

MAIN STREET ADVISORY BOARD AGENDA April 14, 2020 @ 5:30 pm

Main Street Advisory Board

City of Caldwell

Tuesday, April 14, 2020 @ 5:30 pm

Notice is hereby given that the Main Street Advisory Board of the City of Caldwell, Burleson County, Texas will convene in a Regular Meeting via telephonic means at 5:30 pm, Tuesday, April 14, 2020.

REMOTE PARTICIPATION NOTIFICATION

Due to COVID-19 recommendations from the CDC and Governor Abbott's Executive Orders of these past few weeks, the City of Caldwell is observing the guidelines to limit the number of persons physically present at the meeting. The meeting will be audible to members of the public and will allow for two-way communications for those desiring to participate at the discretion of the Chair or their delegate.

To attend the meeting via telephonic means, call 877-226-9790 and use the Access Code: 7074722#. To view the agenda please visit www.caldwelltx.gov/agendas-minutes/ to download a copy.

AGENDA:

A. CALL TO ORDER

B. Citizens to be Heard on Agenda Items Only.

C. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with one single vote. The Chair or Board member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approval of the minutes from the Main Street Advisory Board meeting for March 10, 2020.

D. ITEMS OF DISCUSSION:

1. The Main Street Program Reboot with Debra Drescher, State Coordinator, Texas Main Street Program/Texas Historical Commission.
2. Texas Open Meeting Act and Public Information Act Online Trainings.
3. The proposed Accountability Agreement.

E. Board questions, comments or concerns.

F. ADJOURN

The Board or Commission may vote and/or act upon each of the items listed on this Agenda. The Board or Commission reserves the right to retire into executive session concerning any of the items listed on the Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. I certify that the notice of the meeting was posted on the bulletin board in the City Hall of the City of Caldwell, a place convenient and readily accessible to the general public at all times, before 5:30 pm on Thursday, April 9, 2020 and remained posted for at least 72 continuous hours before the scheduled time of said meeting.

This notice and Meeting Agenda are posted online at www.caldwelltx.gov/agendas-minutes/



Forrest Williams, Community Development Director

MAIN STREET ADVISORY BOARD MINUTES

Main Street Advisory Board

City of Caldwell

City Hall

107 S. Hill St. Caldwell, Texas 77836

Tuesday, March 10, 2020 @ 5:30 pm

A. CALL TO ORDER AND DECLARE A QUORUM @ 5:30 pm

B. INVOCATION AND PLEDGE

1. Janice Easter led invocation
2. Lina Reyes-Burns led the pledge

C. INTRODUCTION OF GUESTS

1. Guest's in Attendance: Melissa, from Lissa's Sip and Shop.
2. Board Members in Attendance: Lina Reyes-Burns, Janice Easter, Charlsa Wine-Goodman, Debbie Sutherland, Catherine Bell-Groce
3. Board Members Absent: Nancy Bryan-Stewart, Kim Proctor-Evers
4. Non-Ex Officio Board Members Present: Camden White, Melissa Gonzalez, Susan Mott

D. PUBLIC COMMENT (Must Sign-in to speak, 5-minute limit)

1. The purpose of this item is to allow citizens an opportunity to address the Main Street Board on issues that are not on the agenda. No discussion can be carried out on the guests' comment.
 - i. No public comments

E. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with one single vote. The Chair or Board member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approve the minutes from the Main Street Advisory Board meeting for _____ 2019.
 - i. No past meeting held for minutes to be approved.

F. REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

1. Community Development Director Introduction
 - i. I was raised in Taylor, Texas I went to Texas A&M University and graduated Aug. 2017 with a Bachelor of Science in University Studies Architecture in Global Arts & Architectural History and Construction. I obtained two minors in Business Administration and Urban Planning. I knew Planning and Community Development was the field for me during my sustainable communities' study abroad in 2016. Before I completed my bachelors, I did an internship with the City of Dickinson, Texas Community Development Department. In Aug. 2017 I began the Master of Urban Planning program and a sustainable community's certificate. In the program I was the Team leader for the drafting of the City of Rockport Comprehensive Plan. This plan focused on resiliency and sustainability for the city to help with recovery of the city after Hurricane Harvey. The plan won an award at APATX 2019 for excellence in resiliency planning. For the completion of the Master Program each student is required to complete a professional study or paper and presentation. For my final project I completed the Downtown Bryan Master Plan Evaluation and Appraisal Report. This report was focused on the 2001 Downtown Bryan Master Plan which has been implemented

