



Main Street Board Minutes

February 23, 2017

Eight Point Ranch CR 468, Elgin, TX 78621

Called by Ed Rivers at 8:40 am

Attending: Ed Rivers, Jamie Hausladen, Allan Tolbert, Stacey Wilhite, Theresa McShan
Renee Girling and Dorothy McCarther.

Absent: Joe Mallon.

Staff: Amy Miller, Community Development Director

Guests: Owen Rock, Director Elgin Economic Development Corporation and Gena
Carter, President Elgin Chamber of Commerce.

Facilitator: Alysia Cook - Opportunity Strategies

The Main Street Board met today to develop a 3-year strategic plan with performance measures. The group engaged in general discussion of the city's strengths, weaknesses, opportunities and threats (SWOT) and worked in smaller groups to develop goals, strategies and measurements.

Expectations- Out of the box 3-year plan:

- Bring downtown alive.
- Bring families downtown, things to do shopping they need local tourists.
- Build rapport businesses with MSB.
- Build awareness/rapport with owners.
- Build businesses working together.
- Volunteer Support- Our Town- proud and helping improve.
- Develop customer base.
- Businesses want more activity downtown like Sip, Shop and Stroll.
- Develop more partnerships to produce these activities.
- Support and continue developing existing partnerships.
- Occupancy and Renovations
- Good leadership- improved communications. Every business email and phone number.
Every business owner email and phone number.
- Code enforcement- no roofs, no investment.
- Are there ways to motivate/encourage renovations and occupancy? Unity-work together.

SWOT

Most important people in our community

- Planning and Development.
- Building inspector/ Fire Marshal as a contractor need to have our vision too.
- Code enforcement

Strengths

- In 2009 City Council approved using International Building Code in the downtown district

- Most of the buildings are strong and can be reconstructed instead of removed completely
- Main Street has a small hometown feel
- Great volunteers
- Excellent city staff leadership
- Annual event
- Main Street lends a great deal of potential growth and development
- Active & dedicated Volunteers/board members
- Successful fundraiser
- Engaged partnership and relationship with Texas Historical Commission
- Mega Grant/Façade Assistance
- Zoning Overlay
- City Staff Building Dept. working with Main Street
- State Credit and National Credit

Weaknesses

- Most buildings need some type of repair
- Not enough active and dedicated volunteers
- Insurance coverage for cancellation
- Businesses being able to stay open, great deal of turnover in the past years
- The ability of to attract patrons that purchase and not just window shop
- Hours past 5 pm
- Need more volunteers
- Only one fundraiser
- Some folks don't want to grow

Opportunities

- Future growth of Main Street to extend than just the buildings downtown, further south, east, west and north
- Perfect timing to shape the look and feel of Main Street
- Educate the public on what MSB does and is responsible for and what it does not do and not responsible for
- Continue with more exposure and more participation
- Continued and improved relationship with all downtown business owners and employees
- Attract businesses that will draw residents as well as visitors to Main Street
- To grow Hogeye to be nationally known and remain faithful to benefitting the City of Elgin
- Need marketing in Spanish

Threats

- Economy
- The poverty level of Elgin residents
- Inability to attract visitors
- Local political pressure from those who do not understand the value of a Main Street Program.
- Lack of employees

Suggestions:

Business/Property:

- Update the current listing of businesses as well as downtown properties and the status (i.e. maintenance need, rented, pending rental, last inspection, etc.)
- Park in front of your business- \$10,000 per year on average lost revenue for that business.
- Business training-is needed by businesses. The one on one merchandising was very successful.

Downtown Activities:

- Look at Paris Texas- Robust Christmas Shop Local, Cash prizes, Businesses participating buy a roll (ask Cheri Beauford) has it changed the merchandise vendors are carrying?
- Library shows that we Value education- culture.
- Park shows that we value - Health vitality
- Fun activities, events and programs show that we value - fun
- Networking event- Host spotlight. Sign in capture new contacts. Consider having a nice door prize \$50 or more. Game to play to enter to win.

Host	Nearest Neighbor	Near Neighbor
Near Neighbor	MSB Member	Never Met
Never Met		

Next Steps

- Alysia will capture all of the information provide and develop a three year strategic plan for the Main Street Board
- Future follow up that is not part of the three year plan:
 - Get the trademark done for Hogeye Festival with City attorney
 - Talk about future meeting about City code and building safety goals
 - Alysia will provide the Strategic plan within 4 weeks

Adjourned at 4:30 pm

Approved:

Attest:
