



**NOTICE OF A MEETING
MAIN STREET BOARD
MONDAY, March 2, 2020; 4:00 P.M.
CONFERENCE ROOM 2A; CITY HALL
200 WEST VULCAN STREET
BRENHAM, TEXAS**

1. Call Meeting to Order

2. Citizen/Visitor Comments

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from the February 3, 2020 Regular Main Street Board Meeting.

WORK SESSION

4. Introduction of New Board Member and Discussion of Board Member Term Limits

5. Report on Downtown Merchant Mixer. Topics to include: Parking, Summer Sip, & Uptown Swirl

6. Update on Oral History Movie

7. Report on Progress of Historic Preservation Ordinance

8. Update and Discuss Spring Eggs Art Walk

9. Committee Reports

Design to include: Christmas Décor and Cooley Train

Promotion to include: Cool Nights, Hot Tunes and Hot Nights, Cool Tunes

Organization to include: Local History Day and Farmers Market

Economic Vitality to include: Downtown Use Analysis map and Public Input Survey

10. Brenham Heritage Museum Report

11. Washington County Chamber of Commerce Report.

13. Staff Report to Include Building, Business and Program Update.

14. Adjourn

Main Street Brenham Transformation Strategy

Main Street Brenham will be an Authentic, Curated, Experiential Destination through the Catalyst Strategies of Dining & Entertainment, Arts and Tourists & Tourism.

Main Street Brenham Mission

The Brenham Main Street Program, will use the 4-point approach to revitalization – organization, promotion, design and economic restructuring – to encourage reinvestment and preservation; and to entice businesses, customers, visitors and downtown residents to the historic district.

Main Street Brenham Vision

Main Street Brenham envisions downtown as a growing destination and the vibrant heart of our community; where history is preserved, interactive and comes to life; where a varied business mix is active, engaged and thriving; and where our community’s culture is recognized and celebrated.

CERTIFICATION

I certify that a copy of the March 2, 2020 agenda of items to be considered by the Main Street Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas on Friday, February 28, 2020 at _____ a.m./p.m.

Tiffany Morisak
Interim Main Street Manager

Executive Sessions: The **Main Street Board** reserves the right to convene into executive session at any time during the course of this meeting to discuss any of the matters listed, as authorized by Texas Government Code, Chapter 551, including but not limited to §551.071 – Consultation with Attorney, §551.072 – Real Property, §551.073 – Prospective Gifts, §551.074 - Personnel Matters, §551.076 – Security Devices, §551.086 - Utility Competitive Matters, and §551.087 – Economic Development Negotiations.

Disability Access Statement: This meeting is wheelchair accessible. The accessible entrance is located at the Vulcan Street entrance to the City Administration Building. Accessible parking spaces are located adjoining the entrance. Auxiliary aids and services are available upon request (interpreters for the deaf must be requested twenty-four (24) hours before the meeting) by calling (979) 337-7200 for assistance.

I certify that this notice and agenda of items to be considered by the Main Street Board was removed by me from the City Hall bulletin board on _____ at _____ Am Pm.

Signature



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, February 3, 2020; 4:00 P.M.
City Hall - Conference Room 2A
200 W. Vulcan Street, Brenham, Texas**

A regular meeting of the Main Street Board was held on Monday, February 3, 2020, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Tiffany Morisak, Tom Whitehead, Jeff Lewman, Connie Wilder, John Hermann, Evonne Sturm, Jon Hill and Dr. Walter Jackson (arrived at 4:09 p.m.)

Members absent:

Vice Chair Jim Moser and Mark Schneider

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Caylee Rocka and Deputy City Secretary Kacey Weiss

Visitors:

Councilmember Susan Cantey and Wende Ragonis

1. Call Meeting to Order

Chair Young called the meeting to order.

2. Citizen/Visitor Comments

There were no citizen comments.

Tourism and Marketing Director Jennifer Eckermann introduced Caylee Rocka. Eckermann stated that Rocka currently serves as an intern with Economic Development and Main Street while attending school, but would be serving as the Main Street Specialist upon her graduation in May.

