AGENDA

Elgin Main Street Advisory Board

Thursday, November 18, 2021 –7:30 a.m.

Jalisco's Mexican Restaurant 244 US Hwy 290 Elgin, Texas 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

Business Meeting

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. MINUTES
   - 4.I. 9-23-2021 Minutes

     Documents:

     MSB MINUTES 9-23-2021.PDF
5. Financial Report- Revenue And Expenditures

   Documents:

   DETAIL VS BUDGET REPORT (003).PDF
6. NEW BUSINESS
   - 6.I. Hogeye Wrap Up
   - 6.II. Parking Requirements Downtown
   - 6.III. Sip Shop Stroll & Open Container Waiver
   - 6.IV. Holiday Events- Grant For Business Owners
   - 6.V. Elgin Sesquicentennial
   - 6.VI. Board Terms
   - 6.VII. Board Retreat
7. Events & Promotions

Documents:

SMALL BIZ SATURDAY AD.PDF
DECEMBER EVENT FLYER.PDF

8. ANNOUNCEMENTS
9. 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, November 12, 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.

NOTICE OF ASSISTANCE AT A PUBLIC MEETING

The City of Elgin is committed to compliance with the Americans with Disability Act. Location is wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 229-3222 Please provide forty-eight (48) hours notice when feasible.

Main Street Board Meeting
Minutes
September 23, 2021

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

Attending: Theresa McShan, Jake Carter, Ed Rivers, Stacey Wilhite, Krista Marx, Sarah Gudenkauf, Marla Jensen arrived at 7:37.
Absent: Monica Nava & Katy Gassaway
Staff: Amy Millerand Kaley Frye

II. Public Comment: None

III. **Minutes:** August 18th minutes were provided to the board. Ed Rivers moves to approve. 2nd by Sarah Gudenkauf. Passed unanimously.

IV. **Financial Report:** Report was provided to the board. Kaley Frye presented finances for the month of August; Main Street had $18,408.24 in income for Hogeye Festival. Expenses totaled $2408.10 for a net total of 16,000.14.

V. **New Business**

1. Main Street Grant review
   Kaley Frye explained that she had several requests to update the current grant programs that Main Street, and she talked with Theresa McShan who expressed tabling the discussion until after Hogeye Festival and to do a workshop at the Board retreat in January. Kaley Frye asked the Board members to send over ideas for revision if they have any over the next couple months.
2. Hogeye Festival
   a) Volunteers – Kaley Frye expressed the Hogeye Committee needs volunteers in logistics. Stacey added that we are looking for volunteers for Cow Patty Bingo and at the Pig Stye and clarified what those roles would entail.
   b) Cow Patty Bingo – Kaley Frye provided an update on the prizes secured for the game and updated that Downtown Elgin Inc. is officially a non-profit partner.
   c) Vendors – Kaley Frye shared the vendor count of 47 arts & craft vendors and 18 food vendors. She explained that we will be implementing COVID-19 protocols and spacing out the vendors more than we have in prior years.
   d) Logistics - Amy Miller mentioned that we have a new logistics team this year and we are looking for additional people to assist them the week of the festival.
   e) Sponsors / budget – Kaley Frye presented the Hogeye running budget and stated that the festival committee is more than $15,000 over our original goal of $34,000. Amy Miller stated that this is the first time the committee raised this amount of money in sponsorships and that there has been an increase in new business partnerships. Kaley Frye presented the list of sponsors and the different tiers they committed to. Sarah Gudenkauf asked what the board could do additionally to show appreciation to the new sponsors. Amy Miller stated that we present them with a framed certificate and hand deliver t-shirts to our sponsors.
3. Committee Review & Volunteer Engagement

   Kaley Frye and Theresa discussed tabling this topic until the board retreat after the Hogeye Festival to have an in-depth discussion.

4. Design Team – Amy Miller shared that they have agreed to do downtown Holiday lights at City Hall and in Veteran's Park. Amy Miller shared there's a new product that is being considered downtown for art installation and possible signage that can be temporarily placed on sidewalks and asphalt

that is easily applied and cost efficient. Amy Miller discussed doing a trial phase where we do the Hogeye logo in a few locations downtown. Ed Rivers mentioned making sure the Main Street Board has permission from the city before we install anything on the sidewalks. Marla Jensen makes a motion to fund Hogeye Graphics on the sidewalk paid for by the Main Street marketing budget. 2nd by Krista Marx. The motion passed unanimously. Amy Miller stated that she will take this to the city for approval and if approved we will move forward on the graphics.

5. Events & promotions

    a. Día De Los Muertos - Kaley Frye provided an update on the new event the mayor is planning, and the activities on November 4th. Amy Miller added that she and Kaley Frye will be out of town at a conference that week and we will need several board members to assist with the day of the event.

    b. Shop Small Saturday – Kaley Frye mentioned that American Express has not opened registration for the event yet.

    c. Home for the Holidays Events – Amy Miller explained that the Elgin VFD decided to not participate in the lighted Christmas parade this year. There will be something every Saturday in December. Jake Carter asked Amy Miller to send the board an estimate of the costs of doing a parade downtown.

Announcements:

Downtown 78621 - Kaley Frye mentioned that the magazine has gone to print, and they will be mailed out the first week of October.

Grow with Google – Kaley Frye discussed Main Street being approved as a Grow with Google partner and that this will provide additional free training opportunities for the businesses in Elgin.

Adjourn 8:24 a.m.

Approved: _____

Attest: _____

Elgin, TX

Detail vs Budget Report
Account Detail
Date Range: 09/01/2021 - 11/11/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program								
Fund: 122 - Main Street Program								
122-422-50600	Travel/Training Expenses	0.00	2,000.00	1,991.30	350.00	50.00	1,950.00	97.50%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/02/2021	POPKT00421	0702 SEPT 21 PAYMENT	DFT0000215	A MILLER	003673 - CARD SERVICE CENTER		300.00
11/09/2021	APPKT00696	2021-Gala	74298	2021 TDC Awards Gala	001950 - TEXAS DOWNTOWN ASSN		50.00

122-422-50601	Mileage	0.00	0.00	-270.00	0.00	0.00	0.00	0.00%
122-422-50610	Registration	0.00	0.00	-200.00	0.00	0.00	0.00	0.00%
122-422-51001	Office Supplies	0.00	600.00	24.00	0.00	0.00	600.00	100.00%
122-422-51070	Hogeye Festival	1,685.20	12,000.00	3,769.00	9,838.46	18,085.46	-7,770.66	-64.76%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/02/2021	CLPKT00527	R00020641		hogeye sponsor hogeye hogeye sponsor			-3,497.00
09/02/2021	POPKT00421	0702 SEPT 21 PAYMENT	DFT0000215	A MILLER	003673 - CARD SERVICE CENTER		417.00
09/08/2021	CLPKT00539	R00021155		Hogeye vendor hogeye Hogeye vendor			-127.00
09/08/2021	CLPKT00539	R00021156		hogeye hogeye hogeye			-127.00
09/14/2021	CLPKT00554	R00021993		Hogeye vendor hogeye Hogeye vendor			-127.00
09/14/2021	CLPKT00554	R00021995		hogeye vendor hogeye hogeye vendor			-127.00
09/14/2021	CLPKT00554	R00021996		hogeye hogeye hogeye			-127.00
09/20/2021	CLPKT00570	R00023186		hogeye vendor hogeye vendor hogeye vend...			-57.00
09/20/2021	CLPKT00570	R00023195		hogeye vendor hogeye vendor hogeye vend...			-257.00
09/20/2021	CLPKT00570	R00023197		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/20/2021	CLPKT00570	R00023199		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/20/2021	CLPKT00570	R00023201		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/24/2021	CLPKT00584	R00023374		Hogeye Sponsor Hogeye Sponsor Hogeye Sp...			-3,497.00
09/24/2021	CLPKT00583	R00023365		hogeye vendor hogeye vendor hogeye vend...			-47.00
09/24/2021	CLPKT00583	R00023366		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/24/2021	CLPKT00583	R00023367		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/24/2021	CLPKT00583	R00023369		hogeye vendor hogeye vendor hogeye vend...			-127.00
09/24/2021	CLPKT00583	R00023370		hogeye vendor hogeye vendor hogeye vend...			-287.00
09/30/2021	APPKT00655	3192180	74087	HOGEYE FLYERS	002288 - MOTORBLADE POSTERING SERVICE		205.00
09/30/2021	APPKT00670	4860	74117	DATE PATCHES HOGEYE	003298 - SIGN & BANNER TEXAS		50.00

