



**MAIN STREET BOARD
MINUTES FOR MEETING:
Monday, March 4, 2019 @ 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, March 4, 2019, 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, Tiffany Morisak, John Hermann, Mark Schneider, Tom Whitehead, Jeff Lewman, Evonne Sturm, and Walter Jackson

Members absent:

Connie Wilder, and Jon Hill

City staff present:

Tourism & Marketing Director Jennifer Eckermann, Assistant Director of Development Services Stephanie Doland, and Main Street Manager Caz Muske

Visitors:

Council member Susan Cantey

1. Call Meeting to Order

Chair Young called the March 4, 2019 Main Street Board Meeting to order at 4:00p.m.

2. Citizen/Visitor Comments

None.

3. Approval of Minutes from February 4, 2019 Meeting

A motion was made by Board Member John Herman and seconded by Board Member Tom Whitehead to approve the minutes from the February 4, 2019 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	Yes
John Hermann	Yes
Jon Hill	Absent
Walter Jackson	Yes
Tiffany Morisak	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent
Evonne Sturm	Yes
Jeff Lewman	Yes

4. Discussion Regarding Timeline and Data Collection for Main Street Refresh

Caz Muske, Main Street Manager, mentioned the updated timeline for the Board’s Main Street Refresh process. She also noted there would be collaboration between the City of Brenham’s Development Services as they move forward with their Comprehensive Update data collection. Muske discussed the Amarillo Surveys used in their Refresh and noted for the Board to review them to understand how the data collection will look.

5. Update Regarding Pilot Program for Pedestrian Wayfinding Signage

Muske briefed the Board on the rendering created by Faubion Design for the Pedestrian Wayfinding Pilot Program. She mentioned the feedback received from Puppy Dawgs & Cat Tails and assured the Board that Main Street would get more input from those affected by the Pilot Program.

Jennifer Eckermann, Tourism & Marketing Director, asked Stephanie Doland, Assistant Director of Development Services, for her anticipated timeline. Doland stated she wants the Board’s recommendation for the Pilot Program decided on at the next Board Meeting – April 1, 2019. Doland briefed on the process of the Pilot Program and assured it would only stay in motion if it were successful. In the event the program is unsuccessful, staff would start the process over.

Whitehead inquired about the allowance of 1 sandwich board per business store-front and Eckermann assured it was included in the Pilot language. Eckermann stated she wants business support prior to moving forward with the Pilot Program. Chair Young clarified that Main Street will have survey results for the April 1, 2019 meeting in order for the Board to make a recommendation.

Vice Chair Jim Moser expressed concern of the monetary expense of the signage as a Pilot Program. Eckermann noted the businesses would not pay for the Pilot Signage unless it is successful. She also mentioned Main Street is trying to find means of financing the Pilot Program and it will be a discussion for City Administration in the near future.

Board Member Evonne Sturm mentioned downtown Chappell Hill’s new pedestrian wayfinding signage and feels it would be worth reviewing as an example concept. Board Member Jeff Lewman

noted a safety concern of the street signage in general during crowded events.

Chair Young concluded the Boards anticipation for the Main Street report regarding an updated rendering and survey feedback.

6. Committee Reports:

a. Design –

- i. **Incentive Grant Updates** – Chair Young noted the 4 incentive grant applications and the 1 design application received by Main Street
- ii. **Spring Eggs Art Walk Update** – Chair Young noted the last sponsorships remaining for the event; Council member Susan Cantey elected to sponsor the Rule the Roost Award for \$150 in the Hens and Roosters category; Morisak elected to sponsor the Rule the Roost Award for \$150 in the Spring Chickens category; Hermann elected to sponsor the Free Range Award for \$100 in the Spring Chickens category on behalf of Hermann Furniture

b. Organization –

- i. **Discussion Regarding Private Facebook Group for Downtown Stakeholders** – Muske briefed the Board on the success experienced by McKinney Main Street; the Board agreed to pursue the Private Group
- ii. **Local History Day (LHD) Update** – Morisak noted LHD was rescheduled to March 20th due to unforeseen weather conditions; she also noted the need for volunteers at the goodie-bag-stuffing event on March 26th beginning at 9 a.m. at the All Sports Building at Hohlt Park
- iii. **Brenham Main Street 20th Anniversary** – Morisak noted the 20th Celebration of Brenham Main Street will tie into the Harvest on Main event in October 2019

c. Promotion –

- i. **Harvest on Main** – Whitehead briefed the Board on the Harvest on Main event which will be a fundraiser for the Main Street Incentive Grants and a celebration of 20 years as a Main Street City ; he mentioned the ideas of using different Downtown restaurants for each course, 100+ attendees, a raffle or silent auction, and possibly live music; the date would be October 11th the Friday before Texas Arts & Music Festival; he mentioned more will be discussed in the next Promotions Meeting on March 11th
- ii. **Cool Nights, Hot Tunes Event Update** - Whitehead updated the Board on the current and anticipated sponsors for the Cool Nights, Hot Tunes event April 13th
- iii. **Discussion Regarding Summer Sip Event** – Whitehead mentioned planning is underway; Muske noted staff is using the event to make proper changes that can be incorporated in the 2020 Swirl Event

d. Economic Vitality –

- i. **Downtown Master Plan Update** – Vice Chair Moser noted the efforts of the committee by moving district to district and making amendments to the 2012 Downtown Master Plan

7. Main Street Staff Update:

- a. **City Comprehensive Plan and Open House Update** – Muske mentioned Downtown was a priority according to the public who attended the two Open House events; Doland mentioned walkability and parking were items of interest

- b. **Oral History Project Update** – Muske gave a brief update on the progress of the video project Chair Young and Eckermann have been working on
- c. **New Main Street Board Member Training Update** – Muske noted the new Board Members, Sturm and Lewman, will be joining the City of Caldwell, La Grande, and Sealy Main Streets for New Board Member Training provided by the Texas Historical Commission
- d. **Merchant Mixer/Breakfast Event** – Muske noted the Promotions Committee will discuss planning of the next Meet & Greet event
- e. **2019 Main Street Conference Video** – Muske noted Kevin Boggus’ hard work put in to create the short Main Street promo video, which will be displayed at the National Main Street Conference in Seattle this month (March 2019)
- f. **2019 Main Street National Recognition** – Muske commended Morisak for her completion and submission of Brenham Main Street 10 Criteria Report, which resulted in National Recognition
- g. **Open Meeting Training for Board Members** – Muske mentioned Dr. Jackson, Hermann, Morisak, Whitehead, Sturm, and Lewman will need to complete Open Meetings Act training provided by the City Secretary’s Office

8. Adjourn.

A motion was made by Hermann and seconded by Vice Chair Moser to adjourn the Main Street Board Meeting.

Chair Young called for a vote. The motion passed at 5:00 p.m. with the Board voting as follows:

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

Margie Young

Board Chair

ATTEST:

Caz R. Muske

Main Street Manager

Main Street Board

March 4, 2019