



Main Street Board

A regular meeting of the Main Street Board was held on Monday, May 1, 2017, beginning at 4:00 p.m. at Brenham City Hall, 200 W. Vulcan Street, Brenham, Texas.

Members present:

Vice Chair Jim Moser, John Hermann, Walter Jackson, Jon Hill, Mark Schneider, Connie Wilder.

Members absent:

Chair Margie Young, Traci Pyle and Tiffany Morisak

City staff present:

Director of Community Services Wende Ragonis, Main Street Manager Jennifer Eckermann and Community Services Coordinator Alexandra Dill.

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representative Page Michel.

1. Election of Jim Moser to Replace Susan Cantey as Vice Chair of the City of Brenham Main Street Advisory Board.

A motion was made by John Hermann and seconded by Mark Schneider to approve the election of Jim Moser to replace Susan Cantey as Vice Chair of the City of Brenham Main Street Advisory Board.

Main Street Manager Jennifer Eckermann called for a vote. The motion passed with the Board voting as follows:

Chair Margie Young	Absent
Traci Pyle	Absent
John Hermann	Yes
Walter Jackson	Yes
Jon Hill	Yes
Mark Schneider	Yes
Connie Wilder	Yes
Tiffany Morisak	Absent
Jim Moser	Abstain

2. Call Meeting to Order.

Vice Chair Jim Moser called the May 1, 2017 Main Street Advisory Board to order.

3. Citizen/Visitor Comments.

None

4. Approval of Minutes from Monday, April 3, 2017 Meeting.

A motion was made by Mark Schneider and seconded by John Hermann to approve the minutes from the April 3, 2017 meeting.

Jim Moser called for a vote. The motion passed with the Board voting as follows:

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

5. Discussion of Local History Day to Include 2017 Plans, Sponsors and Volunteer Needs.

Jennifer Eckermann updated the board on the 2017 sponsors who would be assisting with Local History Day, as well as the listing of actors/musicians assisting with roles during the event. Eckermann stated this is the fifth year Main Street is hosting the event and thanked the group for their continued support and assistance. Eckermann discussed the struggle to find volunteers for some roles and asked that they let her know of any possible candidates. Goody bags for the fourth graders will be filled on Friday, May 12th at 9 am at the All Sports Building in Hohlt Park.

6. Discuss New Board Training and Planning Scheduled for June 3.

Jennifer Eckermann confirmed that the actual date for board training is June 5th. The Main Street Board will soon have two new members; one to fill Tommy Upchurch's vacant position and one for Susan Cantey. Dona Lynn Parker and Tom Whitehead will fill these positions. Debra Drescher from the Texas Main Street Program will conduct board training starting at 2:30 pm, a shortened board meeting will begin at 4:00 pm and the remainder of the board meeting will be to review and revise the board's mission and vision statements. Eckermann stressed the importance of doing so to earn credit and possible national recognition by fulfilling the 10 Criteria Report through Main Street Program.

7. Report on Presentation to BCDC and Request for Matching Support of Main Street Incentive Programs.

Wende Ragonis reviewed the presentation that she and Jennifer Eckermann presented to BCDC. Ragonis stated that she and Eckermann recapped the Main Street initiatives, including a downtown hotel, the TXDoT right-of-way and improving relationships with key stakeholders. Ragonis stated that market-driven initiatives discussed were the Southside/B4 District, drainage improvements, and the 4-Star Concert Hall being completed by John Elford. Connie Wilder questioned if the 4-Star Concert Hall has figured out their parking situation. Ragonis stated that they are working with the Cannery to utilize their parking lot, especially due to the fact that the Cannery is closed in the evenings. Ragonis continued that the presentation to BCDC included a comprehensive review of the various Main Street committees, strong first floor occupancy rates, and the various barriers to entry for redevelopment projects in the community, which included fire suppression costs, ADA compliance and the available inventory of buildings. Ragonis stated she also presented the variety of incentives offered to stimulate the economy including the EIIG grant. She stated BCDC was agreeable in possibly match funds with Main Street to fulfil these projects. Wayfinding was also discussed with BCDC as well as the wide variety of events and activities Main Street hosts and upcoming goals and projects.

Jim Moser noted that the Chairman of BCDC stated the group was impressed with the presentation and the number of projects being done by Main Street. Moser stated that BCDC's recommendation is to ask for a flat amount in order to avoid having to return frequently to BCDC meetings to ask for a single matching amount.

8. Discuss and Consider Approval of Economic Restructuring Committee Recommendation to Contribute \$2500 of Incentive Grant Funds to Partner in Cleaning of Courthouse Following Approval of Cleaning Process by Texas Historical Commission Courthouse Preservation Program Staff.

Jim Moser stated that the need to clean the courthouse has been an ongoing concern of the Economic Restructuring Committee. The delay by the county has been primarily due to concern about harming the buildings stone with an inappropriate cleaning process. They have scheduled a test of the stone and cleaning materials to ensure that no harm will come to the building and if the cleaning procedure is approved, the ERC has recommended that the Main Street Board assist in funding the cleaning process in order to hopefully expedite the cleaning project.

Connie Wilder asked how the cleaning process might affect downtown businesses. Jennifer Eckermann assured her that the process involves a spray-on and wash-off system that should cause minimal disruption.

A motion was made by Jon Hill and seconded by Walter Jackson to approve the Economic Restructuring Committee's recommendation to contribute \$2500 of Incentive Grant Funds to partner in the cleaning of the courthouse following approval of a cleaning process by the Texas Historical Commission Courthouse Preservation Program staff.