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-51070	Hogeye Festival - Continued	1,685.20	12,000.00	3,769.00	9,838.46	18,085.46	-7,770.66	-64.76%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/30/2021	APPKT00670	4965	74117	HOGEYE BANNER	003298 - SIGN & BANNER TEXAS		80.00
09/30/2021	APPKT00670	4999	74117	HOGEYE SIGNS	003298 - SIGN & BANNER TEXAS		40.00
10/04/2021	CLPKT00608	R00023775		Hogeye Vendor Hogeye Vendor Hogeye Ven...			-127.00
10/04/2021	CLPKT00608	R00023785		Hogeye Vendor Hogeye Vendor Hogeye Ven...			-127.00
10/04/2021	CLPKT00608	R00023799		Hogeye Vendor Hogeye Vendor Hogeye Ven...			-207.00
10/04/2021	CLPKT00608	R00023800		Hogeye Vendor Hogeye Vendor Hogeye Ven...			-127.00
10/04/2021	CLPKT00608	R00023801		Hogeye Vendor Hogeye Vendor Hogeye Ven...			-127.00
10/05/2021	CLPKT00612	R00023988		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-127.00
10/06/2021	CLPKT00616	R00024119		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-297.00
10/06/2021	CLPKT00616	R00024120		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-267.00
10/06/2021	APPKT00657	2021 HOGEYE	74097	HOSPITALITY ROOM CLEANING	004417 - FIRST BAPTIST CHURCH OF ELGIN		200.00
10/07/2021	POPKT00429	10531	74095	T-SHIRTS FOR HOGEYE	003342 - BIG T'S ENTERPRISES		3,692.50
10/07/2021	POPKT00429	7439	74098	PORT-O-LETS RENTAL & SANTIZING STATION..	003961 - KING'S PORTABLE THRONES		3,465.50
10/12/2021	CLPKT00631	R00024838		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-147.00
10/12/2021	CLPKT00631	R00024842		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-277.00
10/12/2021	CLPKT00631	R00024845		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-37.00
10/12/2021	CLPKT00635	R00024875		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-497.00
10/12/2021	CLPKT00635	R00024876		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-597.00
10/12/2021	CLPKT00635	R00024879		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-37.00
10/12/2021	CLPKT00635	R00024883		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-107.00
10/15/2021	POPKT00440	4981	74121	HOGEYE SIGNS & A-FRAME SIGNS	003298 - SIGN & BANNER TEXAS		440.50
10/15/2021	CLPKT00648	R00025816		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-147.00
10/15/2021	CLPKT00648	R00025817		HOGEYE VENDOR HOGEYE VENDOR HOGEYE...			-147.00
10/21/2021	APPKT00684	10-19-21	453	HOGEYE THURS. NIGHT BAND	002949 - ALLEN L. MOGONYE		150.00
10/21/2021	APPKT00684	10-19-21	454	HOGEYE THURS. NIGHT BAND	004338 - CODY R. COTTON		150.00
10/21/2021	APPKT00684	10-19-21	74124	2021 HOGEYE	004436 - BYRON MITCHELL		100.00
10/21/2021	APPKT00684	2021 HOGEYE	74131	2021 HOGEYE	004431 - LARRY HARRIS		400.00
10/21/2021	APPKT00684	2021 HOGEYE	74133	CHANGE FOR 2021 HOGEYE	003257 - PETTY CASH		1,340.00
10/21/2021	APPKT00684	2021 HOGEYE	74123	2021 HOGEYE	004434 - BRIAN MCKINNEY		300.00
10/21/2021	APPKT00684	2021 HOGEYE	74125	2021 HOGEYE	004433 - ERIC VASQUEZ		400.00
10/21/2021	APPKT00684	2021 HOGEYE	74129	2021 HOGEYE	004432 - KIRK GROAT		400.00
10/21/2021	POPKT00448	2021 HOGEYE	74126	BAND FOR HOGEYE 2021-RUMORES	004430 - GARY FIGUEROA		900.00
10/21/2021	POPKT00448	2021 HOGEYE	74128	BAND FOR HOGEYE STREET DANCE	003897 - KENNY ORTS		2,000.00
10/21/2021	POPKT00448	2021 HOGEYE	74127	BAND FOR 2021 HOGEYE	004429 - IVORY THOMAS		500.00
10/21/2021	POPKT00448	2021 HOGEYE	74132	SOUND EQUIPMENT RENTAL FOR HOGEYE	003037 - PETE CANTU		1,500.00
10/21/2021	POPKT00448	2021 HOGEYE	74130	EQUIPMENT & STAGE RENTAL FOR HOGEYE	003881 - LANCE STACY PRO SOUND LLC		2,200.00
10/25/2021	APPKT00689	10/23/2021	74157	2021 HOGEYE	004442 - FRANKIE MARTINEZ		900.00
10/26/2021	GLPKT02602	JN05072		Return of opening cash for Hogeye			-1,340.00
10/27/2021	APPKT00683	19886055	74190	Office Supplies Com Serv	001539 - OFFICE DEPOT CREDIT PLAN		125.66
10/27/2021	APPKT00683	10/2021 HCO	469	Reimbursement for BBQ Cook Off	003436 - SUE BRASHAR		202.05
10/27/2021	APPKT00683	2021.1	74199	T-Shirt Design	000975 - SONIA BROWDER / ENYE CREATIVE		375.00

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-51070	Hogeye Festival - Continued	1,685.20	12,000.00	3,769.00	9,838.46	18,085.46	-7,770.66	-64.76%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
10/27/2021	APPKT00683	2021.2	74199	Hogeye posters	000975 - SONIA BROWDER / ENYE CREATIVE		175.00
10/27/2021	APPKT00683	2021.23	74199	Hogeye Fri Night Poster	000975 - SONIA BROWDER / ENYE CREATIVE		175.00
10/27/2021	APPKT00683	5055	74197	Sign Stands Banners	003298 - SIGN & BANNER TEXAS		440.00
10/27/2021	APPKT00683	5083	74197	Hogeye Banners	003298 - SIGN & BANNER TEXAS		948.00
10/27/2021	APPKT00683	94953	74161	Trophys	000200 - ART HALL AWARDS, INC.		324.75
10/27/2021	CLPKT00678	R00026874		Hogeye Vendor Application Hogeye Vendor ...			-257.00
11/01/2021	APPKT00698	2021 HOGEYE	74251	SHUTTLE DRIVER	004446 - MAE FREEMAN		373.00
11/01/2021	APPKT00698	HOGEYE 2021	74250	SHUTTLE DRIVER	004445 - GEORGE GRIFFITH		439.00
11/09/2021	APPKT00696	2021.4	74296	Hogeye Photography	000975 - SONIA BROWDER / ENYE CREATIVE		400.00
11/09/2021	APPKT00696	26812	74291	Development Maps-Hogeye	001640 - POWELL'S PRINTERY		5.50
11/09/2021	APPKT00696	5100	74295	Hog Eye Banner	003298 - SIGN & BANNER TEXAS		60.00

122-422-51071	Holiday Decorations	0.00	0.00	25.93	0.00	0.00	0.00	0.00%

122-422-51076	Promo Tourism	0.00	13,527.00	11,230.03	1,121.25	130.25	13,396.75	99.04%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/02/2021	POPKT00421	0702 SEPT 21 PAYMENT	DFT0000215	A MILLER	003673 - CARD SERVICE CENTER		27.00
09/10/2021	APPKT00602	7/29/21	73891	REIMBURSEMENT	004005 - ELIZABETH SULLIVAN		100.00
09/30/2021	POPKT00410	4821	74017	BANNERS FOR HOGEYE	003298 - SIGN & BANNER TEXAS		864.00
10/27/2021	APPKT00683	5055	74197	Sign Stands Banners	003298 - SIGN & BANNER TEXAS		130.25

122-422-51077	Downtown Improvements	0.00	4,000.00	457.23	0.00	0.00	4,000.00	100.00%

122-422-51079	Downtown 78621	0.00	0.00	0.00	1,900.00	1,900.00	-1,900.00	0.00%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
10/27/2021	APPKT00683	5597	74174	Downtown Fall Issue	000890 - ELGIN CHAMBER OF COMMERCE		1,900.00

122-422-53042	Business Assistance	130.25	6,000.00	4,327.26	1,625.68	36.00	5,833.75	97.23%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/23/2021	APPKT00617	4/7/21 TAT	73977	JAN FEB & MARCH REIMBURSEMENT	004006 - REMEMBER ME TATTOOS		300.00
09/23/2021	APPKT00617	9-17-21	73961	SEPT REIMBURSEMENT	003828 - GIANT PRINTING		100.00
09/23/2021	APPKT00617	997	421	NORTH MAIN	004339 - AUSTEX WINDOW CLEANING, LLC		131.00
09/29/2021	APPKT00703	MILLER 9-21	DFT0000245	COMM SERV & MSB	003673 - CARD SERVICE CENTER		155.94
09/30/2021	APPKT00625	Aug 2021	74002	Reimbursement August	004005 - ELIZABETH SULLIVAN		100.00
09/30/2021	APPKT00625	July/Aug 2021	74012	Reimbursement July-Aug	004003 - MONICA L NAVA		200.00
09/30/2021	APPKT00625	July/Aug 2021	73992	July/Aug reimbursement	004176 - ANGI MASSAGE		130.74
09/30/2021	APPKT00625	Jun/Jul/Aug 2021	74008	Reimbursement for JUne July and August	004002 - KATHRYN K GASSAWAY		300.00
09/30/2021	APPKT00655	AUG 2021	74077	REIMBURSEMENT	003828 - GIANT PRINTING		100.00
09/30/2021	APPKT00670	4861	74117	OPEN PENDANT	003298 - SIGN & BANNER TEXAS		72.00

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-53042	Business Assistance - Continued	130.25	6,000.00	4,327.26	1,625.68	36.00	5,833.75	97.23%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
11/09/2021	APPKT00696	5153	74295	Banner patches	003298 - SIGN & BANNER TEXAS		36.00

122-422-53120	Dues & Memberships	0.00	1,300.00	2,052.86	0.00	0.00	1,300.00	100.00%
122-422-53243	Design Comm. HOT	0.00	5,000.00	1,297.05	1,323.72	813.87	4,186.13	83.72%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
09/30/2021	APPKT00655	41041	74068	MARCH- JUNE 21 CHARGES	000442 - BLOOMER'S GARDEN CTR, INC		334.35
09/30/2021	APPKT00670	4708	74117	ADOPT-A-PLANTER SIGNS	003298 - SIGN & BANNER TEXAS		175.50
11/09/2021	APPKT00696	48264	74262	flower/soil MS Planters	000442 - BLOOMER'S GARDEN CTR, INC		813.87

122 - Main Street Program Totals:	**1,815.45**	**44,427.00**	**24,704.66**	**16,159.11**	**21,015.58**	**21,595.97**	**48.61%**
122 - Main Street Program Totals:	**1,815.45**	**44,427.00**	**24,704.66**	**16,159.11**	**21,015.58**	**21,595.97**	**48.61%**
Report Total:	**1,815.45**	**44,427.00**	**24,704.66**	**16,159.11**	**21,015.58**	**21,595.97**	**48.61%**

Fund Summary

Fund		Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program		1,815.45	44,427.00	24,704.66	16,159.11	21,015.58	21,595.97	48.61%
	Report Total:	**1,815.45**	**44,427.00**	**24,704.66**	**16,159.11**	**21,015.58**	**21,595.97**	**48.61%**

SMALL BUSINESS SATURDAY® | NOV 27

YOU'LL ♥ OUR GREAT DOWNTOWN BUSINESSES!