REGULAR SESSION

3. Discuss and Possibly Act Upon the Minutes from the January 6, 2020 Regular Main Street Board Meeting

A motion was made by Board Member Jon Hill and seconded by Board Member Jeff Lewman to approve the minutes from the January 6, 2020 Regular Main Street Board Meeting. Chair Young called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Mark Schneider	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

4. Discuss and Possibly Act Upon the 2020 Transformation and Catalyst Strategies

Board Member Tiffany Morisak presented this item. Morisak explained that at the January meeting, staff discussed the Transformation and Catalyst Strategies that were the result of the December Main Street Refresh meeting with Texas Main Street staff. Morisak stated that the strategies were also discussed with each of the committees during monthly meetings.

A motion was made by Board Member Connie Wilder and seconded by Board Member John Hermann to approve the 2020 Transformation and Catalyst Strategies.

Chair Young called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Mark Schneider	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

5. Discuss and Possibly Act Upon the 2020 Committee Workplans for Design, Organization, Promotion and Economic Vitality

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann advised that the Transformation and Catalyst Strategies were discussed at each of the committee meetings in January. Eckermann explained that along with review of committee goals that would continue into 2020, the committees discussed how the goals could be tweaked to fit with the new catalyst strategies and discussed possible new committee goals for the coming year. Eckermann stated that committee representatives would review each of the plans to-date and that possibly there would be tweaks to each of the plans as the year progresses.

A motion was made by Board Member John Hermann and seconded by Board Member Tom Whitehead to approve the 2020 Committee Workplans for Design, Organization, Promotion and Economic Vitality.

Chair Young called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

WORK SESSION

6. Report on Outcome of Uptown Swirl

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that there were approximately 730 glasses sold. Eckermann advised that the anticipated net revenue was approximately \$16,000, and the revenue for this year was much better than the previous year.

Board Member Jeff Lewman asked if there was a breakdown of sales regarding pre-sales and later sales. Eckermann stated that she did not have that information with her but would let the Board know.

7. Update on Oral History Movie Debut to be held February 16th

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann stated that the event would be Sunday, February 16th at The Barnhill Center at Historic Simon Theater. Eckermann explained that there would be a champagne and dessert reception from 1:30 – 2:30 p.m. with the movie debut at 3:00 p.m. Eckermann also presented the invitation and program for the event.

8. Report on Progress of Historic Preservation Ordinance

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann advised that there would be a public meeting concerning the ordinance on Wednesday, February 5th beginning at 5:30 p.m. at the Nancy Carol Roberts Memorial Library. Eckermann explained that the meeting would include an introductory video and a presentation on Preservation Ordinances and the Certified Local Government Program presented by Lorelei Willet. Eckermann also stated that there would be time for questions and to discuss the next steps.

9. Review Updated Main Street Board and Committee List

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann presented a list of information for the 2020 board and committees. Eckermann stated to let her know if any corrections are needed.

10. Brenham Heritage Museum Report

Board Member Tiffany Morisak presented this item. Morisak stated that items are being moved into the storage building from the museum so that work could begin. Morisak noted that for the time being, staff has been moved into an office in the old Culligan building. Morisak advised that she is not certain of the exact date for the campaign kickoff.

11. Washington County Chamber of Commerce Report

President of the Washington County Chamber of Commerce, Wende Ragonis, presented this item. Ragonis advised that the chamber hosted their annual banquet on January 27th, and it was very successful. Ragonis stated that staff has a plan of work for 2020 and would be doing things a little differently. Ragonis also discussed their new program “Chamber Chats”.

12. Visit Brenham Tourism Report, to Include January Monthly Report

Tourism and Marketing Director Jennifer Eckermann presented this item. Eckermann highlighted the areas of visitor center traffic, print/on-line advertising, social media, media outreach, The Barnhill Center, First Fridays Farmer & Artisan Market and the Visit Brenham Monthly Newsletter.

13. Staff Report to Include Building, Business and Program Update

Eckermann stated that the Farmers Market is this Friday.

Eckermann explained that the Texas Department of Transportation (TxDOT) would begin working on a project beginning next fall. The project is to mill and overlay Business Highway 36 from FM 577 to Highway 290 and would take several months to complete. They would also mill and overlay Main and Alamo Streets in Downtown. Eckermann stated that they would work on the Downtown streets after the Uptown Swirl in January 2022. Eckermann also noted that she discussed the possibility of a right turn lane on Main Street with TxDOT

officials. Eckermann noted that the officials told her they would try to make that happen. Eckermann advised that she also discussed the possibility of having a dedicated left turn light at Austin and Alamo Streets. Eckermann stated that the officials were very open to that idea.

Eckermann advised that the combination 1844 Fine Liquor and Bake Shop would have a different name and location. Eckermann stated that it would only be a liquor store and the owners are looking at another retail location.

Eckermann noted that the next Board meeting would be March 2nd.

14. Adjourn

A motion was made by Board Member John Hermann and seconded by Board Member Jon Hill to adjourn the Main Street Board Meeting.

Chair Young called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	Yes
Vice Chair Jim Moser	Absent
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Absent
Tom Whitehead	Yes
Connie Wilder	Yes
Evonne Sturm	Yes
Jeff Lewman	Yes

Margie Young
Board Chair

ATTEST:

Kacey A. Weiss
Deputy City Secretary I



Shannan Canales is a BOB, she was born in this great state and raised between Texas and Michigan and now is a lifelong resident of Brenham, Texas. Through High school she took part in the MCJROTC program where this helped build structure and organizational skills. Shortly after, is where the restaurant life started at our Local Brenham Airport Diner where she learned a lot under the wings of Jack and Janet Hess. From there she went on to BT Longhorn where she later met her husband Jose Canales Jr. She has spent much on and off time helping at The Relais & Chateaux Inn at Dos Brisas. In her off time, she spends it traveling with Junior and her 2 daughters, Carter (9), and Camryn (6).

Shannan has been active supporter in many of Brenham's organizations over the years. Her community involvement includes former Girl Scouts Troop leader, and Brenham High School MCJROTC Chaperone. Shannan is an active Maifest group parent, Co-founder of Brenham Bounce, Board member for the Texas Arts and Music Festival, she is also on the Main Street Brenham's promotion committee and an avid supporter of Brenham and Washington County. Shannan is the co-owner of Las Americas Latin Cuisine and is currently an account manager at KTEX/KWHI for 12 surrounding counties where she partners in branding your company and strives for the success of your business in advertising and getting your word out to the public by local on air personalities live every day. Shannan joined the board because she wants to help maintain the historical value of downtown. She wants to seek change but also wants to respect the values and culture of our downtown district. She is very proud to be part of the future of Brenham and looks forward to contributing to Downtown and its surroundings.

Shannan Canales

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Remember that the 3-term limit is not lifetime. Once every 6 years, it requires a one-year break.

Last Name	First Name	Title	Board	Position Number	Term Ends December	Term 1	Term 2	Term 3	Anticipated first layoff year
Lewman	Jeffrey	Mr.	Main Street Advisory Board	1	2020	2019-2020			2025
Young	Margie	Mrs.	Main Street Advisory Board	2	2021	2020-2021			2026
Morisak	Tiffany	Ms.	Main Street Advisory Board	3	2020	*			2027
Jackson	Walter	Dr.	Main Street Advisory Board	4	2020	2019-2020			2025
Hill	Jon	Mr.	Main Street Advisory Board	5	2021	2020-2021			2026
Herman	John	Mr.	Main Street Advisory Board	6	2020	*			2027
Whitehead	Tom	Mr.	Main Street Advisory Board	7	2020	2019-2020			2025
Canales	Shannan	Ms.	Main Street Advisory Board	8	2021	2020-2021			2026
Moser	James (Jim)	Mr.	Main Street Advisory Board	9	2020	*			2027
Sturm	Evonne	Mrs.	Main Street Advisory Board	10	2020	2019-2020			2025
Wilder	Cornelia (Connie)	Ms.	Main Street Advisory Board	11	2020	*			2027

June 13th 3-7 p.m.

Summer Sip and Art Walk

Each participant will commit to sampling a fun drink. This event will require that you personally go out and purchase your own drink supplies. We anticipate having at least 300 participants attend this event.

We are not limiting the Sip items to just wine because of complaints about drinking red wine in the heat of the summer. We suggest coming up with something cool and refreshing. Some ideas include, but are not limited to:

- Sangria
- Summer Shandy
- Mimosa
- Mint Julep
- Daiquiri
- Margaritas
- Spritzers
- Proseccos, chilled white wines, champagne, etc.
- Beer

We are asking each participant to sell 10 glasses. Reimbursement of the drink supplies that you purchase will be based on the number of glasses sold. The first 1-10 glasses that are sold will be reimbursed at 20% of amount sold. Once you sell 11 glasses, you will be reimbursed at 30%. *(So, if you sell all 10 glasses, you will be reimbursed \$50. If you sell 15 glasses, you would be reimbursed \$112.5)*

Glasses will be \$25 until the day of the event. They will be able to be purchased for \$35 the day of the event at the Visitor Center or the Gazebo.

