



Main Street Board Minutes

February 16, 2017

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

Called by Ed Rivers at 7:31 am

Attending: Ed Rivers, Allan Tolbert, Joe Mallon, Stacey Gruetzner Wilhite, Theresa McShan (arrived 7:36) and Renee Girling

Absent: Dorothy McCarther, Jamie Hausladen

Staff: Amy Miller, Community Development Director

Public Comments – none

Miller shared that moving forward the board needs to review absences and consider if they are excused or unexcused. Jamie notified Amy this morning via text message that her daughter was ill and she would not be able to attend today. Renee Girling moves to approve Jamie Hausladen's absence due to sick child. Joe Mallon 2nd. Passed unanimously.

Minutes: January 19th minutes were provided to the board. Stacey Wilhite moved to approve minutes. Allan Tolbert 2nd passed unanimously.

Financial Report: Financial report provided to the board. At the last meeting the question was asked "What is the \$24 listed in fundraising? That was miscoded and is being moved to promotion tourism.

Officer Elections: Ed Rivers shared his philosophy of board service- all have different strengths and bring different expertise to the board and he appreciates everyone's time and efforts.

Current officers are: Ed Rivers-President, Theresa McShan-Vice President, and Stacey Wilhite - Secretary/Treasurer. A motion was made by Allan Tolbert for each of the current officers to retain their current positions for another year with Ed Rivers as President, Theresa McShan as Vice President and Stacey Wilhite as Secretary/ Treasurer. Stacey Wilhite 2nd passed unanimously.

Board Retreat: Renee Girling, Ed Rivers and Amy Miller met with Alysia Cook to discuss Downtown overall, goals, Hogeye goals in general – Alysia will facilitate the retreat next week to develop a three year strategic plan that addresses downtown and Hogeye Festival.

Business Training Classes: EDC and Chamber. Amy is working with Owen and Gena to develop a set of training classes that will focus on Facebook and Instagram and marketing.

Sip, Shop & Stroll: Very busy last week. Good attendance-seems to be gaining traction. For March consider having more music.

Art Studio Tour: Planning to expand to two days, offering more locations and more artists; would like to have hands on activities as well and a "meet the artist" segment added. Meeting Sunday at The Owl with the planning group Ernie Painter, Barry Perez, Molly Alexander and Amy Miller at 3 pm.

Farmers Market: Eileen contacted Amy last week to provide notification of their closing at the end of March. They will keep their 501c status current for 3 years. Market attendance has declined over the last year.

Local Lore Elgin's History Adventure: Amy Miller has a couple of volunteers Jan Feuge and Lindsey Mogonye who are helping with this event. Amy will need a couple board members to help Saturday, April 1st from 10-5 at the museum. Activities will include landmark scavenger hunt, games of the past, maps of downtown Elgin in the past.

Business updates: Cannon Insurance and Colorworks Salon are opening at 102 and 104 North Main.

Bike racks: Approved by Historic Review Board. Suggestion to consider color- available in black and galvanized. Board approved galvanized due to maintenance needed from expected scratches and outside weather damage.

Hogeye: Amy Miller, Renee Girling and Stacy Wilhite met and have a good plan started. Stacey Van Landingham has started on the graphic work. Expect to see graphics at March meeting. Products being considered for the 30th Anniversary are - hooded sweatshirt, travel mug, and poster.

Meet your neighbor: Tuesday, February 21st Mary Beth Harvey is coordinating and passing out flyers.

Announcements:

- Elgin Farmers' Market every Saturday at Veterans' Memorial Park from 9 am -1 pm through March.

Adjourned at 8:33 am

Approved:

Attest:
