



Main Street Board Minutes

March 23, 2017

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

Called by Ed Rivers at 7:34 am

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

Absent: Joe Mallon and Jamie Hausladen

Staff: Amy Miller, Community Development Director

Minutes: February 16 and February 23 minutes were provided to the board. Renee Girling moved to approve both sets of minutes. Allan Tolbert 2nd . Passed unanimously.

Financial Report: Financial report provided to the board. January discussion was \$1900 vs. \$2500 for the strategic plan and retreat held in February. In January board discussed that half day retreat was \$1900 and full day retreat was \$2500. At the time the board agreed to a one day retreat but the minutes reflect \$1900 rather than the \$2500 amount. Renee Girling moves to approve moving funds from fund balance to Travel & Training to cover the remaining balance for Opportunity Strategies for MSB Retreat and noted that the board was aware of this cost in January. Theresa McShan 2nd. Passes unanimously.

Main Street Strategic Three-year plan and Retreat: Opportunity Strategies facilitated the retreat and provided a three-year plan based on the days' discussion and goal setting by the board. The board wanted more time to spend on Hogeye Festival during the retreat. Subgroup to review of the strategic plan to make suggestions for changes or additions and recommend to the board for the next meeting will be -Renee, Joe, Ed with Amy.

Hogeye Graphic Design: Stacey Van Landingham worked with Renee Girling and Stacey Wilhite and Amy on design options. This is the recommended one-bottle cap style. Drop the tag line "Time for Warm Hearts & Hot Guts". Add 1987-2017 with 30 in the middle. Prefer tag line "Best Little Pig Gig in Texas" to "A time for Warm Hearts and Hot Guts" , Add Elgin Texas at top under the pig verses the bottom. Would like to see it both ways.

Vendor Fees: Amy provided information to the board about the booth fees which have not been adjusted for several years. Rene and Stacey recommend the board consider adjusting the booth fees for the for-profit groups and limit the number of corporate booths. Corporate booths are \$500, food booths are \$235. Arts and crafts are \$125. Renee Girling recommended limiting corporate booths to 4. Joe Mallon moved to approve a \$10 increase to food, arts & crafts booth fees. Leave the non-profit fees as is. Theresa McShan 2nd. Passes unanimously.

Vendors: We have room for more arts & crafts booths. Must be careful with placement of the booths to promote successful sales. Need to recruit more arts & crafts vendors. Stacey volunteered to take flyers to festivals she attends.

Sponsors: Last year we had 3-\$3500, 2-\$2000, 14 -\$1000, 9-\$500 sponsors. All had logos on the back of the shirt. It's very difficult to adequately include all these logos space wise. It was discussed that \$500 sponsor only get their name and not their logo and \$1000 and up get their logo on the back of the shirt. Verify sponsors against the shirt to ensure all \$500 and up sponsors are included. Renee Girling moves to keep sponsor levels the same and noted that at \$500 recognition is name only without the logo on the shirt. Theresa McShan 2nd. Passes unanimously.

Music: Kathy Danielson has started working on music for 2017 festival. Board discussion to contact for 2017- Peterson Brothers, Alan Mogonye and Shop Dawgz. Board requested that committee look into renting the large stage from last year with the approximate cost of \$2500. Identify the cost with complete installation by company (no volunteer help). Either way, the board agrees that the large stage should be rented again this year.

Business training:

March 29 - Hands on Facebook for Your Business

April 5 - Instagram for Your Business

April 12 - Guerilla Marketing

Billboards: At least \$1000 per month. See cost sheet provided to board. General discussion that this is too large a contract commitment for the Main Street Board to sign up for a billboard.

Other business: Downtown Connection/Meet Your Neighbor had more attendees this month. The Courier will host April 18 and Cannon Insurance will host May 16. Please make plans to attend.

Adjourned at 8:37 am

Approved:

Attest:
