Elgin Main Street Advisory Board

Thursday, February 24, 2022 –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, Monica Nava, Sarah Gudenkauf

1. CALL TO ORDER
2. PUBLIC COMMENT
3. Financial Report- Revenue And Expenditures

   Documents:

   DETAIL VS BUDGET REPORT.PDF
4. NEW BUSINESS

   4.I. Accreditation Work Plan

   Documents:

   ELGIN MAIN STREET BOARD WORK PLAN 2022.PDF

   4.II. Downtown Business Survey

   4.III. Grant Funding

   4.IV. Calendar

   4.V. Courier Proposal

   4.VI. Volunteer QR Code

   Documents:

   VOLUNTEERS NEEDED QR CODE.PNG

   4.VII. Pedestrian Safety Update
5. ANNOUNCEMENTS

   5.I. Announcements

   1. Sip Shop & Stroll – March
   2. Imagine the Possibilities
   3. Sip Shop & Stroll – April, Local Lore

4. Music in the Park
5. Explore Elgin Arts & Culture
6. 150th Updates

6. ADJOURNMENT
7. Footer

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, February 18th 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.

Elgin, TX

Detail vs Budget Report
Account Detail
Date Range: 01/01/2022 - 02/28/2022

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program								
Revenue								
122-000-43510	Hogeye Festival	0.00	-58,000.00	-24,746.20	-271.28	-25,017.48	-32,982.52	-56.87%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/04/2022	GLPKT03030	JN05548		1-4-22 LIBRARY SQUARE CC PAYMENTS			-242.45
01/31/2022	GLPKT03106	JN05672		LIBRARY SQUARE DEPOSITS ENDING 1-31-22			-28.83

122-000-43520	Fundraising	0.00	-4,200.00	-145.72	0.00	-145.72	-4,054.28	-96.53%
122-000-47101	Interest Income	0.00	-250.00	-13.83	-6.56	-20.39	-229.61	-91.84%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/31/2022	GLPKT03176	JN05670		Jan 2022 Interest			-6.56

122-000-48210	Donations Special Events	0.00	-3,000.00	0.00	0.00	0.00	-3,000.00	-100.00%
122-000-48217	Holiday Lighting Donations	0.00	0.00	-500.00	0.00	-500.00	500.00	0.00%
	Revenue Totals:	**0.00**	**-65,450.00**	**-25,405.75**	**-277.84**	**-25,683.59**	**-39,766.41**	**-60.76%**
Expense								
122-422-50600	Travel/Training Expenses	0.00	1,500.00	996.95	0.00	996.95	503.05	33.54%
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	35,000.00	29,079.10	-1,250.00	27,829.10	7,170.90	20.49%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/26/2022	GLPKT03145	JN05644		REFUND-2 PAYMENTS TO KXAN			-1,250.00

122-422-51076	Promo Tourism	0.00	11,500.00	3,283.78	868.69	4,152.47	7,347.53	63.89%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/13/2022	APPKT00781	5416	74670	Banner patches/vehicle branding	003298 - SIGN & BANNER TEXAS		36.00
01/13/2022	APPKT00781	Jan 2022	74668	Marketing Grant	004006 - REMEMBER ME TATTOOS		125.00
01/20/2022	APPKT00808	1/2022	594	Sip Stop Stroll	002949 - ALLEN L. MOGONYE		300.00

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-51076	Promo Tourism - Continued	0.00	11,500.00	3,283.78	868.69	4,152.47	7,347.53	63.89%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/20/2022	APPKT00808	1/2022	597	Sip Shop Stroll	004338 - CODY R. COTTON		300.00
01/26/2022	APPKT00816	A MILLER 12/21	74744	COMM DEV CHARGES	004413 - CITIBANK, N.A.		107.69

122-422-51077	Downtown Improvements	0.00	0.00	105.00	0.00	105.00	-105.00	0.00%
122-422-51079	Downtown 78621	0.00	5,700.00	2,220.00	0.00	2,220.00	3,480.00	61.05%
122-422-53042	Business Assistance	0.00	4,500.00	1,786.00	1,321.25	3,107.25	1,392.75	30.95%

Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount
01/13/2022	APPKT00781	010622	74646	Hot Cocoa Stroll	003939 - FIREWILD EVENTS & CATERING		100.00
01/13/2022	APPKT00781	324	74632	Holiday Event Reimbursement	004176 - ANGI MASSAGE		125.00
01/13/2022	APPKT00781	Dec 2021 Reimb	591	Holiday Event	004485 - TO THE POINT BLADE SHARPENING & ...		116.41
01/13/2022	APPKT00781	jan2022	74667	Marketing Grant	004359 - RED BOUTIQUE SALON & SPA		175.00
01/13/2022	APPKT00781	Marketing	587	Marketing Grant Reimbursement	004492 - Keene Tactical Services		175.00
01/20/2022	APPKT00808	1/20/2022	74725	Marketing Grant Reimbursement	004359 - RED BOUTIQUE SALON & SPA		79.84
01/20/2022	APPKT00808	Holiday 12/2021	74715	Holiday Grant Reimbursement	004002 - KATHRYN K GASSAWAY		375.00
01/20/2022	APPKT00808	Marketing12.2021	74716	Marketing Grant Reimb	003724 - MARTHA'S MARKET		175.00

122-422-53120	Dues & Memberships	0.00	500.00	0.00	0.00	0.00	500.00	100.00%
122-422-53243	Design Comm. HOT	0.00	5,000.00	905.31	0.00	905.31	4,094.69	81.89%
	Expense Totals:	**0.00**	**64,300.00**	**38,376.14**	**939.94**	**39,316.08**	**24,983.92**	**-38.86%**
	122 - Main Street Program Totals:	**0.00**	**-1,150.00**	**12,970.39**	**662.10**	**13,632.49**	**-14,782.49**	**-1,285.43%**
	Report Total:	**0.00**	**-1,150.00**	**12,970.39**	**662.10**	**13,632.49**	**-14,782.49**	**-1,285.43%**

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program	0.00	-1,150.00	12,970.39	662.10	13,632.49	-14,782.49	
Report Total:	**0.00**	**-1,150.00**	**12,970.39**	**662.10**	**13,632.49**	**-14,782.49**	

Elgin Main Street Board Work Plan 2022

Events – Improve our events and streamline our communication efforts to the downtown businesses. Create an event calendar and quarterly newsletter. Send out monthly reminders to businesses for upcoming events. Have consistent graphics to improve our branding. Share those graphics with businesses.

- Kaley Frye, Q1 2022 continue quarterly throughout the year with monthly updates. Support from La'Richer Parks City of Elgin Community Services Division Admin

Business owner feedback - Survey the business owners and get their opinions on our different events and see if the events impact their business.

- Sarah Gudenkauf, MSB Board Donna Ambrogio, volunteer, Kaley Frye, February 2022

Host a business owner forum to get their feedback on Main Street events and determine event calendar for 2022.

- Stacey Wilhite, MSB Vice President , February 2022
- Review by MSB March 2022

Public Art and Art Studio Tour May 21 with Elgin Sesquicentennial Committee, Elgin Art Association, and local studios

- Megan Stuart, Jeff Wharmund, Ashley Smith, (volunteers) Kaley

Explore opportunities to improve Sip Shop & Stroll with the Business Promotion & Retention committee. Develop a calendar of downtown business Features and hosts for owners to sign up for different months

- Monica Nava, MSB Board, Kaley Frye and Chamber of Commerce March 2022

Volunteer Development – Grow a diverse base of new volunteers.

Combine the Business Retention committee and the Promotion Tourism committee to form the Business Retention and Promotion committee.

- Theresa McShan, MSB President, Ed, Rivers Chamber president and MSB Board, Kaley Frye, February 2022

Establish an updated and simplified process for community members to get involved in Main Street activities by creating a google forms document and a QR code to post downtown, on the website, and social media platforms.

- La'Richer Parks, Kaley Frye, February 2022

Create a volunteer appreciation initiative by thanking them publicly through the city of Elgin's Facebook page and strategize other opportunities to show our gratitude.

- Theresa McShan, MSB President, Krista Marx MSB Board, Kaley Frye, April 2022

Social Media – Grow our social media following by 15% and explore opportunities with the Elgin courier and their video production.

– Kaley Frye, La'Richer Parks and the Main Street board by December 31, 2022

Reach out to A.C.C. to see if they have students looking for an internship with a marketing and social media background.

- Jake Carter, MSB Board February 2022

Create a spreadsheet to rotate downtown businesses to highlight and feature through the VisitElginTx platforms.

- Kaley Frye, February 2022

Seek additional training in social media to learn new techniques and get a better understanding of the current algorithms, share with businesses.

- Kaley Frye, Erica Pauda City of Elgin Communications Specialist , April 2022

Pedestrian Safety - Establish a more pedestrian friendly downtown area by working with the police department and TXDOT on measures to cultivate an environment where everyone feels safe to cross Main Street to visit businesses and the park.

Work with the design committee to improve parking signs and visual reminders this is a pedestrian friendly area.

- Kaley Frye, Amy Miller, Sarah Gudenkauff, Ashley Smith, Kyle Smith March 2022

Meet with the Elgin Police Department to see what can be done to enforce the truck route. Explore electronic speed control signage and the use of vacant parked police cars on Main Street.

- Kaley Frye, Amy Miller, Chief Noble, Katy Gassaway, March 2022

Ongoing projects
Hogeye Festival – October 2022 plan and implement with Hogeye Festival Committee & Kaley

CARTS Transit Stop and Public Restrooms – grand opening March 2022 Community Services Director Amy Miller

Veterans Park Expansion – City of Elgin 2021A Bond program funded Phase 1 in planning phases, groundbreaking expected by 4th quarter 2022 – Community Services Director Amy Miller

Police department Renovation and Expansion - – City of Elgin 2021A Bond program funded Phase 1 in planning phases, groundbreaking expected by 4th quarter 2022 - Community Services Director Amy Miller

Renovation of Poth Building by City of Elgin – underway – to be complete Summer 2022 - Community Services Director Amy Miller

Downtown Sidewalks CDBG-DR grant project construction begins March 2022, $500,000 project - Community Services Director Amy Miller