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over the past nineteen years. I developed an evaluation matrix and an improvement value appraisal scale to determine how well the plan had been implemented. I received two awards from the College of Architecture for excellence in Community Engagement and Outreach for the Rockport Comprehensive Plan and the other for excellence on my final master project and presentation. I completed the master of Urban Planning program in May 2019 and moved to Flower Mound, Texas for my first professional job. While I was in the master's program, I took land & property development courses which focused on development, market analysis, sustainability and hazard mitigation. I also was a graduate student researcher for Texas Transportation Institute (TTI) doing research on hazardous materials and emergency management programs with Local Emergency Planning Committees (LEPC's). I was the long-range planner for the Town for about eight months and prepared tools and resources to disseminate information to the public about the development process and increasing transparency. Now I am here with the City of Caldwell as the Community Development Director. I am excited to begin this new chapter and playing a key role in the future development of the City of Caldwell. This is a critical time that we begin to be proactive and plan for the revitalization and preservation of Downtown and development of the community.

2. Main Street Board Progress Report (Chair and Board Members)
 - i. Board Status: Three board member positions ended on December 31, 2019.
 1. Burton Speckman – will need to roll off the board for a minimum of 1 year.
 - a. The vacant board position for Burton Speckman will be open until the board has begun the reboot process of the Main Street Program. The board discussed having an application process for potential board members to submit and appointed by council.
 2. Lina Reyes-Burns, would like to be reappointed for an additional three-year term ending December 31, 2022.
 3. Jo Beth Carlson, would like to step down from the board and the board has already nominated Taylor Locke to fill this vacancy.
 - a. The Council will consider the appointment for Taylor Locke and reappointment of Lina Reyes-Burns for the Main Street Advisory Board at the council meeting on Tuesday, March 17, 2020.
 - ii. Committee Status: (These Chairs will be decided at future meeting when the board begins the reboot process of the program).
 1. Current Design Committee Chair – Taylor Locke
 2. Economic Restructuring Committee Chair – N/A
 3. Promotions Committee Chair – Janice Easter
 4. Organizations Committee Chair – Jo Beth Carlson (Now N/A)
 - a. The promotions and organizations committees were combined.
 - iii. Event Status:
 1. Item F2 has a few additional attachments:
 - a. The first couple of pages is the Annual Main Street Program Accreditation Report, we are not accredited for 2020. This is nothing to worry about because we will be able to establish a work plan to guide us on how to proceed.
 - b. The monthly activity reports have now shifted to quarterly reports and are due on the 10th day of every four months. This

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means that the end of the first quarter is coming up and is due on April 10th.

- i. Forrest will add in information regarding the Chocolate, Champagne, and Cake Walk event held in February.
 - iv. Financial Report:
 1. The last attachment is our prior year financial reinvestment report. The historical overall reinvestment is the last item in row “Reinvestment Each Calendar Year, 2019” is the blank. The state did mention that our previous years reinvestment has been impressive and wanted me to share that with you all.
 2. For the new reinvestment report this report has been updated and is split into three areas. Private Sector Reinvestment, Public & Private Partnership Reinvestment, and Public Sector Reinvestment.
 - a. As far as I am aware there have not been any reinvestment projects approved. I will check with Camden on any public improvements completed during the first quarter.
3. Chocolate, Champagne, and Cake Walk Report (Friends of Main Street 501(c)3): These items do not belong on the Main Street Advisory Board Agenda. A separate meeting should be scheduled for the “Friends of Main Street 501(c)3 Board”.
 - i. Approved Reimbursements for:
 1. Funky Junky – Band \$700
 2. Lissa’s Restyled Sip and Shop – Jazz Band and Wine Display \$760
 3. Imagine Wester n’ Wear – Alcohol Gift Baskets \$200, musician food, appetizers, mixers, and photobooth \$303.49
 4. Mimosa Mercantile – Hold
 5. Angel Basket – cake pops, mini-cupcakes, and music \$730
 6. TOTAL REIMBURSEMENT \$2,494.39
 - ii. Financial Report
 1. Chocolate, Champagne, Cakewalk brought in a total of \$4,700.00
 2. Champagne glasses and bags cost \$2,000.00
 3. KWHI - \$200.00
 4. Bryan Broadcasting Advertising - \$600
4. Community Development Director Roadmap for Main Street Program:
 - i. As the Community of Caldwell grows and develops it is important to have a plan in place to identify a roadmap for the future. For the Main Street Board, I would like to bring in the Main Street Program Team from the State to host a Program reboot meeting and present new information to the board. Debra was scheduled to come to the April meeting. This reboot meeting would be a Main Street 101 informational presentation and then a discussion for us to collaborate on developing a work plan to guide our future processes.
 - ii. Next steps I would like for the board to review and discuss the by-laws, organization, and structure of the board and committees, members and volunteers and possible revisions to the grant applications to develop a single application for any incentive.
 - iii. Evaluate Main Street itself, have the board and council take a walking tour of Downtown and evaluate the buildings, business types, streetscaping, environmental elements, sensory and social interactions.
 - iv. I would also like to consider sending out a survey/evaluation to the community to participate. Send a community survey out to gather input from the residents and members in the community.

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- v. Then have the board review the data and information to drive the decisions that should be made to better prepare for what the needs and priorities are for main street.
 - vi. Using the evaluation and community survey create a Master Plan for Downtown to guide economic growth, redevelopment and revitalization of Main Street and major connections.
 - vii. These steps and processes will help increase the promotion of events and progress of Downtown Caldwell.
5. Discussion of Upcoming Events
- i. Burleson County Historical Commission - Heritage Week, March 23-27, 2020.
 - 1. The Historical Commission would like local businesses to place a quilt for the “Quilts of Burleson County through the ages” event that will take place during Heritage Week.
 - ii. May is National Historic Preservation Month - Main Street Program & Texas Historical Commission, “Imagine the Possibilities Tour 2020”
 - 1. The Imagine the possibilities tour is coming up during May for Historical Preservation Month. The Chamber is hosting an event on Saturday May 2, 2020 called Maygarita Fest and I would like to get the boards thought on hosting the Imagine the Possibilities tour with this event.
 - 2. March 27th is when we have to have the date and tour stops finalized.
 - 3. April 15th is the deadline for when I will have to have the downtontx.org page updated in order to do the tour.
 - iii. May 3 – May 9 is Small Business Week which we can kick off with the imagine the possibilities tour and Maygarita fest.
 - iv. The Main Street Now National Conference is in Dallas and will be held on May 18-20, 2020. Both I and the Camden will be attending.
 - v. Next Board Meeting will be at City Hall, Council Chambers on April 14, 2020 at 5:30 pm.
 - vi. Other events?

G. ADJOURN @ 6:50 pm

Lina Reyes-Burns, Main Street Advisory Board Chair

Forrest Williams, Community Development Director

MAIN STREET ADVISORY BOARD AGENDA PACKET
APRIL 14, 2020 @ 5:30 pm

Discussion of Agenda Item D.1.

- Main Street Caldwell Program Reboot Discussion with Debra Drescher, State Coordinator, Texas Main Street Program/ Texas Historical Commission.

Discussion of Agenda Item D.2.

- *Texas Open Meetings Act Training*
 - Informational Page: <https://www.texasattorneygeneral.gov/open-government/open-meetings-act-training>
 - Training Video: https://youtu.be/OEP_aHI2-Y
 - Online PDF of the OMA Handbook: https://www.texasattorneygeneral.gov/sites/default/files/files/divisions/open-government/openmeetings_hb.pdf

- *Texas Public Information Act Training*
 - Informational Page: <https://www.texasattorneygeneral.gov/open-government/governmental-bodies/pia-and-oma-training-resources/public-information-act-training>
 - Training Video: <https://youtu.be/8---oCBbeow>
 - Online PDF of the OMA Handbook: https://www.texasattorneygeneral.gov/sites/default/files/files/divisions/open-government/publicinfo_hb.pdf

Discussion of Agenda Item D.3.

- Proposed Accountability Agreement (attached on next page)



City of Caldwell, Texas

Main Street Advisory Board

Drafted Accountability Agreement

Purpose of Advisory Board Position

Collectively, the Advisory Board is charged with advising City Council on the Main Street program goals and activities. The Main Street Advisory Board, with staff assistance, is responsible for determining the transformational strategies, annual goals and work plan of the program, as well as carrying out/implementing the projects that accomplish the plans goals and projects.