Something **NEW** that we are going to try this year is incorporating **ART** into the Summer Sip. Main Street has adopted a Transformation Strategy of being an Authentic, Curated, Experiential Destination. The strategies that we will use to attain this is through Dining & Entertainment downtown, the arts downtown and tourists and tourism downtown. To align with these strategies, we feel that adding the element of art and really promoting it with the Summer Sip Event can help us move towards our goals.

We have gotten input from our downtown art studios, galleries and artists. We would like for each participant to have some type of art and the artist at their location for people to interact with. Be creative and if you have a particular artist or form of art in mind, please let us know so that we can help keep each location unique and interesting. Some forms of art that you could include in your location:

- Photography
- Ceramics
- Floral Art
- Metal working
- Sculpting
- Fiber Arts
-

We also will be able to help you find an artist to be at your location if you don't have someone in mind. The Fine Arts League has some really talented artists that work in all different medias and are willing to get out in different shops around downtown for the Summer Sip.

We will need commitments from participants by March 1st in order to get rack cards printed and out in time for spring break visitors downtown. You don't have to know your drink selection or art information by March 1st, just if you will commit to participate.

Glasses will be out in stores the first part of April so they can be sold during the busy spring.

April 1st—deadline for letting Main Street know your specific drink to sample and your artist for them to be included on the map.

Sponsorships are available for this event at the following levels:

\$1,000

- Industry Exclusive
- Visibility through NAME inclusion on all promotional pieces including poster, rack card and local advertising
- Large Business logo/individual name on event website and link to business website
- Large business logo on event sponsor signage at event
- Local media recognition
- Four event glasses

\$500

- Business/individual name on event website and link to business website
- Business logo/individual name on event sponsor signage at event
- Local media recognition
- Two event glasses

\$250

- Business/Individual name listed on event sponsor signage at event
- Local media recognition
- One event glass

Sponsorship checks due by: March 6th

Memo

To: Main Street Board
From: Tiffany Morisak
Date: 6/23/2021
Re: Recollections-An Oral History of Brenham

- Turnout was great for the reception and movie premier with over 175 in attendance for the movie.
- 32 DVDs have been preordered by the community. Main Street ordered 75 DVDs to start off with. They will be for sale for \$25 at the Visitor Center and online. We are working on making an itunes version available.
- The committee is working on getting final interviews in order to complete volume 2 and 3 of the DVDs.
- Main Street will work with the City of Brenham and work on securing underwriters and fundraising to complete this project. Approximately \$10,000 will need to be spent to complete the next two volumes.

Memo

To: Main Street Board
From: Tiffany Morisak
Date: 2/28/2020
Re: Historic Preservation Ordinance

- Mayor and City Council will be appointing a committee to develop an ordinance.
- Main Street staff will work with the City of Brenham to keep the community informed. We are working on figuring out if this is a separate Facebook page, and email update, etc.

Main Street Brenham's
2020 Spring Eggs Art Walk

Contest Guidelines

1. With help from artists in the community, Main Street Brenham will again bring art to the streets of downtown, and invites professional, amateur and student artists to participate.
2. Entry deadline is Monday, March 2. Online entries will be accepted at <https://cityofbrenham.online/spring-eggs> or completed entry forms can be delivered to either Brenham City Hall; 200 W. Vulcan or to the Washington County Visitor Center at the Barnhill Center in Downtown Brenham.
3. Wooden egg cut-outs for entrants will be available on Friday, March 6 and Monday, March 9 at City Hall (200 W. Vulcan Street) from 3:30 p.m. – 5:30 p.m. Contact Caylee at crocka@cityofbrenham.org if other arrangements are needed to pick up your egg.
4. Eggs will be judged this year in two (2) categories: Adults 18+ and Student (18 and under).
5. The base egg cut-out remains the same for all categories. The basic egg can be altered, as long as it remains intact.
6. Objects may be attached to the egg but should be attached in a way that cannot be easily removed.
7. Artists are encouraged to use creativity and innovation but should remember that this is a public art exhibition and the audience will be broad-based and of all ages. Designs that are violent or sexual in nature will not be accepted.
8. The Spring Eggs Art Walk is an interactive event and as such, designs should be created with durability and public safety concerns in mind.
9. The eggs will be displayed outdoors, so in creating a design, please consider carefully the weather and other elements of nature.
10. The back of the Finished Eggs must be painted. Main Street will supply signage that will include the name of the artist and the name of the Egg.

