

Main Street Board Meeting
Minutes
November 18, 2021

I. Called to Order at 7:35 a.m. by Stacey Wilhite

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

Absent: Monica Nava, Marla Jensen & Theresa McShan

Staff: Amy Miller and Kaley Frye

II. Public Comment: None

III. **Minutes:** September minutes were provided to the board. Sarah Gudenkauf moves to approve. 2nd by Jake Carter. Passed unanimously.

IV. **Financial Report:** Report was provided to the board. Kaley Frye presented finances for the month of September & October. Kaley explained the income and expenses for Hogeye. Krista Marx made a motion to approve the finances and Katy Gassaway 2nd the motion. Passed unanimously.

V. **New Business**

1. **Hogeye Festival**

Kaley Frye asked for feedback on the event. What did they think went well and what were areas for improvement? Sarah Gudenkauf provided feedback from the vendors that it was one of the best events they had attended this year and they were complimentary of the hospitality room. Katy Gassaway stated that from a business owners' perspective it was great. She had a lot of new customers that came into her business. She said an area of opportunity would be trash cleanup on the sidewalks and planters. Sarah Gudenkauf mentioned that it was difficult to find trashcans on certain blocks. She also discussed finding a way to track the number of people downtown for the festival for next year.

2. **Parking Requirements**

Brief overview given by Kaley Frye on the calls the Main Street office has received from property owners and realtors on the parking requirements in the historic district verse the parking requirements in the downtown district overlay. Amy Miller shows the property owners and the recommendations from the Business Retention and Recruitment committee to include the entire downtown overlay. Ed Rivers discusses concerns for the private ownership of larger properties in downtown overlay that could change ownership. The board brainstorms different boundary solutions to consider. Ed River makes a motion to extend the parking variance from the alleyway on W. 2nd Street to Avenue C to fix the immediate issue and the board can discuss extending the boundaries later after more thought and consideration. Katy Gassaway seconded the motion. Passed unanimously.

3. **Sip Shop & Stroll & waiving open container**

Kaley Frye explained that if the board would like to continue Sip Shop & Stroll it's easier to ask city council to waive the open container for the entire year than going individually every month.

Stacey Wilhite made the motion to continue Sip Shop & Stroll and waive the open container for another year. Krista Marx 2nd the motion. Passed Unanimously

4. **Holiday Events**

Kaley Frye discusses an idea that come from the Promotion & Tourism committee meeting for incentivizing businesses to participate in the Home for the Holiday events by providing grant

Main Street Board Meeting
Minutes
November 18, 2021

opportunity with a contest based on a few criteria. Katy Gassaway mentioned that business owners are already overwhelmed this time of the year and having to do additional steps for a contest is too much to keep up with. Krista Marx recommends supplementing their investment for items they have purchase to participate in the event. Ed Rivers recommends making it even more simple with the extra funds from Hogeys Festival and give the business retailers a flat lump sum. Amy Miller mentions that downtown events are only successful if businesses are open and participating. Katy Gassaway suggests maybe we do two separate grants. Ed Rivers asks the board to approve a certain amount and let the staff and a couple board members work out the requirements and details. Sarah Gudenkauf recommends the amount of \$5,000. Ed Rivers makes a motion for \$7,000 to give flexibility to divide up funding for retailers and for the businesses that are participating in the events. Sarah Gudenkauf 2nd the motion. Katy Gassaway abstained from the vote as a potential beneficiary of the grant funding. Motion passed

5. Elgin Sesquicentennial

Amy Miller mentioned due to time constraints we don't need to discuss the 150th anniversary for the city but Main Street has representation on the committee and there will be more updates on the horizon.

6. Board Terms

Kaley discusses the spreadsheet and the terms of expiring board members. Monica Nava, Sarah Gudenkauf, and Krista Marx would all like to continue their terms on the Main Street Board.

7. Board Retreat

Kaley Frye gives the notes from Theresa McShan on her thoughts on the board retreat date and locations. Theresa McShan asked Kaley to share that she would like to try and do it on our normal meeting date outside of Elgin. Amy miller recommended a main street city close by in either San Marcos or Georgetown. Ed Rivers stated that he would support going to a different city to get fresh ideas to bring back. Kaley Frye said she would send out a poll for dates that work best with everyone's schedule.

8. Events & Promotion

Kaley Frye briefly mentioned Shop Small Saturday and Home for the Holidays events coming up.

Announcements:

Approved:

Attest:
