

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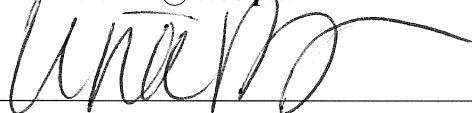
means that the end of the first quarter is coming up and is due on April 10th.

- 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.

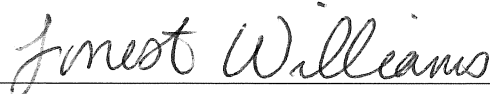
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- v. Then have the board review the data and information to drive the decisions that should be made to better prepare for what the needs and priorities are for main street.
 - vi. Using the evaluation and community survey create a Master Plan for Downtown 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