11. Finished Eggs should be delivered to the display location on Friday, March 20 by 5:00 p.m. unless other arrangements are made in advance. ***Display location will be sent to each artist at the email address given on the entry form.***
12. Main Street may reject any design that, in its sole discretion, does not adhere to these guidelines.
13. Voting for the Grand Prize as well as the Most Creative, Most Votes, and Judges Choice in each category will be determined by public voting (50%), judges voting (25%), and success in an online auction (25%). More details about the online auction to follow via email!
14. A Judge's Award will be determined in each category –Adult and Student – based solely on the Judge's discretion, with no voting considered.
15. Prizes include:

Best of Show: \$200

Kieke Egg Farm

Professional Category (18+ and Older):

Most Creative (\$125)
Brunmillers Soapworks

Most Votes (\$125)
Board & Brush

Judges Choice (\$125)
The Pomegranate/Funky Art Café

Student Category (18 & Under):

Most Creative (\$125)
City Councilmember, Susan Cantey

Most Votes (\$125)
The Canyon Chick

Judges Choice (\$125)
Scrubs N Stuff Boutique

Thank you to our Award Sponsors!

16. Information on how and where to vote for your favorite Spring Eggs will be available once entries are received.
17. Winning entries become the property of Main Street Brenham and may be used for future promotion, display and/or auction.
18. Questions not addressed by these guidelines can be sent to Caylee at crocka@cityofbrenham.org

A minimum of 20 entries must be received for the contest to take place.

Memo

To: Main Street Board
From: Caylee Rocka
Date: 3/2/2020
Re: Design Committee Notes

- The committee is brainstorming ideas for new Christmas Décor for downtown. Several ideas were brought forward but nothing is set in stone. Committee members have decided to leave the lights on top of the buildings on year-round.
- The committee also discussed the placement of the Cooley Train. Round Top Real Estate purchased the train in an auction. They reached out to Main Street Brenham and want to donate the train back to Main Street. Committee members decided that the best place for the train is the library.

Memo

To: Main Street Board
From: Tiffany Morisak
Date: 6/23/2021
Re: Promotion Committee

- Committee members have secured the following sponsors for Cool Nights, Hot Tunes:
 - Brenham National Bank
 - Must Be Heaven
 - Boss Lady Office Leasing
- Rack cards are in the process of being made to get out in the next few weeks.
- Summer Sip details were discussed.
 - 19 participants are signed up so far.
 - Rack card design was discussed.
 - Committee members are checking on glass pricing.
 - Sponsors are being solicited.
 - Boss Lady Office Leasing is a \$500 sponsor.
 - Skin Care by Shari is a \$250
 - Christy Schlottman is a \$250 sponsor
 - Hermann Furniture is a \$500

Memo

To: Main Street Board
From: Caylee Rocka
Date: 6/23/2021
Re: Organization Committee Notes

- The committee put labels on peanuts for Local History Day. Peanuts will be placed in a goodie bag to give to children on the day of. The peanuts go with the “Goober Peas” song that is performed.
- Committee members discussed the future of the Farmers Market with Alex. The committee is working to add Main Street’s Transformation Strategies into the Farmers Market. It was decided that the best way to do this is to have a “community tent.” Each month something new will be under the tent. Things such as art demonstrations, agriculture topics, and food demonstrations would be included. A calendar will be kept of what will be under the community tent each month and the committee is open to letting new people and ideas in!

Memo

To: Main Street Board
From: Caylee Rocka
Date: 6/23/2021
Re: Economic Vitality Committee Notes

- The committee discussed the buildings that are downtown, specifically, buildings that are vacant, for sale, or are needing repairs. A list of building owners to be contacted by committee members has been compiled.
- The committee discussed the Master Plan Update. A Public Input Survey is being put together in order to gather the public's opinion about the Master Plan Update.