



**AGENDA**  
**Elgin Main Street Advisory Board**  
**Thursday, October 19, 2017 – 7:30 a.m.**  
**Jalisco Mexican Restaurant**  
**244 Highway 290, Elgin, TX 78621**

**Board of Directors**

Ed Rivers-President, Theresa McShan-Vice President, Stacey Wilhite-Secretary,  
Dorothy McCarther, Renee Girling, Jamie Hausladen, Allan Tolbert, Joe Mallon, Katy Gassaway

**Regular Meeting**

- I) Call to Order
- II) Welcome
- III) PUBLIC COMMENT  
Individuals may request to speak on items on the agenda, and items not on the agenda, Speaker comments are limited to three (3) minutes. No formal action can be taken on items not posted on the agenda. All speakers must limit their comments to the specific subject matter noted on the "PUBLIC COMMENT FORM" and refrain from personal attacks or derogatory comments directed at any board member, member of Staff, other individual or group.
- IV) Approve Minutes
  - 1) September 21, 2017
- V) Financial Report-
- VI) New Business – Discussion & Possible Action
  - 1) Hogeye Festival
    - a) Logistics
    - b) Vendors
    - c) Souvenirs
    - d) Sponsors
    - e) Friday Night Street Dance
  - 2) Activities  
Pearls Before Swine Art Show, Carnival, Dessert contest, Corn Hole Tournament
  - 3) Business Retention & Recruitment Committee
    - a) Updates on property or businesses downtown
    - b) Property and business updates
  - 4) Design Committee
    - a. Results / ideas from Design tour
    - b. Public art
  - 5) Promotion Tourism
    - a) Rescheduling Dinner on Main / Downtown
    - b) Safe Trick or Treat October 31
    - c) Small Business Saturday where's Priscilla
    - d) Sip, Shop and Stroll- 2nd Thursdays downtown
    - e) Home for the Holidays December
      - Dec. 1 Holiday Concert with Elgin ISD Elementary schools
      - Dec. 2- Holiday Hot Cocoa Stroll Holiday by the Tracks
      - Dec. 9- Holiday Sweater gets discount
      - Dec. 16- Art of Giving Saturday
      - Dec. 23- Stocking Stuffer Saturday
  - 6) Organization
    - a) President's Awards with TDA & People's Choice awards
    - b) Board terms
    - c) Fall issue Downtown 78621
  - 7) Announcements
    - a) Hogeye Festival October 26 -28
    - b) Safe Trick or Treat October 31
    - c) October 12- Sip, Shop & Stroll
    - November 9 Sip, Shop & Stroll
  - 8) Adjourn

**Vision**

We envision a revitalized and active historic downtown destination with warm hearted friendly people and vital businesses, where ethnic and cultural diversity are celebrated.

**Mission**

We will enhance downtown vibrancy through historic preservation and mixed use and pedestrian friendly development, by strategically implementing the National Main Street Four Point Approach of: Design, Organization, Promotion and Economic Restructuring.

**Core Values**

Through a strong belief that historic preservation of our irreplaceable cultural resources in the historic downtown district is vital to the revitalization and economic success

**CERTIFICATION**

I certify that the above notice for a meeting was posted on the bulletin board at the Elgin City Hall of the City of Elgin on or before 5:00 pm Friday, October 13, 2017

*La'Richer Parks*

La'Richer Parks, Administrative Assistant, Community Development Department

Notice of Possible Quorum: City Council, City of Elgin, Texas. This notice is posted in order to meet the requirements of the Open Meetings Act, in the event that the number of City Council members present at the event makes the Act applicable.

**NOTICE OF ASSISTANCE AT A PUBLIC MEETING**

The City of Elgin is committed to compliance with the Americans with Disability Act. The Council Chambers are wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 281-5724. Please provide forty-eight (48) hours notice when feasible.