



Main Street Board

A regular meeting of the Main Street Board was held on Monday, June 5, 2017, 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, Jon Hill, Walter Jackson, Tiffany Morisak, Traci Pyle, Dona Lynn Parker, Mark Schneider, Tom Whitehead, and Connie Wilder.

Members absent:

John Hermann

City staff present:

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

Other present:

Chamber of Commerce/Convention and Visitors Bureau Representative Jenny Mills, Texas Main Street Program State Coordinator Debra Drescher, and Texas Main Street Program Planner Emily Koller.

1. Call Meeting to Order

Chair Margie Young introduced the two newest members of the Main Street Board, Dona Lynn Parker and Tom Whitehead.

2. Citizen/Visitor Comments

None

3. Approval of Minutes from Monday, May 1, 2017 Meeting

A motion was made by Connie Wilder and seconded by Walter Jackson to approve the minutes from the May 1, 2017 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	Absent
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

- 4. Discuss and Consider Approval of Economic Restructuring Committee Recommendation that \$15,000 of Main Street Raised Funds be Allocated to Funding of the Economic Impact & Innovation Grant

Jim Moser stated that Wende Ragonis and Jennifer Eckermann presented at the previous Brenham Community Development Corporation (BCDC) to give an update on the variety of projects Main Street has been working on. At the BCDC meeting, Eckermann and Ragonis asked BCDC for potential matching funds to complete projects under the Economic Impact and Innovation Grant (EIIG). Moser stated they received feedback from BCDC stating that rather than asking for smaller increments after each received application, BCDC would be open to approving a lump sum request by Main Street for potential projects in the coming year. Moser advised that the Main Street Board would first need to allocate \$15,000 from Main Street funds into the Economic Impact & Innovation Grant and then seek the matching contribution from BCDC.

A motion was made by Jon Hill and seconded by Connie Wilder to allocate \$15,000 from Main Street funds for the Economic Impact & Innovation Grant.

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	Absent
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

5. Discuss and Consider Approval of Economic Restructuring Committee Recommendation to Request \$15,000 from Brenham Community Development Corporation to Match Main Street Funds for the Economic Impact & Innovation Grant

This item was discussed in conjunction with item four on the agenda.

A motion was made by Connie Wilder and seconded by Mark Schneider to request \$15,000 from the Brenham Community Development Corporation to match Main Street funds for the Economic Impact & Innovation Grant.

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	Absent
Jon Hill	Yes
Walter Jackson	Yes
Tiffany Morisak	Yes
Traci Pyle	Yes
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Yes

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

Jenny Mills from the Chamber of Commerce and Convention and Visitors Bureau noted that “Sunday Funday” occurred Sunday, June 4, 2017 and reported that several business were busy despite the rain, including the Visitors Center. Mills continued that the Chamber of Commerce has submitted their budget to the Hotel Occupancy Tax (HOT) Board recently and they are waiting to hear what their advertising and promotion budget will include. Tourism Tuesday will be held this coming July and that all tourism partners are invited and encouraged to attend. Small Business Forum for Chamber of Commerce news is on Wednesday, June 7th. It is an all-morning event held at the Fireman’s Training Center with many interesting speakers. Mills concluded by inviting the Board to contact the Chamber of Commerce if they have any questions about upcoming events.

Jennifer Eckermann discussed the recent closure of some downtown businesses. Eckermann stated that Susan White owned “Fancy That!” for nearly 17 years and that in recent years she had begun to spend more time in North Carolina. The Book Nook, owned by Stefani Kelley, will be moving into the space in the coming weeks. Sassafra is owned by Cheri Bumbera and she is closing her doors due to family commitments. The Cottage building was purchased by the architectural firm, Plan North who will be renovating and then moving into that space. Park Street Bakery closed more suddenly, however there are 2 people very interested in that property. Eckermann closed by stating that she suspects any vacancies will be filled by the end of the summer. Chair Margie Young noted that the old Dr. Pepper building on Austin and Main Street recently went on sale as well.

Eckermann noted too that a new business has recently opened called Bustles and Bow Ties Boutique. They specialize in formal and wedding attire.

7. Texas Main Street Coordinator Debra Drescher to Lead Discussion on Updates of Main Street Brenham Mission and Vision Statements.

Jennifer Eckermann introduced the Main Street Board to Debra Drescher, State Coordinator for the Texas Main Street Program and Emily Koller, Planner with the Texas Main Street Program to assist the group on updating the Main Street Mission and Vision statements and to show the Board downtowntx.org.

Emily Koller, with the Texas Main Street Program introduced a new website called downtowntx.org. The website allows for public access to view historic downtown businesses that are available for purchase across Main Street cities across Texas. Koller explained that she spent some time in Downtown Brenham collecting building photos and those will be uploaded to the website to allow Jennifer Eckermann and other designated persons to add information, photos, contact information and more. The Brenham portion of the downtowntx.org webpage is currently offline and allows edits to be made frequently. Koller continued that currently the website is being used more as a data repository, however software updates in the future will include powerful data tracking software for even greater use by Main Street communities.

Debra Drescher shared with the Main Street Board information on creating an ideal mission and vision statement. Drescher shared examples of mission and vision from Southwest Airlines, Google and Disney stating that mission and vision statements need to be as specific as possible to the organization they represent and they need to be revisited every few years to remain proactive.

The Main Street Board recessed briefly.

To aid in the creative process of wordsmithing new mission and vision statements, Drescher had the Main Street Board brainstorm words they felt described Brenham. While no decision was made on a final mission and vision statement, the Board was encouraged by Drescher to continue to think about “what makes Brenham, Brenham”. Jennifer Eckermann stated work on the statements would continue through the Organization Committee but that all suggestions would continue to be welcome.

8. Discuss and Consider Approval of New Main Street Brenham Mission and Vision Statements

Main Street Brenham’s Mission and Vision statements were discussed, but no final decision on edits or updates. This item will be discussed further in future Board and Organization committee meetings.

9. Next Meeting – Monday July 3, 2017 or Monday, July 10, 2017

The Main Street Board decided to hold the next meeting on Monday, July 10, 2017 at 4:00 pm at Brenham City Hall, 200 W. Vulcan Street.

10. Adjourn

ATTEST:

Margie Young
Chair

Alexandra Dill
Community Services