Agenda

Elgin Main Street Advisory Board

Wednesday, May 18, 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

Business Meeting

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. MINUTES
5. Financial Report

   Documents:

   5-13-22 MSB BUDGET REPORT.XLSX
6. NEW BUSINESS

   6.I. Meet New Main Street Manager, Kristina Alvarez

   6.II. Board Terms & Vacancies

   6.III. Officer Elections

   6.IV. Main Street Budget, Hogeye Budget 2022-2023

   Documents:

   HOGEYE BUDGET 2022.XLSX

   6.V. City Of Elgin Five Year CIP Capital Improvement Plan

   6.VI. Main Street Assistance Grant

   Documents:

   MAIN STREET FINANCIAL ASSISTANCE PROGRAM.PDF

   6.VII. Main Street Marketing Assistance Grant

Documents:

MAIN STREET ADVERTISING GRANT.PDF
MAIN STREET ADVERTISING GRANT APPLICATION.PDF

6.VIII. Veteran's Memorial Park Expansion, Elgin Police Dept. New Construction, Downtown Sidewalk Project

Documents:

2022.04.04 VETERANS PARK EXPANSION MASTER PLAN UPDATE SM.PDF
2022 ELGIN POLICE DEPT NEW CONSTRUCTION.PDF

6.IX. Hogeye Festival

7. ANNOUNCEMENTS

7.I. Announcements

Documents:

MUSIC IN THE PARK RACK CARD3-29-2022.PDF
MAY JUNE REMINDERS ETX150.PDF
JUNETEENTHPOSTER.JPG
WESTERN DAYS 2022.JPG

8. 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, May 13 at 5:00PM

LaRIcher Parks, Community Services Admin. Assistant

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.

		Original Total Budget	Current Total Budget	PeriodActiv	FiscalActivi	VarianceFavorable(Un	PercentRer
Fund: 122 - Main Street Program							
Expense							
122-422-50600	Travel/Training Expenses	1500	1500	0	1522.39	-22.39	-1.49
122-422-51001	Office Supplies	600	600	0	0	600	100
122-422-51070	Hogeye Festival	35000	42300	0	27704.1	14595.9	34.51
122-422-51076	Promo Tourism	11500	11500	0	4652.47	6847.53	59.54
122-422-51077	Downtown Improvements	0	105	0	105	0	0
122-422-51079	Downtown 78621	5700	5700	0	2220	3480	61.05
122-422-53010	Consulting Services	0	10200	0	0	10200	100
122-422-53042	Business Assistance	4500	4500	25	4459.47	40.53	0.9
122-422-53120	Dues & Memberships	500	500	0	0	500	100
122-422-53243	Design Comm. HOT	5000	5000	0	905.31	4094.69	81.89

Group Summary

	Original Total Budget	Current Total Budget	PeriodActiv	FiscalActivi	VarianceFavorable(Un	PercentRer
Account Type						
Fund: 122 - Main Street Program						
Expense	64300	81905	25	41568.74	40336.26	4.92E-01

Fund Summary

	Original Total Budget	Current Total Budget	PeriodActiv	FiscalActivi	VarianceFavorable(Un	PercentRer
Fund						
122 - Main Street Program	64300	81905	25	41568.74	40336.26	4.92E-01

Hogeye Budget 2022		
Income		Notes
Sponsors	$ 34,000.00	
Vendors	$ 14,000.00	
Carnival	$ 1,500.00	
Carshow	$ -	
Cow Patty Bingo	$ 4,000.00	
Corn Hole/Tournaments	$ 300.00	
Dessert Contest	$ 200.00	
Shirts	$ 4,000.00	
Souvenirs		
Donations		
Total Income	**$ 58,000.00**	
Expense		
Suplies & Postage	$ 200.00	
Entertainment		
Thu		
Fri	$ 4,000.00	
Sat	$ 6,000.00	
Stage		
Sound	$ 2,500.00	
Hospitality Room	$ 250.00	
Costume & Decoration	$ 300.00	
Electricity	$ 300.00	
Toilets	$ 2,000.00	
Tables & Chairs		
Barricades	$ 1,500.00	
Shuttle	$ 800.00	
Contract Labor	$ 650.00	
Signage		
Tents		
Food & Drink for Volunteers		
Thank you Party	$ 200.00	
Pearls before Swine	$ 100.00	
Photographer	$ 300.00	
Cook-off	$ 150.00	
Marketing Materials	$ 2,000.00	
TV & Radio	$ 3,200.00	
Marketing Other	$ 2,750.00	
Sowpremes	$ 450.00	
Sponsor Thank you Ad	$ 400.00	
Shirts	$ 3,500.00	
Souviners	$ 1,000.00	
Koozies	$ 750.00	
Graphic Design	$ 600.00	
Contingency	$ 1,000.00	
Misc	$ 100.00	
Total Expense	**$ 35,000.00**	

NET TOTAL	**$ 23,000.00**	

Hogeye Running Budget 2021 actual 2022 expected				
Expense	**2021 Budget Expense**	**2021 Actual**	**2022 Budget Expense**	**Notes**
Suplies & Postage	$ 200.00	$ 325.00		Trophies
Entertainment				
Thu		$ 300.00		Cody $150 Allen $150
Fri	$ 4,000.00	$ 2,000.00		Kenny Orts
Sat	$ 6,000.00	$ 3,800.00		Lineup plus $100 to byron mitchell
Stage	$ 3,000.00	$ 2,200.00		Lance Stacy
Sound	$ 2,500.00	$ 1,500.00		Pete Cantu
Hospitality Room	$ 250.00	$ 200.00		
Costume & Decoration	$ 300.00	$ -		
Electricity	$ 300.00	$ -		
Toilets	$ 2,000.00	$ 3,465.00	$4,681	Kings Throne includes Sanitiz
Tables & Chairs		$ -		
Barricades	$ 1,500.00	$ 1,000.00	$3,000	Nixon Engineering
Shuttle	$ 800.00	$ 812.00		
Contract Labor	$ 650.00	$ -		
Signage		$ 1,628.00		sponsor banners, lineup, shuttle, asphalt decals
Tents		$ -		
Food & Drink for Volunteers		$ -		
Thank you Party	$ 200.00	$ -		
Pearls before Swine	$ 100.00	$ -		
Photographer	$ 300.00	$ 600.00		Karen & Sonia
Cook-off	$ 150.00	$ 202.05		
Marketing Materials	$ 2,000.00	$ 210.00		$205 motor blade + $5 powe
TV & Radio	$ 3,200.00	$ 1,250.00		
Marketing Other	$ 2,750.00	$ 700.00		$250 CI web, $350 Austin Ch
Sowpremes	$ 450.00	$ -		not able to record
Sponsor Thank you Ad	$ 400.00	$ 400.00		
Shirts	$ 3,500.00	$ 3,692.50		
Souviners	$ 1,000.00	$1,245.00		48 polo shirts
Koozies	$ 750.00	$ 1,460.00		koozies 4 sponsors
Graphic Design	$ 600.00	$ 725.00		fee for shirt, poster, street d
Contingency	$ 1,000.00	$ -		
Misc	$ 100.00	$ -		
Total Expense	**$ 38,000.00**	**$ 27,714.55**		

Main Street Financial Assistance Program

Business owner could apply for assistance related to the business AND the Property owner could apply for something else related to the property.

Eligible Projects / Needs REIMBURSEMENT Financial Assistance Program

Application must be submitted prior to start of work/implementing the project

- Permanent signage that meets Historic District sign ordinance requirements and has been reviewed by Historic Review Board and Approved
- Online Store platforms, establish or expand online store presence
- Façade / exterior improvements – must be reviewed & Approved by the Historic Review Board
- ADA Compliant restrooms – that are made available to the public at least ___ hours per week
- Roll off for construction or renovation
- Review fees for HRB and Development Services

* Required

1. Email *

_____

2. First and Last Name

_____

3. Name of Business

_____

4. Address of business

_____

5. Phone number

_____

6. Describe your business

_____

_____

_____

_____

_____

7. Describe project

8. Estimate for proposed expenses

This content is neither created nor endorsed by Google.

Google Forms

Main Street Advertising Grant

Business Name	Applied/Reapplied date	Receipts totals submitted	Total reimbursed
Body & Shine		$1,028.78	$400.00
ETX Travel			
Agni Massage		$252.09	$171.74
Wild Spirit Artworks			
Chemn Café		$290.80	$130.02
Remember Me Tattoos			
Giant Printing			
Wild Spirit Artworks			
To The Point	11/24/2021		
		$1,571.67	**$701.76**

Elgin Main Street Program Advertising Grant Application, v3.0

In order to support Elgin's Main Street, the Elgin Main Street Board is operating a reimbursement grant to offset the costs of increased online presence and/or marketing.
Businesses may apply for up to $100 a month to support developing an online presence, and/or marketing their modified business efforts in response to the COVID-19 pandemic. Applications are accepted at any time and are valid for 3 months. Additional funding each month may be available depending on the volume of application requests overall and businesses are invited to reapply upon the end of their initial 3 month grant.

* Required

1. Email *

_____

2. Business Name *

_____

3. Business Address *

_____

4. Contact Name *

_____

5. Preferred Means of Contact *

Mark only one oval.

- ◯ Email
- ◯ Phone call
- ◯ Text

6. Email Address *

_____

7. Phone Number (Cell) *

_____

8. Phone Number (Secondary, if applicable)

9. Business Website *

10. Business Facebook Page, if applicable

11. Business Instagram, if applicable

12. Business Twitter, if applicable

13. Other Social Media Platform ID, if applicable

14. Describe your online business presence, the presence you intend to establish, and/or the modified business operations you have, or will have, implemented in response to the COVID-19 pandemic.

15. On what platform(s) or medium(s) do you intend to advertise? Examples: print advertising in the Courier, Facebook ads, Instagram ads, direct mail, radio advertising, etc.

16. What is the message or call to action of this advertising? Examples: online shopping, online classes available, buy a gift card, "to go" options, etc.

17. How much do you plan to spend on this targeted advertising?

18. Who is your target audience?

19. When will your advertising start and how long will the ad(s) run?

20. Are you using a consultant/company to do your advertising or are you doing it yourself?

Mark only one oval.

- ◯ Using someone else
- ◯ Doing my own

21. In what ways can the Main Street Program support your business? Please check all that apply.

Check all that apply.

- [ ] Reposting business content on VisitElginTx Facebook
- [ ] Reposting business content on VisitElginTx Instagram
- [ ] Retweeting business content on VisitElginTx Twitter
- [ ] Promoting your business through email blasts
- [ ] Co-op advertising in the Courier
- [ ] Co-op advertising in the 78621 Magazine
- [ ] Co-op direct mail pieces
- [ ] Offering social media classes
- [ ] Offering marketing resources (online guides, tutorials, etc)

22. By adding your name below, you agree to the following statement: I understand that by submitting this application, my business will be required to provide a receipt for the advertising expenses referenced above. I also agree to complete a short follow-up questionnaire to help assess the effectiveness of the program and to support the development of future programs. *

_____

This content is neither created nor endorsed by Google.

Google Forms

Veterans' Memorial Park Expansion Master Plan Update

Prepared by McCann Adams Studio for the City of Elgin

DRAFT: April 4 2022

0' 20' 40'

Scale: 1 " = 20'-0"
when printed on 34"x70" sheet.

City of Elgin

Police Department Building Project

Board Meeting Presentation

April 19, 2022 6:30pm

Site aerial

47865
165'
115'
165'
96.3'
115'
96.3'
165'
115'
76'
125'
25'
25'
50'
25'
25'
25'
63.9'
580
12328
61101
32872
47866
12346
47867
12343
364.8'
50.3'
114.9'
115'
115'
115'
115'
115'
115'
115'
75.1'
125'
25'
25'
80'
50'
25'
25
N AVE B
N AVE C
DEPOT AVE
DEPOT AVE
DEPOT AVE
117448
N AVE B
N AVE C

Master Plan

Veterans' Memorial Park Expansion Master Plan Update
Prepared by McCann Adams Studio for the City of Elgin
DRAFT: April 4 2022

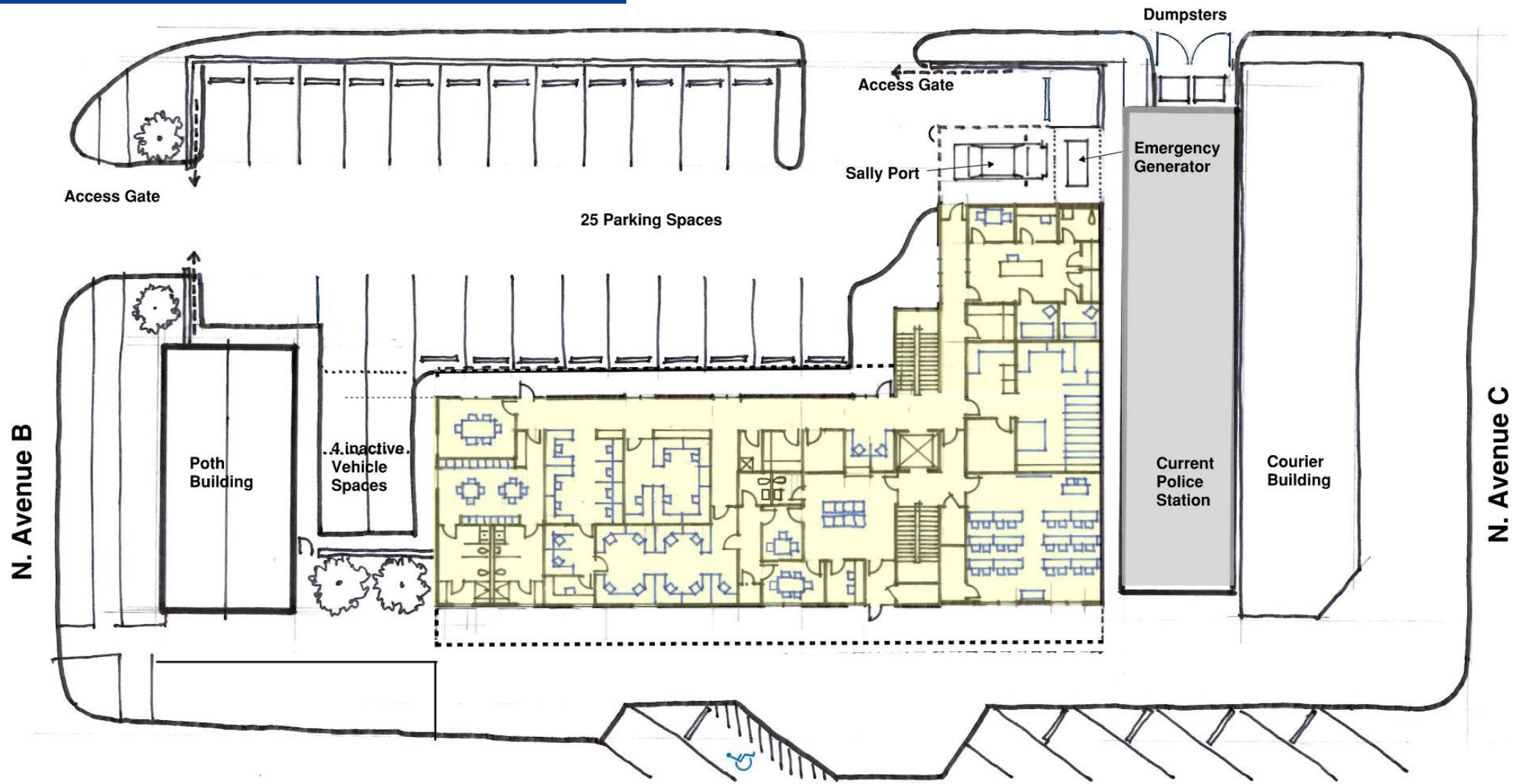
0' 20' 40'
Scale: 1" = 20'-0"
when printed on 34"x70" sheet.

FGMARCHITECTS

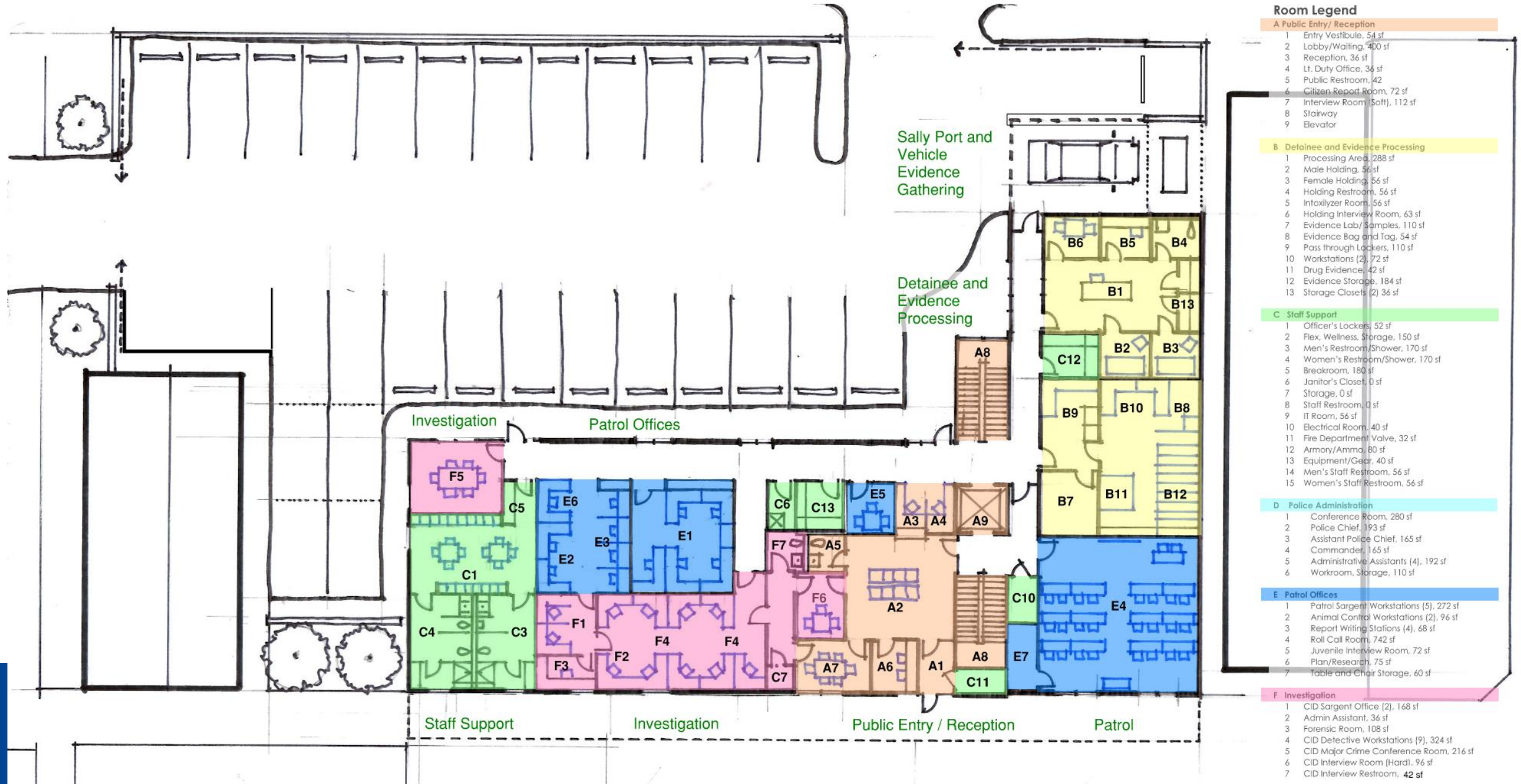
Master Plan

FGMARCHITECTS

Site Plan:


Dumpsters
Access Gate
Emergency Generator
Sally Port
Access Gate
25 Parking Spaces
N. Avenue B
Poth Building
4 inactive Vehicle Spaces
Current Police Station
Courier Building
N. Avenue C

First Floor Plan:



Room Legend

A Public Entry/ Reception
1. Entry Vestibule, 54 sf
2. Lobby/Waiting, 400 sf
3. Reception, 36 sf
4. Lt. Duty Office, 36 sf
5. Public Restroom, 42
6. Citizen Report Room, 72 sf
7. Interview Room (Soft), 112 sf
8. Stairway
9. Elevator

B Detainee and Evidence Processing
1. Processing Area, 288 sf
2. Male Holding, 56 sf
3. Female Holding, 56 sf
4. Holding Restroom, 56 sf
5. Intoxilyzer Room, 56 sf
6. Holding Interview Room, 63 sf
7. Evidence Lab/ Samples, 110 sf
8. Evidence Bag and Tag, 54 sf
9. Pass through Lockers, 110 sf
10. Workstations (2), 72 sf
11. Drug Evidence, 42 sf
12. Evidence Storage, 184 sf
13. Storage Closets (2) 36 sf

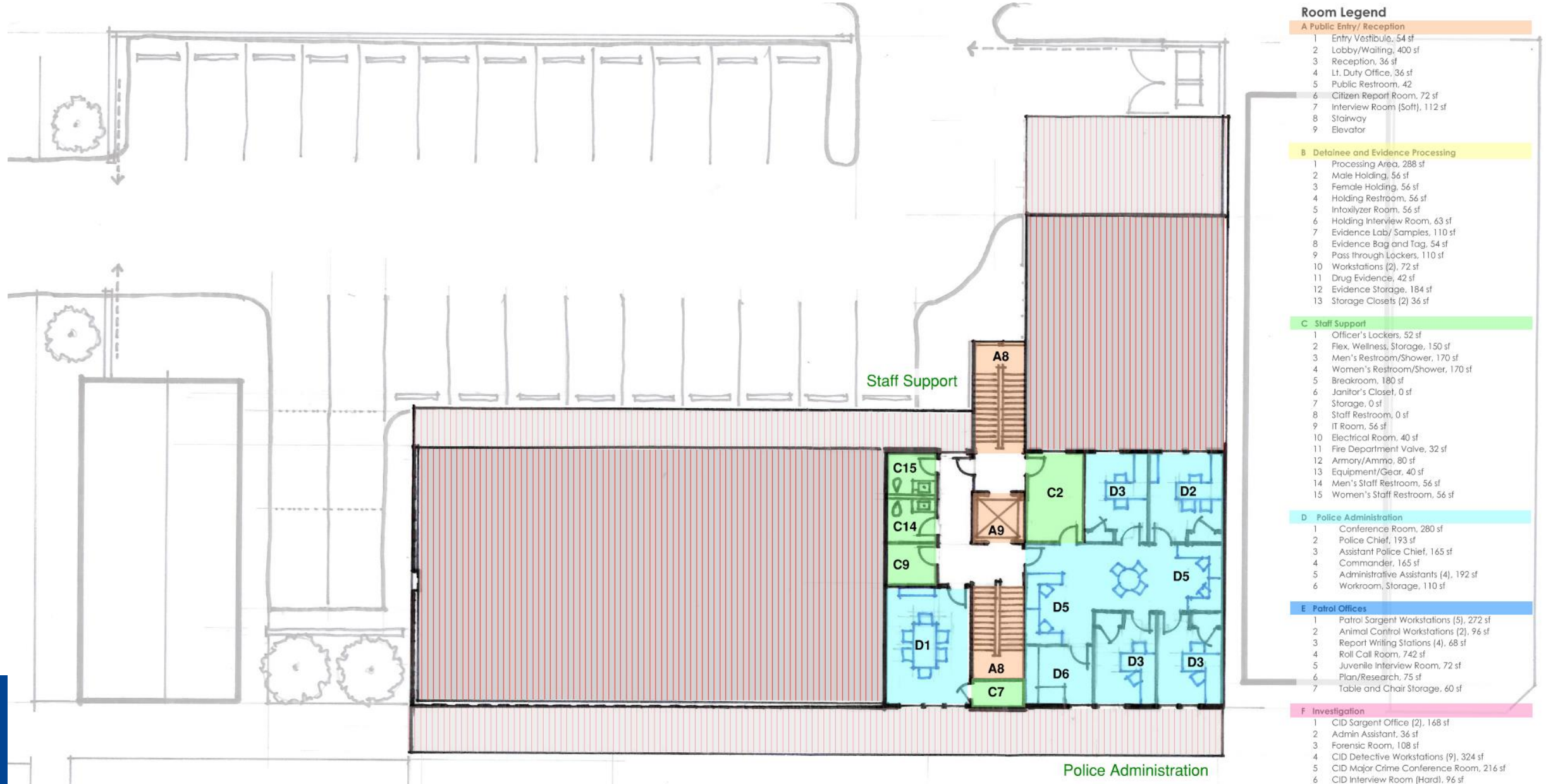
C Staff Support
1. Officer's Lockers, 52 sf
2. Flex, Wellness, Storage, 150 sf
3. Men's Restroom/Shower, 170 sf
4. Women's Restroom/Shower, 170 sf
5. Breakroom, 180 sf
6. Janitor's Closet, 0 sf
7. Storage, 0 sf
8. Staff Restroom, 0 sf
9. IT Room, 56 sf
10. Electrical Room, 40 sf
11. Fire Department Valve, 32 sf
12. Armory/Ammo, 80 sf
13. Equipment/Gear, 40 sf
14. Men's Staff Restroom, 56 sf
15. Women's Staff Restroom, 56 sf

D Police Administration
1. Conference Room, 280 sf
2. Police Chief, 193 sf
3. Assistant Police Chief, 165 sf
4. Commander, 165 sf
5. Administrative Assistants (4), 192 sf
6. Workroom, Storage, 110 sf

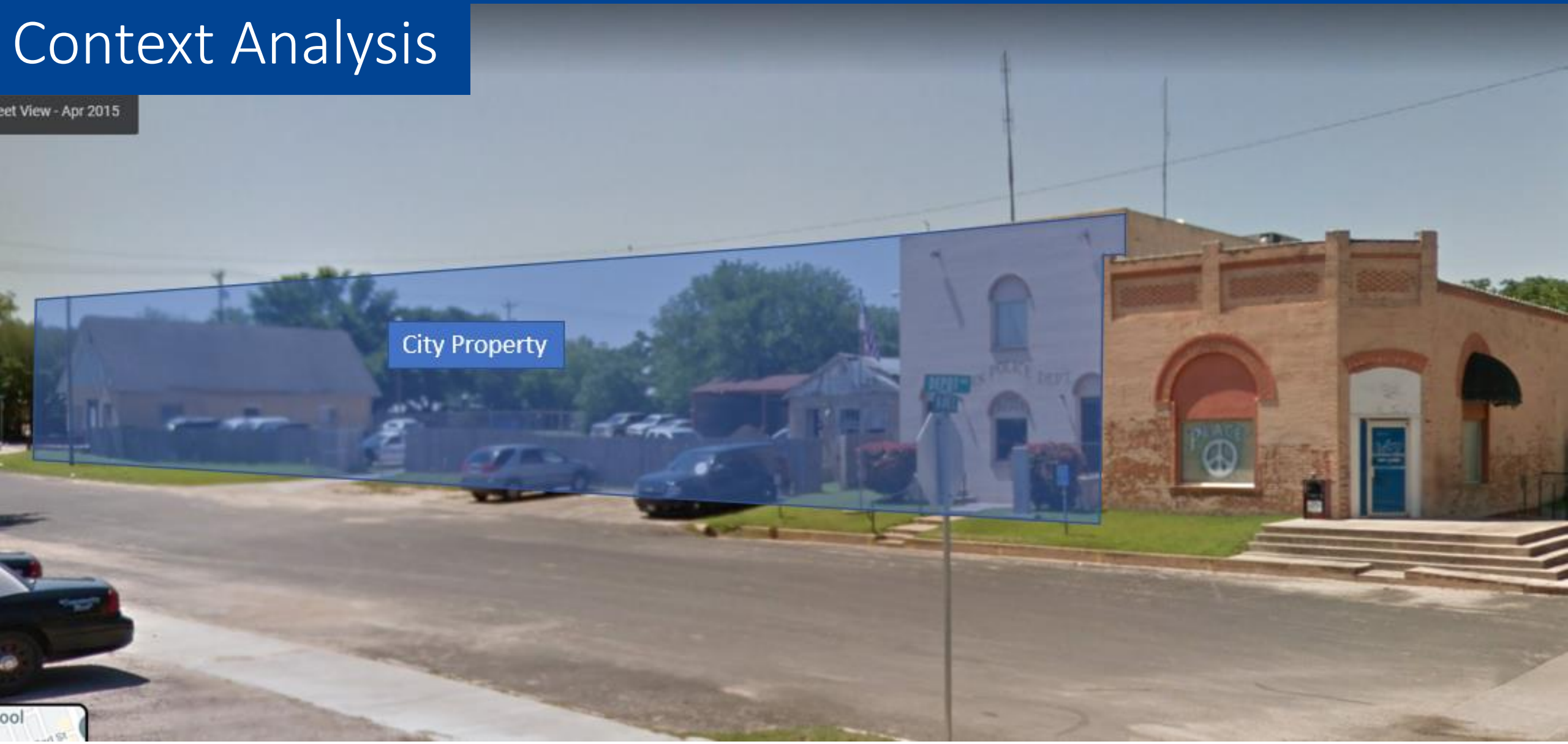
E Patrol Offices
1. Patrol Sargent Workstations (5), 272 sf
2. Animal Control Workstations (2), 96 sf
3. Report Writing Stations (4), 68 sf
4. Roll Call Room, 742 sf
5. Juvenile Interview Room, 72 sf
6. Plan/Research, 75 sf
7. Table and Chair Storage, 60 sf

F Investigation
1. CID Sargent Office (2), 168 sf
2. Admin Assistant, 36 sf
3. Forensic Room, 108 sf
4. CID Detective Workstations (9), 324 sf
5. CID Major Crime Conference Room, 216 sf
6. CID Interview Room (Hard), 96 sf
7. CID Interview Restroom, 42 sf

Second Floor Plan:



Context Analysis



FGMARCHITECTS

Context Analysis

FGMARCHITECTS

Context Analysis

FGMARCHITECTS

2021 sketch

FGMARCHITECTS

Elevation Study

FGMARCHITECTS

MUSIC IN THE PARK

1872-2022

&MHJO 4F

2022

Apr

Every Friday in

& M

7pm

4/1	Shop Dawgs
4/8	Gypsy Drifters
4/15	Larry Harris band
4/22	chubby knuckle
4/29	allen lee band
5/6	rumoures
5/13	Rian Castillo
5/20	Dirt Road
5/27	soulphonics

Veterans' Pa

109 Depot St

Elgin Chamber of Commerce & Visitor's Center · Elgin Texas perfectly situated · Parks & Rec Elgin, TX · ElginTx.com · Elgin Main Street · Elgin Texas · Friends of Elgin Parks

MAY & JUNE #ETX150 REMINDERS:

• The Sesquicentennial logo belongs to the entire community. Interested businesses and organizations should consider utilizing the logo on Elgin products, Sesquicentennial souvenirs, and share in the celebration by placing a link on their websites or in their email marketing.

• Be sure to read the weekly Sesquicentennial Story in the Elgin Courier to celebrate stories from the past and learn more about the town we call home.

• August is Founder's Month! Mark your calendars to join us for the Founder's Day Birthday Bash at Booker T. Washington on Saturday, August 20th from 10 a.m. to 2 p.m. and start brainstorming ways for your business to join in on the celebrations all month long!

• Interested in having a speaker visit with your club, organization, team or staff about #ETX150? Connect with us and lets arrange a speaker presentation at an upcoming meeting at infoetx150@gmail.com.

• We are always looking for special event volunteers! Current opportunities include Music in the Park, sign up to volunteer online at: https://www.signupgenius.com/go/30e0c4dafa82faaf94-music

• Citizens are encouraged to display a #ETX150 yard sign at their home or business. Signs can be picked up at the Chamber of Commerce or Dorothy's Jewelry.

• Follow along with all things #etx150 on Facebook @etx150 and online at www.etx150.com. Feel free to share the event pages with your networks!

•Juneteenth and Western Days Parade applications are available online in both English and Spanish at www.etx150.com, we encourage you to sign your business or organization us as a float participant today!

ETX150.COM

@ETX150

#ETX150

For more information, contact Bettye Lofton at (512) 963
JUNE
23RD
Elgin's JUNE
FEST
& GRAND

150

Elgin

TEXAS

1872★2022