provided to the board. Katy Gassaway moves to approve. 2nd by Jake Carter. Passed unanimously.

- IV. **Financial Report:** Report was provided to the board. Kaley presented finances for the month of June; Main Street had \$1336 in revenue from Hogeye vendors. Expenses totaled \$3434.43 from \$1835 promotion & tourism, \$750 Hogeye Storage, \$24 travel & training, and \$800 in design for the planters.

- V. **New Business**

1. MSB meeting date & location

Kaley explained that she had several requests to move the meeting date back to the original date and time to the 3rd Thursday at 7:30 at Jalisco's. Ed Rivers moved to change the meeting back to the original date and time of the 3rd Thursday at Jalisco's. 2nd by Marla Jensen. Motion passed unanimously.

2. Main Street Marketing Grant

Kaley provides an update of total grant funds given out is \$3,325 and we did not receive any marketing grant applications since the last board meeting.

3. Hogeye Festival

- a. Sponsorships – Kaley provided a sponsorship update that we are at \$26,500 and at 70% of the goal
- b. Vendors – Kaley explained that there are currently 28 Arts & Crafts vendors signed up, there are 11 Food vendors and 3 food vendors waiting to see if we will change the refund policy based on COVID.
- c. Covid-19 – Kaley asked if we want to consider different wording in the refund policy? Stacey Wilhite said we don't do refunds as it states on the application. It is not fair to change the application mid-way through. Katy Gassaway and Ed Rivers agreed with her statement. Decision was made not to change the agreement or create a refund policy based on Covid.
- d. Entertainment - Stacey gave an update on entertainment and everyone has been locked in and secured. The contracts are going out next week.
- e. Logistics - Kaley provided an update on logistics for SPJST parking lot, Ambulance, TXDOT, Restrooms. Katy Gassaway asked about cow-patty bingo prizes and gave an update on what she has secured.

4. Virtual business trainings – Kaley discussed the Elgin Chamber of Commerce's integrated calendar with trainings from SCORE, SBDC, and Grow with Google. Kaley talked about signing up Elgin Main

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Street with Grow with Google for training tools for the downtown businesses.

5. Design Team – Kaley explained upcoming volunteer opportunities that were discussed by the committee for beautification efforts downtown. Krista asked about specific dates. These will be shared as soon as they are available. Kaley also shared information about the new memorial benches that the NAACP funded for downtown.
6. Events & promotions
 - a. Imagine the Possibilities tour – Kaley provided an update on the feedback from the Business Retention & Recruitment committee to hold off on the tour until the first quarter of 2022. They would rather do a well-planned larger event at the beginning of the year instead of cramming it in the last quarter with the variety of events we have going on. The MSB concurred.
 - b. Sip Shop Stroll – Kaley discussed light attendance in August. Katy Gassaway and Marla Jensen agreed that it was the slowest one they had so far. Krista Marx shared that there were multiple conflicts including Meet the Teacher Nights at Elgin ISD campuses that night and suggested doing a teacher themed Sip Shop Stroll for September to invite all the teachers downtown and increase foot traffic. Kaley agreed to reach out to Dr. Duron about the idea and to the businesses and put together special offers for Elgin ISD staff.
 - c. Shop Small Saturday – Kaley asked the board if they would like to consider doing our own giveaway on November 23rd to pass out to the businesses. Katy Gassaway said she received positive feedback about the bags last time and would be in favor of doing it again this year. She suggested doing a “while supplies last” limited offer. The board favored having fewer higher quality bags over an abundance of cheaper quality bags.
 - d. Home for the Holidays Events – Amy provided an update on the event lineup consisting of Hot Cocoa Stroll, Art of Giving, and Holiday Sweater Stroll. Amy explained that the lighted Christmas Parade is still being worked out based on what the Volunteer Fire Department decides to do. The EVFD is considering an alternating schedule between Elgin and McDade.

Announcements:

Hogeye Committee Meeting is tonight at 6:30 and the board is welcome to join us.

Amy asked Krista Marx to discuss Relay For Life on September 18th. Krista gave an update on how it would be at City and the Library this year and they are still accepting teams and sponsors.

Adjourn 8:12 a.m.

Approved:

Attest:
