Main Street Board Meeting Minutes
July 6, 2022

I. **Called to Order at 7:38 a.m. by Stacey Wilhite**
Attending: Stacey Wilhite, Ed Rivers, Krista Marx, Sarah Gudenkauf, Katy Gassaway, Jake Carter, Monica Nava arrived at 7:44 am.
Staff: Kristina Alvarez
Guest: Mayor Theresa McShan

II. **Welcome**

III. Public Comment: None.

IV. **Minutes:**
May 18, 2022, minutes were provided to the board. Ed Rivers made a motion to approve minutes. 2nd by Katy Gassaway. Motion passed unanimously.

V. **Financial Report:**
Report was provided to the board with Kristina Alvarez discussing updates. Discussion was had on the Consulting Services ($10,200) line item, unclear as to what this is for in the budget. Stacey asked to hold on the final vote on the financial report until we received clarification.

VI. **New Business**

1. **Board terms and vacancies** City Council is reviewing the ordinance we will keep you posted.

2. **Officer Elections**
There was discussion on the open position and who could take on the Vice President position. Sarah Gudenkauf has been nominated and has declined due to handling vendors for Hogeye. Krista Marx made a motion to nominate Ed Rivers for the Vice President position. The motion was seconded by Katy Gassaway. Motion passed unanimously.

3. **Main Street Budget, Hogeye Budget 2022-2023**
The budget was distributed, the board reviewed the increases for 78621 advertising and the Design committee. Mayor Theresa McShan discussed the deposit for the Black Icons mural and plans to have it completed prior to the Hogeye Festival. The Black Icons Mural at McShan's Barber Shop was approved March 29 for up to $10,000. Ed Rivers made a motion to approve the Main Street budget, Sarah Gudenkauf seconded, the motion passed unanimously. Hogeye budget was reviewed, discussion was had on individual line items that have increased since last year. Would like to ensure we use the same Carnival as last year's Hogeye. T-shirt pricing will increase to $15 this year. Katy Gassaway made a motion to pass the Hogeye budget, seconded by Krista Marx. Motion passed unanimously.

4. **Main Street Program Goals**
Kristina Alvarez presented the Main Street Program Goals and Objectives for 2022-2023. Items discussed were the volunteer initiative to recruit and retain volunteers, pedestrian safety, Hogeye, the Veterans Park expansion. Discussion was had on purchasing Elgin's Main Street and the city taking over maintenance, that is a City item. Discussion was tabled to a future meeting.

5. **Main Street Marketing Assistance Grant**
Kristina Alvarez presented a list showing that we have provided fifty-two (52) marketing grant reimbursements to downtown business owners.

6. **Main Street Financial Assistance Grant**
   Kristina Alvarez has had one business owner submit for the financial assistance grant since the last meeting.

7. **Hogeye Festival**
   Sponsorship packets were distributed and will be going out today. Music update was provided. T-shirts are in the works. Stacey Wilhite and Ed Rivers will confirm the carnival.

8. **Sign Ordinance**
   The sign ordinance was presented. Changes were reviewed by Historic Review Board and recommended for approval to Council. The main one to note is the change of pole and monument signs from a maximum of 8 feet to 4 feet in the historic district.

9. **Sesquicentennial Updates**
   Founders Day is the next big event Saturday August 20 Main Street will have a table for History in the Halls. The program is at 10am, event is form 10-2 at BTW Elementary. Flyers were distributed.

10. **Mural for Sesquicentennial**
    Mayor Theresa McShan discussed the artist and the upcoming mural. Jeremy Biggers is the artist he is based in Fort Worth and has ties to Elgin. Ed Rivers asked the board to consider considered lighting the mural.

11. **TDA Awards**
    A list was presented with the businesses to be nominated for the TDA President's Awards. Best Promotional event, Explore Elgin Art & Culture, Best New Construction, CARTS facility, Best Public Improvement, Advocacy Outreach mural for Sesquicentennial, Best Downtown Business, To The Point; Best Downtown Partner, Lions Club, Best Renovation / Rehabilitation 110 S. Main Street.

VII. Announcements

Adjourned: 8:18am

Approved: Attest:

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