



Main Street Board Meeting Minutes
May 18, 2022

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

Attending: Theresa McShan, Stacey Wilhite, Ed Rivers, Krista Marx, Sarah Gudenkauf, Katy Gassaway arrived at 7:33, Jake Carter arrived at 7:41 am.

Absent: Monica Nava

Staff: Amy Miller, Kristina Alvarez

II. Welcome

III. Public Comment: Ed Rivers congratulated Theresa McShan for being elected the mayor of Elgin.

IV. Minutes:

April 20, 2022, minutes were provided to the board. Stacey Wilhite moves to approve minutes. 2nd by Krista Marx. Motion carried.

V. Financial Report:

Report was provided to the board. There was discussion on increasing the budget by \$500 to expand routes for the 78621 to include Coupland, McDade and potentially into Manor.

Distribution will be increased from 12,000 to 15,000. Advertising costs was increased last year to cover postage. The next edition will be right before Western Days. Discussion was had to potentially increase the budget prior to Hogeye to expand circulation further prior to the festival.

VI. New Business

1. Meet New Main Street Manager

Kristina Alvarez was introduced to the board.

2. Board terms and vacancies

Theresa is cycling off the board due to becoming Mayor. City Council delayed appointments to June 2022. So instead of terms expiring December 31, 2021, they were automatically extended to June 30, 2022.

3. Officer Elections

Theresa made a motion that the Vice President, Stacey Wilhite move to the President position, the motion was seconded by Ed Rivers. Motion carried, passed unanimously.

The floor was open to nominations the Vice President position. Discussion was held on the responsibilities for that position. The decision was made to postpone filling the Vice President position until the next meeting in June.

4. Main Street Budget, Hogeye Budget 2022-2023

The draft budget was distributed, a vote will be needed to finalize at the June meeting. Budget looks like prior years with allocations to main areas. Discussion on Music in Park being increased from 4 weeks to 9 weeks. Will plan to keep the extended schedule for next year and utilizing the event to provide information and potentially having vendors and adding additional partners. Discussion on potential holiday decorating packages available to businesses. Information will be provided next meeting.

5. City of Elgin Five Year CIP Capital Improvement Plan

Board asked to review the City's CIP Improvement Plan on the website to consider projects that impact downtown for funding priority to be submitted to the City Council for inclusion in the CIP.



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6. Main Street Assistance Grant

Business owner or property owners can apply, maximum of \$1,000 per project. Reimbursement program. Including inside art discussed but tabled for a future date. For now, editing form to include sidewalk dining furniture for restaurants, clarify and add "including public art" under façade, and add that the maximum is \$1,000 reimbursement.

7. Main Street Marketing Assistance Grant

No changes per last meeting. Kristina Alvarez will be promoting these grants when introducing herself to businesses to bring attention to both grant programs.

8. Veteran's Memorial Park expansion, Elgin Police Department new construction, Downtown Sidewalks project

Veteran's Park and Police Department expansion has been approved by City Council. Project plans distributed and reviewed. CARTS building opening soon. Waiting on locks due to supply chain issues.

9. Hogeye Festival

Waiting to distribute sponsor forms until after Western Days. A partnership with Torchy's Tacos has been secured, working out the details for Hogeye. Working on food vendors, more overall volunteers needed. Volunteer flyers with QR code to be distributed to downtown businesses.

VII. Announcements:

Music in Park every Friday April & May - Increasing the number of concerts has been well received and very successful.

Explore Elgin Arts & Culture - May 21st downtown

150th Updates www.etx150.com

Juneteenth June 10-11 - Street dance, parade, and festival.

Juneteenth on Juneteenth Sunday June 19th @ 7pm - Need 150 people to create the shape of a birthday cake with 150 candles on Thomas Park baseball field.

Western Days June 23-25 – Fashion show on Thursday, Golf tournament on Friday, the dance will return to the tennis court Friday night. Festival, parade, and corn hole tournament is Saturday. Team challenges discussed.

Adjourned: 8:38am

Approved:

Attest:
