Main Street Board Meeting Minutes
August 18, 2022

I. Called to Order at 7:38 a.m. by Stacey Wilhite

Attending: Ed Rivers, Krista Marx, Sarah Gudenkauf, Katy Gassaway, Jake Carter, and Monica Nava.
Absent: Stacey Wilhite
Staff: Kristina Alvarez
Guest: Mayor Theresa McShan

II. Welcome

Public Comment: None.

III. Minutes:

July 6, 2022, minutes were provided to the board. Jake Carder made a motion to approve minutes. 2nd by Krista Marx. Motion passed unanimously.

IV. Financial Report:

Report was provided to the board. The marketing grant is currently $1,200 over budget and do we want to cap the program for the year and do we want to increase for next year. Discussion was had on the importance of increasing the budget to be able to have a further reach once the assistance grant is being used. Jake Carter made a motion to amend the budget for this year $3,000 to business assistant grant program and $5,000 to the design committee line item. Krista Marx seconded the motion. Motion passed unanimously with Katy Gassaway and Monica Nava abstained from voting.

The board discussed increasing the business assistance grant budget line item to $10,000 at a minimum. Jake Carter made a motion to approve, Krista Marx seconded the motion. Motion passed unanimously with Katy Gassaway and Monica Nava abstained from voting.

V. New Business

1. **Board Appointments** The mayor Theresa Shan provided an update on board appointments, applications have been sent to the Main Street Board president for recommendations and they will be returned to the mayor. Should be submitted to the board at the next meeting.

2. **Main Street Budget, Hogeye Budget 2022-2023**
   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.

3. **Grant Funding**
   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. **Businesss Retention & Recuritment / Promo tourism committees**
   It was announced that the committees will be separated back into two different groups.

5. **Hogeye Festival**
   Kristina Alvarez provided an update on the Hogeye Festival presenting the status of sponsors and vendors.

6. **Sesquicentennial Update – Black Icons Mural**
   Theresa Shan provided an update on the status of the mural and when the project should begin.

VI. Announcements

Adjourned: 8:18am

Approved: Attest:

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