



Main Street Board

A regular meeting of the Main Street Board was held on Monday, January 8 2018, 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, John Hermann, Jon Hill, Dona Lynn Parker, Mark Schneider, Tom Whitehead, and Connie Wilder

Members absent:

Walter Jackson, Tiffany Morisak, and Traci Pyle

City staff present:

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

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, November 6, 2017 Meeting.

A motion was made by John Hermann and seconded by Mark Schneider to approve the minutes from the November 6, 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	Yes
Walter Jackson	Absent
Tiffany Morisak	Absent
Traci Pyle	Absent
Dona Lynn Parker	Yes
Mark Schneider	Yes
Tom Whitehead	Yes
Connie Wilder	Absent

4. Discuss and Possibly Act Upon Election of Chairperson and Vice Chairperson for a Term of One Year.

Jennifer Eckermann stated that Margie Young has agreed to continue to serve as Chairperson for the Main Street Board and Jim Moser has agreed to continue his position as Vice Chairperson for the 2018 year.

A motion was made by Mark Schneider and seconded by John Hermann to approve the election of Margie Young as Chairperson and Jim Moser as Vice Chairperson for a term of one year.

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

5. Discuss and Possibly Act Upon the Election of Two Board Members to the Executive Committee.

Jennifer Eckermann stated that both Traci Pyle and Tiffany Morisak had agreed to remain on the Executive Committee for the 2018 year.

A motion was made by John Hermann and seconded by Jon Hill to approve the election of two board members to the Executive Committee.

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

Connie Wilder arrived to the Main Street Board meeting.

6. Review of Dates for 2018 Board and Executive Committee Meetings.

Jennifer Eckermann reviewed the 2018 dates for the Main Street Board and Executive Committee. Eckermann reminded the group that there is no meeting in the month of December for either the Board or Executive Committee.

7. Discuss and Consider Approval of Refunding the Incentive Grant Fund \$10,000 From Raised Funds.

Jennifer Eckermann stated that the Board had previously approved a policy to re-fund the Incentive Grant Fund up to \$10,000 each January, if needed, and if funds were available. She reminded the group that three projects were funded in 2017 including the new roof and windows for Glissmann's, signage for the Brenham Heritage Museum and façade improvements to the Hyde property on St. Charles Street.

Eckermann informed the group that Main Street funds had previously been in the Simon non-profit account. The funds, \$35,000, have now been moved to a Downtown Improvement Fund, which rolls over each year.

A motion was made by Jim Moser and seconded by John Hermann to approve refunding the Incentive Grant Fund with \$10,000 from raised funds.

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

8. Discuss Community Interest in a Downtown Farmers Market.

Jennifer Eckermann stated that there is renewed interest in offering a farmers market in Downtown. Eckermann noted that Main Street could not be completely responsible for a farmers market, however there are a variety of ways a successful market could be set up. The day of the week this market would take place was discussed as possibly Thursday evenings, Friday evenings or Sunday afternoons. The Commerce Street parking lot is a possible location, however there is no available shade. The area around the Courthouse is a possible location with excellent visibility and shade. The Organization Committee is exploring this possibility further and will report again in February.

Connie Wilder asked about the possibility of assistance from the County Agricultural Extension. Eckermann stated this will be explored further along with all other details involved in setting up a successful farmers market.

9. Report on Upcoming Uptown Swirl Scheduled for Saturday, January 13, from 3-7 pm.

Jennifer Eckermann showed the Board the map for the upcoming Uptown Swirl on January 13th and noted a few changes. Wine will be purchased from HEB due to the Corner Liquor Store being for sale during initial Swirl planning. HEB will sponsor the Swirl for \$500 and was instrumental in selecting wines appropriate for each store. This year, wine will not be delivered to each participating store. Rather, there will be a designated location for each store to pick up their wine. Jon Hill inquired if Corner Liquor Store should remain Downtown, would Main Street still consider working with them again for future wine walks. Eckermann agreed that this would be a possibility. Eckermann stated that currently 160 glasses have sold online and that 500 are out in stores waiting to be sold.

10. Update on Oral History Project.

Margie Young stated that the Oral History project has been revived with a new list of potential interviewees. Young stated the filming location at Brenham High School is available to them on select Fridays for 2.5 hours. The group working on the Oral History Project is still seeking potential interviewees aged 60 and older from a variety of backgrounds. Young continued that the Oral History group is interested in investing in audio/visual equipment that could be taken to a location outside of the High School's studio in order to record more interviews quickly.

11. Report on Small Business Saturday Event and Christmas Stroll Activities Downtown.

Alexandra Dill reported that Small Business Saturday was held the Saturday after Thanksgiving and was well attended with coupon books, breakfast pastries, coffee and swag bags offered to the first 50 visitors. Children were also invited to participate in Find Buddy Bingo while parents shopped in stores. Dill stated approximately 26 stores participated and most of the stores reported it as a successful event. Dill continued stating the Christmas Stroll took place on December 1-2 and an estimated 5000 people attended. She encouraged the Board to view the aerial video filmed by John Deans which is posted on the Downtown Brenham Facebook page.

12. Brenham Heritage Museum Report.

In Tiffany Morisak's absence, Jennifer Eckermann reported that the Heritage Museum is participating in the Uptown Swirl by opening the Bus Depot as The Depot Lounge to encourage visitors to visit the unique location.

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

Chamber and Visitor's Center Tourism Director Jenny Mills stated that the CVB has completed a redesign of their website, www.VisitBrenhamTexas.com, complete with events calendar, online desktop widget and more. Mills continued that new Visitor Guides have been printed and will be delivered within the next few weeks and that the Chamber magazine would be published soon and includes the Chamber directory. Mills noted some upcoming events include the annual Chamber banquet which is scheduled for January 31st at 6 pm and a Tourism Tuesday meeting will be on Tuesday January 16th at 10 am at The Barnhill Center. Mills concluded with announcing several new tourism videos, including a video promoting Adventure 290; the co-op effort for towns between Elgin and Chappell Hill, have been published on their website, social media outlets and YouTube.

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

Jennifer Eckermann stated that the photo in front of the new Downtown Mural at Austin and Alamo Streets has been delayed to a later date to ensure most of the Board's ability to attend. The mural artist is Anat Ronan and it should be completed in the next week or two.

Eckermann continued that signage for the mural is currently being discussed for inclusion on the new Austin Street mural as well as other murals painted during the Texas Arts and Music Festival.

Eckermann noted that Glen Vierus, of JR's Antiques, is selling his building and will be transitioning to estate sales.

Eckermann stated that new businesses including Board & Ladle and Las Americas Latin Cuisine are opening soon.

15. Next Meeting – Monday, February 5, 2018.

16. Adjourn for Board Banner Progress Edition Photo at Downtown Mural at Corner of Austin and Alamo Streets.

The meeting was adjourned.

Margie Young
Chair

ATTEST:

Alexandra Dill
Community Services