



MAIN STREET BOARD

A regular meeting of the Main Street Board was held on Monday, July 2 2018, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Chair Margie Young, Vice Chair Jim Moser, John Hermann, Jon Hill, Tiffany Morisak, Dona Lynn Parker
Mark Schneider, Tom Whitehead and Connie Wilder

Members absent:

Walter Jackson and Traci Pyle

City staff present:

Main Street Manager Jennifer Eckermann and Community Services Coordinator Alexandra Dill

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representative Jenny Mills

Visitors present:

Councilmember Susan Cantey

- 1. Call Meeting to Order.**
- 2. Citizen/Visitor Comments.**

3. Approval of Minutes from Monday, May 7, 2018 Meeting.

A motion was made by John Hermann and seconded by Tom Whitehead to approve the minutes from the May 7, 2018 meeting.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Traci Pyle	Absent
Dona Lynn Parker	Absent*
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

*Dona Lynn Parker arrived after the vote.

4. Discuss and Consider Approval of Economic Impact and Innovation Grant Application as Recommended by Economic Vitality Committee.

Jennifer Eckermann informed the group that the Economic Vitality Committee and EDF Project Manager Candi Eaton developed an application for the Economic Impact and Innovation Grant (EIIG). Eckermann noted that several edits recommended were:

- Applicant should identify specific needs
- A budget should be included with the application
- A requirement for applicants to assist at a Main Street event which raises money for this fund

Eckermann stressed the importance of this application to ensure that money raised for this grant remains with the building as a permanent fixture.

Jim Moser emphasized that the primary goal of this application and fund is to improve the permanent structure in such a way that if the business did not remain, the building would remain appealing to potential new tenants.

A motion was made by Jon Hill and seconded by John Hermann to approve the Economic Impact and Innovation Grant application as recommended by the Economic Vitality Committee.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Yes
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Traci Pyle	Absent
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

5. Discuss and Consider Approval of Extra Grant Funds to be Used for New Requests as Recommended by the Design Committee.

Jennifer Eckermann stated that the Downtown Improvement Fund’s current total is \$48,559.60 with \$10,000 allocated to the Incentive Grant Fund and \$15,000 allocated to the Economic Impact and Innovation Grant. Eckermann stated that for the first time, the Design Committee has received two larger requests for the Incentive Grant Fund plus a few additional grant requests for small projects that in total would be greater than the \$10,000 previously allocated. Eckermann approached the Design Committee with the idea of taking the smaller BP Grant and a separate Incentive Grant Fund which have a combined total of \$5,451.70 and adding those to the \$10,000 already set aside for the Incentive Grant Fund. This would bring the total fund up to \$15,451.70 and allow Main Street to assist in contributing to all of the projects for which they have already received requests.

The Design Committee’s initial idea for allocation of this fund is currently designated as follows:

- \$7,000 committed to Moser Community Media
- \$5,051.70 committed to Teddy Abrams buildings on Main Street
- \$1,400 to Tres Chic for repainting of awning
- \$2,000 to Rob & Debbie Schmitz for paint on bricks in alley

Councilmember Susan Cantey asked about what the Abrams buildings will be. Eckermann stated that the building on the left is currently for lease and the space on the right is a business that will fulfill book orders from Amazon. Eckermann continued stating that the next hurdle for the fulfillment business is figuring out the parking situation for their building and that architect Elizabeth Price is assisting with possible design ideas.

A motion was made by Jon Hill and seconded by John Hermann to approve extra grant funds to be used for new requests as recommended by the Design Committee.

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

Chair Margie Young	Yes
Vice Chair Jim Moser	Abstain
John Hermann	Yes
Jon Hill	Yes
Walter Jackson	Absent
Tiffany Morisak	Yes
Traci Pyle	Absent
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

6. Update on Pursuit of Designation of Downtown Brenham as a Cultural District.

Jennifer Eckermann expressed the continued interest in pursuing a Cultural District designation in Downtown Brenham. After a meeting in May, the interest appears to have waned slightly primarily due to concerns over the amount of work it would require and that it would be another organization seeking already limited funds. The group decided to meet again and between the two meetings, Eckermann found that the reporting is not as extensive as previously believed, requiring reporting after 10 years.

Connie Wilder expressed concern about pursuing the designation while not yet having a solution for the lack of parking Downtown. The designation may bring additional traffic Downtown, however without parking available to accommodate the extra traffic. Eckermann stated that research and meetings are continuing to discuss this item.

7. Main Street Brenham Project Updates to Include Wayfinding and Local History Day.

Alexandra Dill presented that half of the highway wayfinding signs are completed and installed. The Downtown banners and poles are slowly being installed in the area. Dill noted that the kiosks will be the final item installed.

Jennifer Eckermann noted that Local History Day went very well with great kids, great teachers and wonderful volunteers. Eckermann specifically noted Sharon Brass' contributions.

8. Design Committee Report to Include Update on New Incentive Grant Fund Requests; Lighting Update on Alley and Mural; Consideration of Wall Issues on Schmitz Building.

Jennifer Eckermann told the group that the Schmitz Building on Alamo Street is needing to be repointed. The Design Committee also noted that the lighting of Alamo Alley is now installed. Eckermann concluded that the mural on Austin Street is not illuminated at night thanks to approval by City Manager James Fisher and Assistant City Manager Lowell Ogle.

9. Organization Committee Report to Include Update on Downtown Farmers Market and Oral History Project Update.

Alexandra Dill stated that the First Friday Farmer & Artisan Market held its first market on June 1st with 22 vendors and that it was a great success. The next market is Friday, July 6th on Park Street next to the Courthouse.

Chair Margie Young stated that 32 oral histories have been recorded and that they have finished interviews for the summer. Young praised the help from the high school's IT Department who handled the equipment. She noted that the new focus of the group will be shifting to individuals in their 70's but they are still seeking all interested parties. Councilmember Susan Cantey asked about the future of the project and what will be done with these interviews. Eckermann stated that firstly they would like to get copies made for families of the participants and secondly to edit them together into a larger showcase to show the public. Young stated that she would like to see some money go into the project to get it finished and completed professionally. She also wished to purchase a camera which would allow the camera to travel to the interview participants.

10. Promotion Committee Report to Include Report on Summer Sip.

Jennifer Eckermann stated that final totals are continued to be tallied and a more rounded out report will be given at the next board meeting.

11. Economic Vitality Committee Report to Include Projects Update; EIIG Grant Application and Downtown Master Plan Update.

Jennifer Eckermann stated that the EIIG Grant application was discussed earlier in the meeting. She continued stating that the City is putting together a comprehensive plan for 2025 and are reviewing all of the master plans. Eckermann is leading the Economic Vitality Committee to update the Downtown Master Plan.

12. Brenham Heritage Museum Report.

Tiffany Morisak presented this item, which included contracting with a design company out of Houston to create a concept for the interior of the museum that will tell the story of Brenham and Washington County. The museum is seeking professional displays and design for this project. Morisak continued that museum staff is working to organize and catalog the collection as well as cleaning out unnecessary items and supplies that have been collected over the years. Morisak concluded stating that professional print pieces are being worked on to begin their capital campaign.

13. Washington County Chamber of Commerce and Convention and Visitors Bureau Report, Including Recent Promotional Activities and Special Events.

Jenny Mills stated that the Small Business Forum occurred in June with South Texas Tack and Bliss Candy Company awarded Small Business of the Year. Mills noted that an education forum is occurring later in July however she did not have final details on the event. Mills continued stating that the CVB collaborated with Downtown Brenham and other tourism partners to create a co-op ad in the Bryan-College Station Visitor Guide. She also noted that a free concert will be held at The Barnhill Center on Sunday July 8 featuring students from the Festival Institute. Mills concluded that their street marketing campaign is continuing with their intern, Troy, traveling around Downtown on afternoons and weekends to help guide visitors to local eateries, shops and attractions.

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

Jennifer Eckermann announced that Dona Lynn’s Unique Gifts has moved down Alamo Street to the former location of Bluebird off the Square. Eckermann also stated that a new business, Ballad of the Bird Dog, had their grand opening on Saturday June 30, which went very well. She explained that their products are eclectic including menswear, candles, home goods and more.

Eckermann expanded on the soon to open Amazon business on Alamo stating that their business is moving from Colorado to Brenham and that they chose Brenham as home because of the community. She also stated work is continuing to keep the Brazos Valley Brewery in the Downtown area.

Eckermann was sorry to announce that Community Services Director Wende Ragonis is resigning.

15. Next Meeting – Monday, August 6, 2018.

16. Adjourn.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services