Board Job Requirements

Each board member should have or provide one or more of the following:

Policy Administration

- A demonstrated interest in the Caldwell Main Street Program's mission, vision and goals.
- Along with the Community Development Director, developing transformational strategies with an annual work plan of goals, objectives and implementation actions for the program.

Volunteers

- Participating in the recruitment and development of individuals within Main Street District and the Community at-large to serve as volunteers on committees and eventually to apply for the advisory board.

Public Relations

- Giving sponsorship and prestige to the program and inspiring confidence in its activities.
- Serving as advocates of economic development through historic preservation and heritage tourism throughout the community and beyond.
- Understanding and interpreting the program's work to the community and region.
- Relating the benefits and services of the program to the work of other local, county, regional, state and federal organizations and agencies.

Evaluation

- Monitoring the program's activities, and implementation of planning projects.
- Counseling and providing good judgment on plans recommended by the committees and adopted by the Advisory Board and/or the City Council.

Individual Standards

A responsible Main Street Advisory Board member:

- Understands the mission and vision and core values of the Caldwell Main Street Program and promotes its goals and activities to his or her own network of contacts and to the community as a whole.
- Understands the difference and separation between the Caldwell Main Street Advisory Board and the Friends of Caldwell 501(c)3 Non-Profit Organization.
- Is loyal to the program and honors his/her commitment to it.
- Serve in a manner that upholds law, City Ordinance and Program Bylaws and commits to at least three (3) years of service.

INITIALS: _____



City of Caldwell, Texas Main Street Advisory Board Drafted Accountability Agreement

- Learns the Main Street Four-Point Main Street Approach with Transformational Strategies.
- Cooperatively drafts an annual board work plan and takes responsibility for board work plan strategies, goals and projects.
- Works 4-10 hours monthly on Main Street program work plan projects.
- Actively participates and contributes to one primary Main Street committee, and a majority of program activities and events.
- Encourages orderly, systematic and incremental implementation of the Caldwell Main Street Advisory Board Work Plan, discouraging advisory board members from being distracted by secondary issues or projects not included in the board's annual work plan.
- Attends the majority (minimum 75%) of board meetings.
- Prepares in advance for monthly board and committee meetings and contribute actively and constructively to Board and committee decision making.
- Delegates responsibilities to other board members or committee members when appropriate.
- Takes responsibility of his/her position on the board and takes appropriate action if life situations alter his/her time commitment. Does not commit more time to the Main Street program than he/she can realistically afford.
- Recruits/orients new board and committee members.
- Reads selected board training/orientation materials. Attends as many of the training programs and workshops as possible held each year by the Texas Historical Commission, Texas Downtown Association and other heritage tourism or preservation-related organizations.
- Serve as an ambassador to advocate, and positively represent the program to the public.
- Unify in respecting and supporting the decisions of the Board and the Community Development Director, even when he or she may disagree with the majority decision. Understands the need for the Community Development Director to report to only one "boss".
- Contributes knowledge, talents, financial resources and/or labor to the Main Street program.
- Offers opinions honestly, without reservation and in a constructive, professional way. Promotes harmonious and unified relationships within the organization and seeks to resolve conflicts.
- Supports and respects the partnerships of shared events and projects with the Burleson County Chamber of Commerce and other various community organizations and agencies.

Expectations for a Committee Chair or Co-Chair:

- Commit to at least one (1) year of service
- Work five (5) to eight (8) hours a month in committee
- Call and run **committee meetings**, including selecting date and time, producing a draft agenda and emailing out final posted agenda to all committee members a week in advance of meeting.
- Recruit and orient committee members

INITIALS: _____



City of Caldwell, Texas Main Street Advisory Board Drafted Accountability Agreement

- Teach others the Main Street Four-Point Approach and Transformational Strategies
- Represent the committee to the board
- Report on board issues to the committee
- Remove oneself from office if any personal conflicts-of-interest arise
- Organize the committee’s annual action plan
- Delegate tasks to responsible committee members
- Oversee any subcommittees
- Take responsibility for committee results
- Manage and reward volunteers’ efforts

Statement of Agreement:

I, _____ have read and agree to follow the Caldwell Main Street Advisory Board Accountability Agreement. I will strive to serve my voluntary appointment to the City of Caldwell Main Street Advisory Board by upholding the Vision, Mission and Core Values set forth by the establishment of the Caldwell Main Street Program.

Board Member Signature

Date

Board Chair

Date

Community Development Director

Date

INITIALS: _____

