Main Street Board Minutes
May 18, 2017
Jalisco's Mexican Restaurant 244 Highway 290, Elgin, TX 78621

Called by Ed Rivers at 7:36 am

Attending: Ed Rivers, Stacey Wilhite, Theresa McShan, Joe Mallon and Dorothy McCarther. Renee Girling arrived at 7:38am.
Absent: Jamie Hausladen and Allan Tolbert

Staff: Amy Miller, Community Development Director

Minutes: April 20th minutes were provided to the board. Dorothy McCarther moved to approve minutes. Theresa McShan 2nd. Passed unanimously.

Financial Report: Financial report provided to the board. Board discussed the revenue and expenses.

Budget Increased line items in some areas.

- Travel and training increased to $2000 - to encourage board and volunteer participation at state or national conferences.
- Promo tourism increased to $10K - support of new events such as "Table on Main".
- Design committee to $6,000 - more expenses related to holiday lights, banners, and assistance programs.
- Business development committee to $5000 – covering more cooperative advertising and promotion of downtown.
- New sponsor revenue - not listed, unknown at this point, for new projects such as "Table on Main".

Stacey Wilhite moves to approve Dorothy McCarthy 2nd to council. Passes unanimously.

Parking/Striping - City of Elgin will be striping parking and crosswalks throughout downtown on City owned, not TXDOT right of way. After discussion board recommends crosswalks are needed at every intersection where the City can place them with available funds and in compliance with engineering recommendations.

Paving Materials - HRB discussed and recommended new material options- crushed granite, paving grids, and pavers etc., providing more choices to property owners. These materials would not be required but would be added as an option in addition to the asphalt and concrete currently allowed. Theresa McShan moves to recommend paving materials for zoning overlay and historic district as recommended by HRB to Council. Joe Mallon 2nd. Passes unanimously.

Strategic Plan - Plan was provided to the board. Ed Rivers, Renee Girling and Amy Miller worked on the plan since the retreat and have added detail and clarification throughout. The plan is a living document that can be updated periodically. The plan reflects projects that we are working on and projects that are priority for the future. Ed Rivers recommends adopting the plan. Stacey Wilhite 2nd. Passes unanimously.

Table on Main- Board discussion, this is a new event that downtowns are hosting as a fundraiser, a means to showcase local restaurants, and it often showcases local farms or local food products. Amy attended the one in Bastrop with Gena from the Chamber and both are excited that this could be a great new event for downtown Elgin. Would like to work with the chamber and hold this as a cooperative event. Consider holding it in the fall. Board also discussed a spring date and asked Amy to follow up with Gena and then set up a working group to pursue the event.

Hogeye Budget: New expense - Friday night dance. Approximately $2,800 in expenses. Planning revenue of $2,300 sponsorships, $500 vendors. Discussion on location of stage and the dance itself. Museum parking lot vs. Veteran's Park. Board considered the options and agreed to keep the stage and bands at gazebo. The dance will utilize depot street. Photography/video $500 specific to future use of images in publications and to document 30th anniversary. Revenue estimate $66,114, expenses estimate $38,821 and Net estimated at $27,293. Theresa McShan moves to approve Hogeye budget. Dorothy McCarthy 2nd. Passes unanimously.

Business training: Instagram for your Business on May 24th at ACC. All business classes have been well attended.

Other - Art Studio Tour this weekend two days, fifteen locations, 30 artists, live music, demonstration. Great cooperative event with art studios, businesses and Main Street. Thanks to Barry Perez, Earnie Painter and Molly Alexander for planning support.

Western Days - several downtown businesses are planning to have booths at Western Days through a Chamber partnership where the booth space is only $25 rather than $75 and the booths are placed together. Businesses are planning to open early and have sidewalk sales or refreshments to capture some of the parade crowd too.

Announcements:

- Music Series April 7, 14, 21, 28 8 pm Veterans Memorial Park,
- Business Classes-May 24 Instagram for your Business,
- Juneteenth Festival June 9-10, and
- Western Days Festival June 19-24.

Adjourned at 8:39 am

Approved: Attest:

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