Jim Moser called for a vote. The motion passed with the Board voting as follows:

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

9. Design Committee Report to Include Reports on Spring Eggs Art Walk; Possible President's Awards Entries; Wayfinding Update; and, Convertible Street Update.

Jennifer Eckermann stated that Elizabeth Price, Chair of the Design Committee, is contacting a presenter for a signage and graphics workshop in early summer. Other projects include requesting the maintenance department create a sample budget for the cost of lighting the downtown district year-round, updating and distributing design guidelines to downtown property owners, cleaning the courthouse, as well as ongoing discussions of the streetscape by the Elford building.

Alexandra Dill presented a wrap up on the Spring Eggs Art Walk, stating that approximately \$655 was raised from the online auction. 17 of the 44 eggs were auctioned off and that eggs received 5,360 votes from 38 U.S. states and nine different countries around the world. Dill stated all-in-all, the event was a success.

10. Economic Restructuring Committee Report to Include Fire Suppression Update; BCDC Presentation and Update; Southside Zoning Update; and, Update on Progress of Pedestrian Retail Zone Discussions.

Jim Moser presented the ERC report stating that the group is waiting to hear from Tommy Herald with HG Fire Systems on the quote for the final two sets of buildings he previously measured. Once this data has been received, the group intends to review the information and decide how to proceed.

Jennifer Eckermann stated that at the Planning and Zoning meeting for the Southside District held on Monday April 24 faced few questions or concerns, so it is expected to be approved by the Planning and Zoning Committee at their June meeting.

Jim Moser updated the group on the continued work being done on the Pedestrian Retail Zone stating that a meeting is taking place on May 12, 2017 between TxDOT and the City of Brenham. City staff attending the meeting will include Community Services Director Wende Ragonis, Public Works Director Dane Rau and City Engineer Lori Lakatos. Wende Ragonis stated that main topics of discussion will include discussion on streetscape control, vehicular traffic control (possibly including speeding deterrents), and signage control.

11. Organization Committee Report to Include Packing and Delivering of Summer Sip Glasses; Local History Day Update; Update on Oral History Project and Training; and, Review Draft of First Quarterly Newsletter.

Jennifer Eckermann presented the Organization Committee's report, noting that current topics of discussion include the desire to update the downtown shopping guide, the need for more volunteers during Local History Day, having a mystery shopper visit downtown stores, continued work on the Oral History edits and discussion of how best to distribute a quarterly newsletter. Eckermann noted that SnapRetail is an emailing services for retail stores that is offered free to Main Street managers and that it may be an option to help distribute the newsletter in the future.

12. Promotion Committee Report to Include Summer Sip Event.

Jennifer Eckermann stated that posters, rack cards and glasses for the Summer Sip have arrived and are being distributed. The Summer Sip event will differ from the Uptown Swirl in that stores will offer only one wine sample instead of two, the theme is casual and summery, and that the glass, which has a blue colored stem, is \$25 thru June 11, 2017 and then \$30 afterwards. The Summer Sip will take place on Saturday, June 24 from 3 to 7 pm.

13. Brenham Heritage Museum Report.

Jennifer Eckermann stated that the new banners advertising the museums continued closure are now on display outside of the Brenham Heritage Museum building. Eckermann noted that the museum and its staff are supporters of Local History Day and that their closure meant some changes in the programming including the use of the newly renovated Bus Depot instead of the main museum building. A ribbon cutting at the Bus Depot is due in the coming weeks as well. Eckermann continued to report that the museum is doing some pop-up exhibits for Maifest in the Simon lobby as well. The Brenham Heritage Museum Board is expecting repair estimates on May 8, 2017 and will use that information to determine fundraising needs. Eckermann also noted that while the main floor of the museum is currently unusable, the basement has been cleaned and beautifully restored and will provide a unique space in the future.

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

Page Michel noted that the Chamber and CVB are working with downtown businesses to extend business hours for an event called First Sunday Funday. The event will take place on the first Sunday of every month and will primarily be hosted by the Brazos Valley Brewery, Home Sweet Farms, Ninety Six West, Smitty's and Roux Street with live music and entertainment scheduled each hour at each venue to encourage visitors to move around downtown. Downtown stores are encouraged to remain open slightly later once a month for this event. Jennifer Eckermann noted that large "OPEN" flags will be distributed to

participating stores in hopes to dispel the notion that downtown is closed on Sundays. Michel continued that the first Sunday Funday will take place May 7, 2017.

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

Jennifer Eckermann stated that a new bridal store is going into the location on Main Street where Six Shooter Junction once was. “Fancy That!” is also closing as well as Sassafras boutique. These stores have prominent locations and hopes are that some great new businesses may come into those locations.

Wende Ragonis updated the group on activities at the Barnhill Center including the Familiarization Tour taking place June 6 – 8 with the promotional help from Seneca McAdams and Liz Mullis. The event will showcase all that Brenham and the Barnhill Center has to offer event and group meeting planners.

Ragonis also mentioned to the group that they may notice TxDOT Construction signage is in the area as they are planning to repave roads, however they are delaying work until after the weekend of Maifest.

Connie Wilder asked what became of the Brenham magazine. Page Michel noted that the creator of the magazine now only works in a digital format via OurTexasTown.com.

Walter Jackson informed the group that on June 6 and 7, Brenham will be host to Brenham University, a professional development training program which will include 1000 attendees from all across Texas. Attendees are strongly encouraged to shop, eat and stay in downtown Brenham. Another Brenham University event is scheduled in August as well and currently has over 300 people registered to attend.

16. Next Meeting – Monday, June 5, 2017.

17. Adjourn.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services Assistant