



Main Street Board Meeting Minutes
October 27, 2022

I. Called to Order at 7:34 a.m. by Stacey Wilhite.

Attending: Stacey Wilhite, Ed Rivers, Krista Marx, Jake Carter, Monica Nava, Katy Gassaway, and Skie O'Mahoney.

Absent: Sarah Gudenkauf, Marcathea Huges

Staff: Amy Miller, Kristina Alvarez

Guest: Theresa McShan

II. Welcome

Public Comment: None.

III. Minutes:

October 6, 2022, minutes were provided to the board. Ed Rivers made a motion to approve minutes. 2nd by Katy Gassaway. Motion passed unanimously.

IV. Financial Report:

Report was provided to the board. Updates on Hogeye and Mainstreet program overall, final Hogeye report will be available by next meeting.

V. New Business – Discussion & Possible Action

1. Welcome New Appointees

One of the two new appointees that was in attendance was welcomed.

2. Hogeye Festival

Hogeye festival was a success. Discussion was had on things that went well and things that can be improved for next year such as Sowpremes need to enter from south side of festival for safety concerns, where the carnival may need to move once veterans park expands, and that we had more vendors than ever before.

3. Main Street Marketing Grant Applications

Clarified verbiage on the current application was discussed and will be updated to better fit the expectation of the program.

4. Main Street Improvement Grant Applications

The grant for property 3 N. Main was resubmitted with receipts for a roll off dumpster. Krista Marx made a motion to approve, Jake Carter seconded. Motion passed unanimously.

5. Business Retention & Recruitment Committee

Still looking for a chair for this committee.

6. Promotion & Tourism Committee

Committee discussed target audience, doing things for businesses that is of value and not to just spend money, working with subdivisions to capture locals instead of them turning to Austin. Targeting tourists that come to town, QR code to share Chamber calendar. Expanding window decorating contest beyond Main Street. Using current events to attract more attendance.



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7. Black Icon Mural Dedication

Theresa McShan gave an update on the mural. The walls have been prepped and the artist is about to start painting. The dedication is set for December 10th.

8. Shop Small Saturday

We applied to be a neighborhood partner and have many businesses participating this year.

VI. Announcements

There was discussion on the upcoming events with additional details provided on Safe Trick or Treat and Dias de los Muertos events.

Adjourned: 8:30am

Approved:

Attest:
