



Main Street Board Meeting Minutes
September 15, 2022

I. Called to Order at 7:36 a.m. by Ed Rivers

Attending: Ed Rivers, Krista Marx, Katy Gassaway, Jake Carter, Sarah Gudenkauf, and Monica Nava.

Absent: Stacey Wilhite

Staff: Kristina Alvarez

Guest: Mayor Theresa McShan

II. Welcome

Public Comment: None.

III. Minutes:

August 18, 2022, minutes were provided to the board. Katy Gassaway made a motion to approve minutes. 2nd by Krista Marx. Motion passed unanimously.

IV. Financial Report:

Report was provided to the board. No changes were made since last meeting.

V. New Business

1. Hogeve Festival

There was discussion on the status of the vendors, sponsors, and overall updates for the festival to see where board members could assist with phone calls. Sarah Gudenkauf gave an in-depth update on how many vendors are repeat vendors, how many spaces are left, if additional food vendors were needed and the variety of that we currently have scheduled.

2. Board Appointments

Board recommendations have been made and returned to the mayor to be voted on by City Council on October 27th. Ed explained the process of new appointments.

3. Main Street Marketing Grants

Kristina Alvarez provided an update on the status of the marketing grant program.

4. Main Street Improvement Grants Applications

One new applicant on the improvement grants. The board discussed and since it was an internal repair, they would prefer that the building owner submitted items listed on the application that were more external such as the roll off dumpster. The board discussed what type of business would be preferred for that space once the repairs are completed. There was discussion about how this grant has evolved and keeping within the parameters currently outlined. We will vote on this applicant next meeting.

5. Business Retention & Recruitment Committee

Notes were not provided for this meeting. Dates for next meeting was given, which will be the third Wednesday of the month at 8:30 am in the Chamber Board Room.

6. Promotion & Tourism Committee

Kristina Alvarez provided an update from the first meeting of the new committee with the goals from the first meeting. This committee will be meeting the third Tuesday of the month, which will be October 18th.



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VI. Announcements

There was discussion on the upcoming events with detail provided on many of the events with an updated event list to be sent out to the board after the meeting. The Main Street's new accreditation program was presented. Updates on the Texas Downtown Awards and that Elgin has one finalist, the Evening Elgin Lions Club as Best Downtown Partner.

Adjourned: 8:15am

Approved:

Attest:
