



Main Street Board

A regular meeting of the Main Street Board was held on Monday, August 7, 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, Walter Jackson, Traci Pyle, Dona Lynn Parker, Mark Schneider, Tom Whitehead and John Hermann

Member absent:

Jon Hill, Tiffany Morisak and Connie Wilder

City staff present:

Director of Community Services Wende Ragonis, Main Street Manager Jennifer Eckermann, and Executive Administrative Assistant Paula Shields

Others present:

Chamber of Commerce/Convention and Visitors Bureau Representative Jenny Mills

- 1. Call Meeting to Order.**
- 2. Citizen/Visitor Comments.**
- 3. Approval of Minutes from Monday, June 5, 2017 Meeting.**

A motion was made by John Hermann and seconded by Walter Jackson to approve the minutes from the June 5, 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	Yes
Jon Hill	Absent
Walter Jackson	Yes
Tiffany Morisak	Absent
Traci Pyle	Yes
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent

5. Discuss and Consider Approval of Design Committee Recommendations to Light Downtown Buildings on Weekends Throughout the Year, and to Fund Lighting of Alamo Alley and Belle’s Alley Not to Exceed \$5,500.

Margie Young stated that the Design Committee recommends that the downtown buildings are lit during the weekends throughout the year. The electricity cost to do this is nominal. The business owners and visitors like the lighting on the buildings. The Design Committee also recommends to fund the lighting of Alamo Alley and Belle’s Alley. The lights would be placed on poles and would not be placed on the buildings. The cost for the lights and poles would not exceed \$5,500.

A motion was made by John Hermann and seconded by Walter Jackson to light the downtown buildings on weekends throughout the year and to fund the lighting of Alamo Alley and Belle’s Alley, not to exceed \$5,500.

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

6. Discuss and Consider Approval of Design Committee Recommendation that Main Street Board Pursue Council Approval of an Historic Preservation Ordinance.

Wende Ragonis explained that a Historic Preservation Ordinance was originally discussed in 2005. There was lack of support for the ordinance from some of the downtown property owners; therefore it was not pursued further at that time. The Design Committee would like to pursue a Historic Preservation Ordinance now, based on the fact that a downtown renovation project has taken three buildings off of the list of properties designated as contributing members to the Downtown Brenham National Historic District. These three buildings were built in 1877 and were registered as contributing members until the renovation. Wende explained that the ordinance would address the preservation of the façade of the downtown building and not the interior. Jennifer Eckermann stated that she would like support from the Board and other downtown business owners when presenting the ordinance request to Planning and Zoning Board and City Council.

A motion was made by Traci Pyle and seconded by John Hermann to pursue City Council approval of an Historic Preservation Ordinance.

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

4. Discuss and consider Approval of Economic Restructuring Committee Recommendation that the Main Street Board Recommend Pursuing a Request for Proposals for the City of Brenham Property Along Baylor, Vulcan and Park Streets.

Jim Moser explained that the City of Bastrop Economic Development Corporation released a Request for Qualifications and Proposal for a vacant lot in downtown Bastrop. Jim explained that the Economic Restructuring Committee is recommending that the City of Brenham pursue a similar RFP for the city owned property along Baylor, Vulcan and Park Streets. Jim said that perspective partner developers would submit their ideas for the use of the property. Jennifer Eckermann stated that the Master Plan currently proposes a hotel for that location, however other business related to tourism or hospitality prospect can submit a proposal for the site. By creating a RFP or RFQ, there is no obligation on the City to accept what the business prospect is recommending.

A motion was made by Jim Moser and seconded by Tom Whitehead to pursue a Request for Proposal for the City of Brenham Property along Baylor, Vulcan and Park Streets.

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

7. Discuss and Consider Approval of Promotions Committee Recommendation of a New Logo and Tagline for Downtown Brenham.

Wende Ragonis explained that this idea came about as staff was rebranding the Downtown Brenham website and she saw the need to develop a logo. Wende stated that the Promotions Committee is looking to brand Brenham as a downtown destination for tourists. Traci Pyle explained that with all the different activities and events, such as murals and music in the evening, coming to Brenham; the Promotions Committee wants to create a tagline that would combine the “old” Brenham with the “new” Brenham. Jennifer Eckermann explained that the Promotions Committee created two new logos and a tag line for Board’s consideration. Jennifer showed the Board the two designs for the logo and the consensus choice was the first design shown. Traci said that the committee came up with the following tagline:

Authentic · Texas · Cool

For the logo, Jennifer stated that staff wanted something that went along with the Wayfinding signs. The Board reviewed the logos presented and John Hermann suggested putting a star where Brenham is located in Texas. The font for the logo will be a mix of old/new font (example was shown to the Board).

A motion was made by Jim Moser and seconded by John Hermann to approve a new logo and tagline for Downtown Brenham with the recommendations mentioned by Board.

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

8. Discuss and Consider Approval of Organization Committee Recommendation to Fund a Professional Secret Shopper Report Not to Exceed \$2,750.

Jennifer Eckermann explained that different opportunities to help prepare the merchants for the busy fall and holiday seasons was considered by the Committee. The committee looked at several different types of seminars such as a secret shopper and customer service training.

Jennifer explained how the Secret Shopper would work. For a fee of \$1,500 for up to seven businesses or \$2,750 for 14-20 businesses, a person would shop in the downtown stores and then create a report that would be given to the store owner or to Jennifer for dissemination to the store owners. The report would provide feedback on the experience. General feedback from the Board was that this type of program would not be beneficial to the business owners. Another seminar suggestion was to hire Barry Brass to provide a customer service training.

The Board decided to table this request and have a discussion regarding the seminars at the next Merchant's Meeting in August.

9. Design Committee Report to Include Texas Downtown Association President's Award Program Entries; Workshop Update; Request to Clean City Hall; Wayfinding Update; 2017 Texas Arts and Music Festival Mural Locations; Painting of Downtown Transformers; and Request for Update on Revision to Sign Ordinance as it Relates to Downtown.

Jennifer Eckermann provided the following update:

- Puppy Dawgs and Cat Tails was entered for Best Commercial Interior Award and the Barnhill Center for Best Renovation Award from TDA. We should know in September the outcome.
- Professor from University of Houston Retail Management School is being sought for a workshop in Brenham for the merchants.
- Recommendation to clean City Hall which will be funded in FY 18 budget
- Alexandra Dill is working with the fabricator /installer for the wayfinding signage. Trying to phase in the highway signs by the fall.

- Texas Arts and Music Festival has three new mural locations to be painted at this year's event. All three are on Commerce Street – the back of J H Faske, the east side of Ranch Interiors and the south side of the Corner Liquor Store.

10. Organization Committee Report to Include Plans for an August Merchant Mixer; Discussed Update to Downtown Shopping Guide; Update on Social Media; Report on New Writer for Main Street Column; Update on Oral History Project; Reviewed Tagline and Loco Ideas; and Discussed Working on Update to Mission and Vision Statements for Board.

Jennifer Eckermann provided the following update:

- Discussed updating the downtown shopping guide. It was decided to wait another month or so until more locations are filled.
- Jim Moser agreed to take over the responsibility of a column writer since Susan Cantey is no longer on the Board.

11. Promotion Committee Report to Include on 2017n Scarecrow Extravaganza; Discussed and Considered Programming for the Barnhill Center; Discussed; Needs to Pursue Sponsors for Uptown Swirl; and Recommending Approval of Tagline and Logo to the Board.

Traci Pyle provided the following update:

- Plan to continue the Scarecrow Extravaganza for 2017.
- Discuss 2018 programming schedule at The Barnhill Center. Discussed trying to schedule an event at least once a month.
- Looking for sponsors for the January Wine Swirl

12. Economic Restructuring Committee Report to Include Updates on Possible EIIG Applicants; Discussed Texas Capital Fund Main Street Grant Application for \$250,000 for the Parks Street Drainage Improvement Project; Discussed Renovation Project Taking Three Historic Properties Off the National Register District List; and Recommending to Board to Pursue and RFP on Former City Hall and Adjacent Properties.

Jim Moser provided the following update:

- BCDC, in their FY 18 budget, will match EIIG grant for up to \$15,000. The approval of BCDC funds and the grant will provide 2 business owners funds to assist with large expenses up to \$15,000.
- Discussed applying for Texas Capital Fund Main Street Grant for \$250,000 which will be used for the Park Street Drainage Project.

Wende Ragonis provided the following update:

- Met with TxDOT. They are willing to slow downtown traffic with the placement of stop signs. More work is still needed before the stop signs are installed.

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

Jenny Mills provided the following update:

- CVB is updating their webpage.
- Adventure 290 is a coalition formed with the small towns on 290. Currently working on a partnership to create a scavenger hunt with the focus on history.
- Chamber has TIG meetings planned for September. Three subcommittee: Transportation subcommittee is working on a “Wine Trail”; Sports Tourism and Retail Hours will schedule their meetings.
- PEACE Program is designed to encourage the community and Brenham and Burton schools working together to help give the kids positive support.

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

There was no Staff Report.

15. Next Meeting – Monday, September 11, 2017.

16. Adjourn.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services