SHOP SMALL®

FOUNDING PARTNER AMERICAN EXPRESS

SHOP SMALL SATURDAY

Downtown Elgin

Saturday November 27

19 miles east of Austin on Hwy 290 visitelgintx | www.elgintx.com

December Events:

3

FRIDAY, DECEMBER 3, 2021 AT 6 PM – 9 PM

Holiday Luna Market

Earthen Metals

4

SATURDAY, DECEMBER 4, 2021 AT 10 AM

4

SATURDAY, DECEMBER 4, 2021 AT 5:55 PM – 9:30 PM

Wassail on Main

Veterans Memorial Park Elgin Texas

11

SATURDAY, DECEMBER 11, 2021 AT 10 AM

18

SATURDAY, DECEMBER 18, 2021 AT 12:00 PM CST

Holiday Sweater Saturday

Downtown Elgin, TX

elgintx.com @visitelgintx

Home for the Holidays in Elgin!

Holiday Luna Market: Friday, December 3rd
Enjoy shopping for handmade gifts by local artisans, amazing food, and a Holiday Sing-A-Long in historic downtown Elgin. A showcase of local women artists & makers, local food, and entertainment, with a little bit of theater and whimsy.

Hot Cocoa Stroll & Wassail on Main: Saturday, December 4th
Hot Cocoa Stroll: Select a limited-edition holiday souvenir mug and Hot Cocoa while you enjoy, a day of shopping at the local businesses in Historic Downtown Elgin

Wassail on Main:
Lift your voices and spread good cheer as we stroll Elgin's Main Street. Meet at Veterans' Memorial Park gazebo at dusk (5:55pm) and start caroling up Main to The Owl Wine Bar & Home Goods and Chem Cafe, then back down Main Street to Elgin Meadery. Bring the family and enjoy our beautiful Main Street this holiday season

Sip Shop & Stroll: Thursday, December 9th

Sip shop and stroll through the stores in Historic Downtown. You will find diverse merchandise, eclectic decor, artwork by local artists and live music in many of the venues. Enjoy Circle Brew beer and Elgin Meadery tastings, throughout the evening. Visit www.elgintx.com for additional information

The Art of Giving: Saturday, December 11th

This holiday season, downtown businesses will be partnering with local artists and featuring non-profits organizations. Consider a handcrafted artisan gift and giving back to a local non-profit. Enjoy a showcase of unique handcrafted items from local artists in the Elgin area and nonprofit organizations benefiting the local community. The Clever Tiger Gallery & Studio will feature an artist collective and Studio 621 will be open with artists sharing their creations.

Holiday Sweater Weekend: Saturday, December 18th

Wear your holiday sweater while you shop downtown and vote for your favorite small business owner in the best Holiday Sweater to win a grant from the Elgin Main Street Board. There will be a Tacky Holiday Sweater Contest for individuals at The Owl Wine Bar and Home Goods Store! Store Specials throughout downtown and you can enjoy delicious dining options too!

Santa Sightings and Letters to Santa
Drop your letter to Santa downtown at the gazebo in Veterans Memorial Park and look for Santa in December and take your own pictures to share with family and friends. Enjoy this magical holiday tradition with your child or grandchild in the relaxed setting of various downtown businesses. Details at www.elgintx.com

Christmas Tree Farms
Elgin is home to two choose and cut Christmas tree farms, where you can select your tree and cut it in the field while enjoying games, refreshments, and lovely gift shops. Elgin Christmas Tree Farms and Evergreen Christmas Tree Farm are open throughout the holiday season starting Thanksgiving weekend.
http://www.elginchristmastreefarm.com/ http://www.evergreen-farms.com/