

MAIN STREET ADVISORY BOARD MINUTES

Main Street Advisory Board

City of Caldwell

Tuesday, June 09, 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 at City Hall at 5:30 pm, Tuesday, June 9, 2020.

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 to 25% capacity of the Council Chambers.

AGENDA:

A. CALL TO ORDER AND DECLARE QUORUM @ 5:37 pm

1. Board Members in Attendance: Lina Reyes-Burns, Janice Easter, Debbie Sutherland, Nancy Bryan-Stewart, Kim Proctor-Evers, Catherine Bell-Groce, Charlsa Wine
2. Board Members Absent: Taylor Locke
3. Non-Ex Officio Board Members Present: Susan Mott, Forrest Williams

B. Invocation by Janice, and Pledge by Lina.

C. No guests.

D. Citizens to be Heard on Agenda Items Only.

1. None

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. Approval of the minutes from the Main Street Advisory Board meeting for May 12, 2020.
 - i. Minutes were approved unanimously, as written.

F. REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

1. Reminder to complete and send you certificates for the Texas Open Meeting Act and Public Information Act Online Trainings to Forrest.

i. Catherine and Kim completed and turned in their certificates for OMA and PIA.

2. Work Plan Generation: As a Main Street Program a work plan is critical in identifying and outlining the Board's tasks over the course of a specific time frame.

i. Discussion and possible action of committees and appointing chairs.

1. The board agreed that it was time to bring forward more volunteers to the program. Each board member agreed to reach out to potential new members for the board and committees.

ii. Discussion and possible action of the committee organization.

1. Committee organization with the normal four-point approach and the addition of the Friends of Caldwell Main Street and the Youth Ambassador Program.

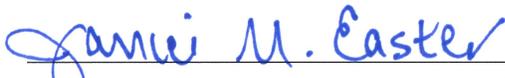
2. Charlsa noted the importance of Downtown Events and wants to make sure they still happen.

iii. Discussion and possible action of creating a work plan from August 2020 through August 2021. The following items would be discussed today but implemented as part of the work plan.

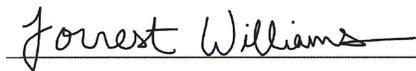
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1. Discussion of a Downtown Caldwell Website, during the workshop on June 1, 2020 an idea to create a Main Street Website was recommended.
 - a. The Friends of Main Street can maintain and upkeep the website since this is more of a way to promote and highlight the merchants in Downtown Caldwell. Friends of Main Street will need to vote and have Taylor work on this project as he said he would take care of this.
 2. Discussion of updating the Downtown Caldwell Maps.
 - a. This will need to be started on over the next few months.
 3. Discussion of creating a Downtown Caldwell E-Newsletter.
 - a. This will be done once the Main Street Website is completed.
 3. Community Engagement and Outreach Plan, the first step in this process is to discuss Caldwell's Key Stakeholders:
 - i. Demographics
 - ii. Community Networks
 - iii. Network Connectors
 - iv. Communication Opportunities
 - v. Engagement Opportunities
 1. Survey for the Community Input for Downtown Caldwell will go out in July or August.
 4. Reopen Safely Toolkit, to safely have events in Downtown Caldwell a toolkit needs to be given to all business.
 - i. Just sending out social distancing signs and information to the businesses is good. The City is going to work on providing sanitizing stations and sandwich boards for downtown.
 5. Discussion of Bounce Back Event – During the May meeting the discussion lead to the July 11 Second Saturday for a potential event, focused on the Margarita Festival Idea.
 - i. Merchant sponsored and driven Margarita Themed Second Saturday.
- G. Board questions, comments or concerns.
- H. FUTURE AGENDA ITEMS (This is where the board can request additional items for future agendas)**
- I. ADJOURN THE MEETING @ 7:15 pm**
1. Charlsa made a motion to adjourn and Debbie seconded.

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



Janice Easter, Main Street Advisory Board Chair



Forrest Williams, Community Development Director