

Main Street Board Meeting
Minutes
February 24, 2021

I. Called to Order at 7:35 a.m. by Theresa McShan

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

Staff: Amy Miller and Kaley Frye

II. Public Comment: None

III. **Financial Report:**

Report was provided in the packet. Due to confusion on the formatting of the report Theresa McShan suggested to review at the next meeting when the reporting is easier to understand.

IV. **New Business**

1. **Accreditation Work Plan**

Kaley Frye gives a description of the report and the top priorities from the board retreat. Kaley Frye asked the board to review the task assigned by Amy Miller. Katy Gassaway asked to be added to the Events section for the Holiday events.

2. **Downtown Business Survey**

Kaley Frye provides a brief update on the survey results and passes out the responses. The board reviews and discusses the responses.

3. **Grant Funding**

Kaley Frye asks for feedback and if the board would like to vote on the previous proposal for the Business Assistance & Maintenance Grant program. Amy Miller elaborates on possible projects that would be eligible to allow more flexibility to fund the needs of downtown businesses. Katy Gassaway Board discusses possible options. Theresa McShan suggests tabling the discussion and asks for a volunteer to work on the grant funding with Kaley outside of the board meeting to produce a program to be voted on at the next meeting. Sarah Gudenkauff volunteers to assist Main Street staff.

4. **Calendar**

Kaley Frye distributes a draft quarterly calendar created to send to businesses based on goals from the board retreat. Katy Gassaway offers feedback and asks for the times and locations to be added in the notes.

5. **Courier Proposal**

Kaley Frye gives an overview of the TV proposals from the Elgin Courier. She discussed possible cross promotion for events in other communities. Sarah Gudenkauff makes the motion to approve the proposal from the Elgin Courier for five TVs. Stacey Wilhite seconded the motion. Motion passed unanimously.

6. **Volunteer QR Code**

Kaley Frye presented the volunteer QR code flyer and the google form it's linked to. Stacey Wilhite asked if it could be a window cling. Jake Carter asked about the service the QR code was created with and if it had updateability. Kaley Frye mentioned she would look into it and follow-up next meeting.

7. **Pedestrian Safety Update:**

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Kaley Frye gives a brief update of the TXDOT phone call. Katy Gassaway gives additional detail about potential solutions and states that she wrote a letter to the city about her position on the matter. Kaley Frye discussed a follow-up email received about possible funding from TXDOT. Amy Miller discussed that TXDOT will be adding pedestrian signage at the crosswalk when the sidewalk project is complete. Amy Miller said that the City of Elgin Public Works department will add Main Street to the speed tracking trailer rotation.

Announcements:

March Sip Shop Stroll - Kaley Frye mentions that Austin Title will be doing their grand opening and ribbon cutting at the event.

Imagine the possibility Tour Kaley Frye discusses this will be taking place after the ribbon cutting. Amy Miller discussed with the influx of industry related people in town it's a great opportunity to show off available space in a mini imagine tour.

April Sip Shop Stroll - Kaley shares that Local Lore will be incorporated into the event in partnership with the Museum and Parks department.

Music in the Park - Kaley Frye discusses that it will be taking place every Friday in April and May. Stacey Wilhite is on the committee, and provided additional details on the music lineups and

Explore Elgin Art & Culture - Kaley Frye shares that it is an expanded event from the Art Studio Tour done in previous years. It will be tied into the 150th celebration of events and there will be additional activities and tours going on May 21st. Amy Miller mentions that we will need additional volunteers to assist with the event.

Katy Gassaway Asks if there is a change to the term limits for Main Street Board members. Amy Miller clarifies what City Council decided for term limits and they will be making appointments after the election cycle.

Kaley Frye announced that she accepted a position with the City of Elgin Economic Development Department and will be leaving Main Street.

Approved:

Attest:
