



MAIN STREET BOARD

A regular meeting of the Main Street Board was held on Monday, December 10 2018, beginning at 5:00 p.m. at Funky Art Café, 202 West Commerce Street.

Members present:

Chair Margie Young, Vice Chair Jim Moser, Walter Jackson, Tiffany Morisak, Mark Schneider, Tom Whitehead, Connie Wilder, John Hermann, and Jon Hill.

Members absent:

Traci Pyle

City staff present:

Main Street Manager Jennifer Eckermann and Community Services Coordinator Alexandra Dill

1. Call Meeting to Order.

2. Citizen/Visitor Comments.

None

3. Update on City of Brenham Projects Including the Comprehensive Plan; the Strategic Plan for 2025; and the Initial Meeting of a Downtown Task Force.

Jennifer Eckermann presented this item, beginning with the City's new Comprehensive Plan Advisory Committee which includes representatives from each Board. Jim Moser is the Main Street Board's representative and Tiffany Morisak is the alternate to ensure representation at each of the committee meetings. Eckermann stated that as part of the Comprehensive Plan, City Manager James Fisher is requesting all Master Plans need to be updated as well. Mr. Fisher has also determined some strategic goals that include creating a more pedestrian friendly Downtown and increased parking options. Preliminary recommendations, including budgets, are due in March 2019.

Eckermann continued, stating that the Comprehensive Plan is a priority and moving forward quickly because the City is seeking a Tax Increment Reinvestment Zone or TIRZ. Once a city adopts a TIRZ for a defined geographic area, a base value is determined and frozen by the existing value of the property at the time the TIRZ is created. The taxing entity continues to receive the base value of the property tax and any increase in real property tax revenue above the base year is placed into a fund to assist with projects and improvements within the TIRZ area.

Eckermann showed the group a map outlining the proposed TIRZ area, which includes the Downtown. Eckermann stressed that the TIRZ is a great way to complete some of the action items outlined on the Downtown & Main Street Action Plan. Eckermann concluded that a proposal to create the TIRZ will be presented at City Council on Thursday, December 13, 2019 at 1:00 pm, and that she hopes to see a lot of community and Main Street Board support for this project.

4. Main Street Program Report to Include Staff and Business Updates.

Eckermann stated that Tiffany Morisak has helped complete this year's 10 Criteria report, which includes the Board completing the self-assessment for Criteria #5. The Board checked off the self-assessment criteria together during the meeting to complete this requirement.

Eckermann also noted that Alexandra Dill has moved to the Visitor Center but will continue to assist in any capacity that Main Street requires.

Eckermann stated that she has determined a finalist for the Main Street Specialist position. This potential new staff member has experience from Downtown Bryan and has worked with Bryan's Main Street Board previously.

For Downtown business updates, Eckermann said that The Canyon Chick has expanded, Willmark Homes and Holly Mathis Interiors has moved in to Ted Dinkins' building on Baylor Street, Day Star Christian Bookstore has closed, and Ballad of the Bird Dog relocated to a new location in Downtown. JR's Antiques is closing and the building has been sold to Tammy Redshaw and Edward Smith who plan to renovate the upstairs for a bed and breakfast Teddy Abrams now owns the empty lot at Market Street and Alamo Street. Abrams also owns the old Dr. Pepper building at Main and Austin Street, which is being considered as the new location for Brenham Floral Company. Timeless Designs Market is also a new home furnishings store in Downtown Brenham. Park Street Coffeehouse & Café has reopened at their same location and the new Catherine's Victorian Tea Room should be opening in January.

Eckermann noted that the First Fridays Farmer & Artisan Market moved the last few months from Park Street to Baylor Street and that the response has been positive thus far.

Eckermann concluded that there are two open positions on the Main Street Board due to Dona Lynn Parker and Traci Pyle both resigning in the past year.

5. Adjourn for Main Street Christmas Party at Funky Art Cafe.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services

*Main Street Board
December 10, 2018*