Main Street Board Minutes
September 21, 2017
Jalisco's Mexican Restaurant 244 Highway 290, Elgin, TX 78621

Called by Theresa McShan at 7:35 am

Attending: Stacey Wilhite, Joe Mallon, Rene Girling, Jamie Hausladen and Theresa McShan.
Absent: Ed Rivers (on leave), Allan Tolbert and Dorothy McCarther.

Staff: Amy Miller, Community Development Director

Minutes: August 17th minutes were provided to the board. Stacey Wilhilte moved to approve minutes. Renee Girling 2nd. Passed unanimously.

Financial Report: Financial report provided to the board. Board discussed the revenue and expenses. Business Development is over because of Antiquing Texas ads which we have received $2000 in revenue from businesses so it nets out.

Hogeye Festival
Sponsors; Last year $34,000 this year $37,850
Vendors- on track
Corn Hole Tournament-found local players who play statewide and have lots of experience, Caroline Johnston and her husband, are planning to lead this event. We have 3 sets, 2 with pigs and 1 set from Candace. 3 sets made by Joe. 4 sets to be branded, cash entries $20 per team, prizes first, second and third place, partial cash split and prizes.
Friday night dance- banner to advertise dance - remove dancing silhouette and get printed.
Souvenirs- Renee has finished embroidered shirts, pink for ladies and hunting shirts for men. Souvenir shirts: black forest with silver, fuchsia frost with black, turquoise frost with pink, cyber pink with turquoise and black heather with silver.
Art Show- EAA still looking for a location. Theresa McShan will lead the reception. Ask Lucretia for décor.
Logistics- Need more people at 5:30am and 5:30pm. Poster/flyers need everyone to help distribute.
Vendors- 34 arts & crafts. 19 foods, 7 kids, 3 corporates and 2 nonprofits.
Car magnets- Amy, Stacey and Theresa will start using these now.

LaGrange Oktoberfest- 1st shift Amy, 4:30-7 Jamie and Renee maybe Stacey and Joe. Email out to all our volunteers to also help. Supporting this event as a sister City Texas Main Street City effort. LaGrange was hard hit by flooding from Hurricane Harvey.

Table on Main-Put on hold due to hurricane Harvey. October is very busy, really starting in September very busy moving to November; problems with weather, deer season. Let's discuss doing it in spring when we have more open times. Suggest April and Elgin go and support Bastrop's table on main so that it's not a competition between cities.

Public Art- First - fundraising question. Second concern - with community involvement and how a public art program would work. A program could be broad and reflect our community, as well as see what the community would support doing.

Business retention recruitment - Downtown property showcase with Barbara Hollingsworth in October or November, then will review for 2018

Striping- The striping of parking spaces went well.

Safe Trick or Treat- Tuesday, October 31st 4:30-8pm. Theresa will help hand out safety pops and pencils with Amy.

Sip, Shop & Stroll- is a lot of fun. Please come and bring friends. Downtown businesses are reporting strong participation, solid consistent attendance and that it's a good sales night. Needs to continue.

Announcements:
Hogeye Festival October 26 -28
Safe Trick or Treat October 31
October 12- Sip, Shop & Stroll
November 9 Sip, Shop & Stroll

Adjourned at 8:39 am

Approved: Attest:

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