



Main Street Board Minutes

January 19, 2017

Jalisco's Mexican Restaurant 244 Highway 290, Elgin, TX 78621

Called by Theresa McShan at 7:31 am

Attending: Dorothy McCarther, Allan Tolbert, Joe Mallon, Stacey Gruetzner Wilhite, Theresa McShan and Renee Girling

Absent: Ed Rivers and Jamie Hausladen

Staff: Amy Miller, Community Development Director

Guest: Chuck Joseph

Public Comments – none

Minutes: December 15th minutes were provided to the board. Stacey Wilhite moved to approve minutes. Renee Girling 2nd passed unanimously.

Financial Report: Financial report provided to the board. Question was asked "What is the \$24 listed in fundraising?"

New Business: Chuck came today to talk about the film festival at Hogeye 2016 which he chaired. He shared the following: had light leaks at Oil Mill that affected showing the movie. Inflatable screen was noisy because it was in the Oil Mill. For 2017 interested in doing the film festival again. Would consider another location. The group working on it hopes to get traffic from Hogeye, but seems to be a conflict with other Hogeye activities and the time commitment to watch a movie. Taylor does a film festival in their theater. Producing a film fest and creating a place to do it- like transforming the Oil Mill is a big project. He has interested volunteers. No indoor facilities with screen in Elgin that would be adequate. Screen last year was 21 ft. horizontal. His group is interested in possibly purchasing a screen and or renting other equipment needed to have a successful screening. He is looking for dedicated financial support as well as dedicated volunteers to assist with this project moving forward.

Board Retreat: February 23- discussion of full day verses half day. Amy and Renee have met with and worked with Alysia Cook with Opportunity Strategies. She has a strong background for retreat and strategic plan development. This would produce a 2-5-year plan. The fee for a full day retreat is \$1900.00. Renee Girling moved to approve a full day retreat on February 23 at Eight Point Ranch, to be charged to travel and training or business retention. Dorothy McCarther 2nd motion. Passed unanimously.

Bike Racks: Pilot project - Allan Tolbert installed one at 101 N. Main Street under the balcony. Now with more folks living in downtown we have a greater need for bike parking. We have a lot of weekend cyclists they tend to stop at Main Stop Grocery but

may come downtown if we have some racks. This is basic u shape rack \$300. HRB would need to review and approve. This rack would hold 3 bikes easily. Renee Girling moves to approve and recommend these racks to HRB for downtown. Stacey Wilhite 2nd. Passed unanimously.

Update on properties and businesses: Beautiful Exchange is closing and Eltex Graphics has closed. Cannon Insurance will be moving into 104 North Main Street and Tattered Shutter is planning to expand into the Beautiful Exchange space. 14 N. Main and 111 Central- sale fell through and these are available again for sale. Luigi's Italian Restaurant is working on renovation.

Available properties- 30 North Main two spaces for lease, 33 North Main next to Prosperity bank for lease, 116 Depot Street for lease.

Meet your Neighbor- February 21st. Meet every 3rd Tuesdays of the month with Mary Beth Harvey coordinating these events.

Annual events/marketing-Amy shared list for the year. Anyone can volunteer with these projects, please help recruit volunteers too. Need help for next quarter to work on the Antiquing Texas publication with full page ad. MSB pays a portion and the local businesses pay a share. January, February, and March is complete.

Hogeye: Stacey Wilhite met with Amy to review and shared highlights on revenue. Vendors were up this year. Renee met with Wild Bill's Soda with Amy and Ed about new location. Will move him back to Depot Street at Main Street where he was. VFW was not happy with their spot and they can easily be moved as well.

Dart Tournney - simply doesn't have good attendance on Saturday, work with El Maguey to move to week night.

Hospitality Room - attendance was down due to distance. Can't be at the library this year because of early voting. Will need to find a new location.

Sponsorships - very strong and increased this year.

Soda & Water, Ice and Beer sales - worked great with VFW and American Legion.

Shirts - will be ordered earlier and must be ready to sell by September. May need more than one sale location. May consider embroidered hoodie.

2017 Festival will be the 30th anniversary - will need to be special.

Film festival - Good event but should not be on Hogeye day. It is difficult to get people to commit that much time on Festival weekend. It's a great idea but could be any weekend of the year. Possible alternative locations - could it be done like Movies in the Park or at administration building? Maybe it's more of a school collaboration to support showing student films. Does not seem to fit with the Main Street mission.

Vendor fees - leave the same. Commercial available maximum 4 at \$500 each.

Retreat: February 23

Board Terms: Theresa McShan, Renee Girling, Stacey Wilhite and Jamie Hausladen terms are up and they are willing to serve another term. Will be on Council Agenda.

Next meeting: February 16, 2017

Announcements:

- Elgin Farmers' Market every Saturday at Veterans' Memorial Park from 9am-1pm
- Sip, Shop & Stroll February 9 from 5-8 with pop up Art Show coordinated by the Elgin Arts Association that will continue through February 14.

Adjourned at 8:51 am

Approved:

Attest:
