

**Notice of Meeting for the  
Main Street Advisory Board  
of the City of Georgetown  
May 10, 2019 at 9:00 AM  
at Lark & Owl Booksellers, 205 W. 6th Street, Suite 101**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

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**Regular Session**

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

- A Call to order - *Trisha Tallman, Board Chair*
- B Discussion and possible action on the minutes of the March 8 board meeting - *Trisha Tallman, Board Chair*
- C Facade & Sign Grant Check Reimbursement - Lark & Owl Booksellers
- D National Accreditation Presentation
- E Consideration and possible action on a Main Street Sign Grant Request - 817 S. Austin Avenue
- F Project Team & Partner Updates
- G Staff Report

**Adjournment**

Adjournment

**Certificate of Posting**

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the \_\_\_\_\_ day of \_\_\_\_\_, 2019, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Robyn Densmore, City Secretary

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Call to order - *Trisha Tallman, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

KM

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Discussion and possible action on the minutes of the March 8 board meeting - *Trisha Tallman, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

**ATTACHMENTS:**

	<b>Description</b>	<b>Type</b>
□	minutes	Backup Material

**Minutes of a Meeting of the  
Main Street Advisory Board of the  
City of Georgetown, Texas  
Friday, March 8, 2019**

The Main Street Advisory Board met on Friday, March 8, 2019 at 9:00 AM at the Georgetown City Hall, Community Room, 808 Martin Luther King St.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Street for additional information; TTY users route through Relay Texas at 711.

Trisha Tallman called the meeting to order at 9:01 AM. T. Tallman, A. Adams, D. Gaume, K. Hill, S. Rodocker, C. Tomaszewski were in attendance. K. Curry was absent.

No guests in attendance.

Staff in attendance, Amanda Still, Arts & Culture Coordinator and Kim McAuliffe, Downtown Development Manager.

### **Regular Session**

(This regular session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

- A. Call to order at 9:01 a.m.
  
- B. Discussion and possible action regarding approval of the February 8, 2019 board meeting minutes – Trisha Tallman, Board Chair

Motion by K. Hill to approve the minutes as presented. Second by D. Gaume.

**Approved: 6-0**

- C. Discussion and possible action regarding approval of the February 22, 2019 special called board meeting minutes – Trisha Tallman, Board Chair

Motion by A. Adams to approve the minutes as presented. Second by D. S. Rodocker.

**Approved: 6-0**

- D. Update on Arts & Culture in Georgetown – Amanda Still, Arts & Culture Coordinator

The Municipal Court/Council Chambers has new art installations in place. There is a mosaic tile piece in the front entrance and acrylic paintings above the transaction window. The City Hall building has digital prints of artwork in the rotunda of the building. There are also opportunities for quarterly, rotating art exhibits on the front lobby wall. Two of the exhibits will be through a direct invite to show, one exhibit will be by a Southwestern student, and one other exhibit will be from GISD art students.

Future public art includes a utility box wrap at the intersection of 2<sup>nd</sup> Street and Austin Avenue and maybe an additional one on Main Street near the tax office. There will also be a project that utilizes the leftover street signs that were removed during the historic district sign replacement project from last year.

To continue promoting the cultural district, the calendar of events are listed on the arts and culture website and updated regularly.

- E. Chair Report

T. Tallman discussed the Main Street Star Award. She asked that the board review the qualifications for recommending a person for the award and would like to revisit the discussion at the Board Retreat in June.

F. Project Team, Block Captains for BR&E, & Partner Updates

C. Tomaszewski volunteered to help lead the coordination of the monthly volunteer lunches. She will e-mail and arrange the places with restaurants in Georgetown.

T. Tallman reported on the Swirl, most of the feedback has been positive. There was discussion for a few items to improve for next year and K. Hill suggested a theme for the event.

The gateway signage team has not met yet. A meeting will be set within the next couple of weeks. D. Gaume and S. Rodocker have volunteered to serve on that project.

The Breakfast Bites team has a program coming up on March 20. The theme is marketing and speaker is Grace Lanni. Next dates are June 12, September 11, and December 12.

G. Staff Report

Staff reported on new business additions and relocations in downtown. There is also a revived effort for direct recruitment for restaurants and retail for downtown. Staff has also setup a couple of BRE visits for the month and will be working on scheduling April visits soon. An update for the façade grant totals was given and over \$123,000 remains in the fund to be used for future requests. Upcoming events include: Market Days, Preservation Georgetown Home Tours on April 13-14, and the Red Poppy Festival on April 26-28.

Staff also reported on the Ten Criteria Annual Report of Progress and Georgetown has been recognized as a nationally accredited program again. Full credit was received in every category, a new record! A press release and award certificate will be sent out soon.

**Adjourn**

Motion by C. Tomaszewski to adjourn the meeting. Second by S. Rodocker. T. Tallman adjourned the meeting at 10:03 AM.

Approved by the Main Street Advisory Board on \_\_\_\_\_  
Date

\_\_\_\_\_  
Main Street Advisory Board Chair

\_\_\_\_\_  
Main Street Advisory Board Secretary

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Facade & Sign Grant Check Reimbursement - Lark & Owl Booksellers

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

Facade fund

**SUBMITTED BY:**

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

National Accreditation Presentation

**ITEM SUMMARY:**

Georgetown has been recognized as a Nationally Accredited Main Street Program.

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

KM

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Consideration and possible action on a Main Street Sign Grant Request - 817 S. Austin Avenue

**ITEM SUMMARY:**

Sign grant request for new business - La Bella Casa Too

**FINANCIAL IMPACT:**

Sign Grant Fund

**SUBMITTED BY:**

KM

**ATTACHMENTS:**

	<b>Description</b>	<b>Type</b>
□	Sign Application	Backup Material





<u>Advisory Board Review</u>	
Approved	_____
Rejected	_____
Date	_____

## FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM APPLICATION

Please return completed with necessary attachments and signatures to Georgetown Downtown Development office, 809 MLK Jr., no later than the THURSDAY prior to the first Friday of each month. If you have any grant application questions, please contact the Downtown Development Manager at 512/930-2027. If you have any building or sign permit/historic preservation or design questions, please contact the Historic District Planner at 512/930-3581.

- ◆ Applicant Name David Wilks Date ~~4/17/19~~ 4/17/19
- ◆ Business Name La Bella Casa, too
- ◆ Mailing Address 108 W. 8th ST. GEORGETOWN, TX 78626
- ◆ Contact Phone 512-966-0870 Email Address davejemme@suddenlink.net
- ◆ Building Owner (if different from applicant) Jeff Gauthier
- ◆ Historical/Current Building Name \_\_\_\_\_
- ◆ Physical Building Address 817 S. Austin Ave.
- ◆ Type of Work: (check all that apply)  
 Sign  Paint  Masonry cleaning/paint removal  Awning/Canopy  Fire Sprinklers or Suppression Systems   
 Uncovering/replacing windows  Roof work  Foundation work  Removal of barriers to public accessibility   
 Other: \_\_\_\_\_
- ◆ Details of Planned Improvements for Façade & Sign Reimbursement Grant: (attach additional information if necessary)  
 See Attached INFO FROM AFFORDABLE SIGNS

- ◆ How will this project benefit downtown? (Check all that apply)  
 Extended business hours  First floor usage  Occupying vacant/underutilized structure   
 Subject to sales tax  Enhance historic significance  Location is on the square  Location is off the square
- ◆ List Contractor/Project Architect Proposals and Total Amounts (attach original proposals):  
 1. SEE INFO FROM AFFORDABLE SIGN  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_
- ◆ TOTAL COST OF PROPOSED GRANT PROJECT (CAPITAL EXPENDITURES): \$ 1456.50
- ◆ AMOUNT OF FAÇADE AND/OR SIGN GRANT REQUESTED (MAY NOT EXCEED 50% OF TOTAL GRANT COSTS: \$500 SIGN MAX, \$20,000 FACADE MAX): \$ 500.00

*Include all required color samples of paint fabric canopy, sign design, etc., as well as digital photographs of building's exterior, roof and foundation if applicable to grant.*

Date 5-1-19  
 Applicant's Signature Date



## FAÇADE & SIGN REIMBURSEMENT GRANT AGREEMENT FORM

Please return completed with necessary attachments and signature to Georgetown Downtown Development office, 809 MLK Jr. no later than the Thursday prior to the first Friday of each month. If you have any grant application questions, please contact the Downtown Development Manager at 512/930-2027. If you have any historic preservation/design questions, please contact the Historic District Planner at 512/930-3581.

I have met with the Georgetown Downtown Development Manager, and I fully understand the Façade & Sign Reimbursement Grant Procedures and Details established by the Georgetown Main Street Advisory Board. I intend to use this grant program for the aforementioned renovation projects to forward the efforts of the downtown revitalization and historic preservation program known as the Georgetown Main Street Program. I have not received, nor will I receive insurance monies for this revitalization project.

I have read the Façade & Sign Reimbursement Grant Application Procedures including the Façade & Sign Reimbursement Grant Details.

I understand that if I am awarded a Façade & Sign Reimbursement Grant by the Georgetown Main Street Advisory Board, any deviation from the approved project may result in the partial or total withdrawal of the Façade & Sign Reimbursement Grant. If the façade or sign is altered for any reason within **one (1) year** from construction, I may be required to reimburse the City of Georgetown immediately for the full amount of the Façade & Sign Reimbursement Grant.

La Bella Casa, Inc

Business/Organization Name

*David Wilks*

David Wilks

4/17/19  
~~3/17/19~~

Applicant's Signature

Printed Name

Date

*Jeff Gauthier*

JEFF GAUTHIER

4-2-19

Building Owner's Signature (if different from applicant) Printed Name

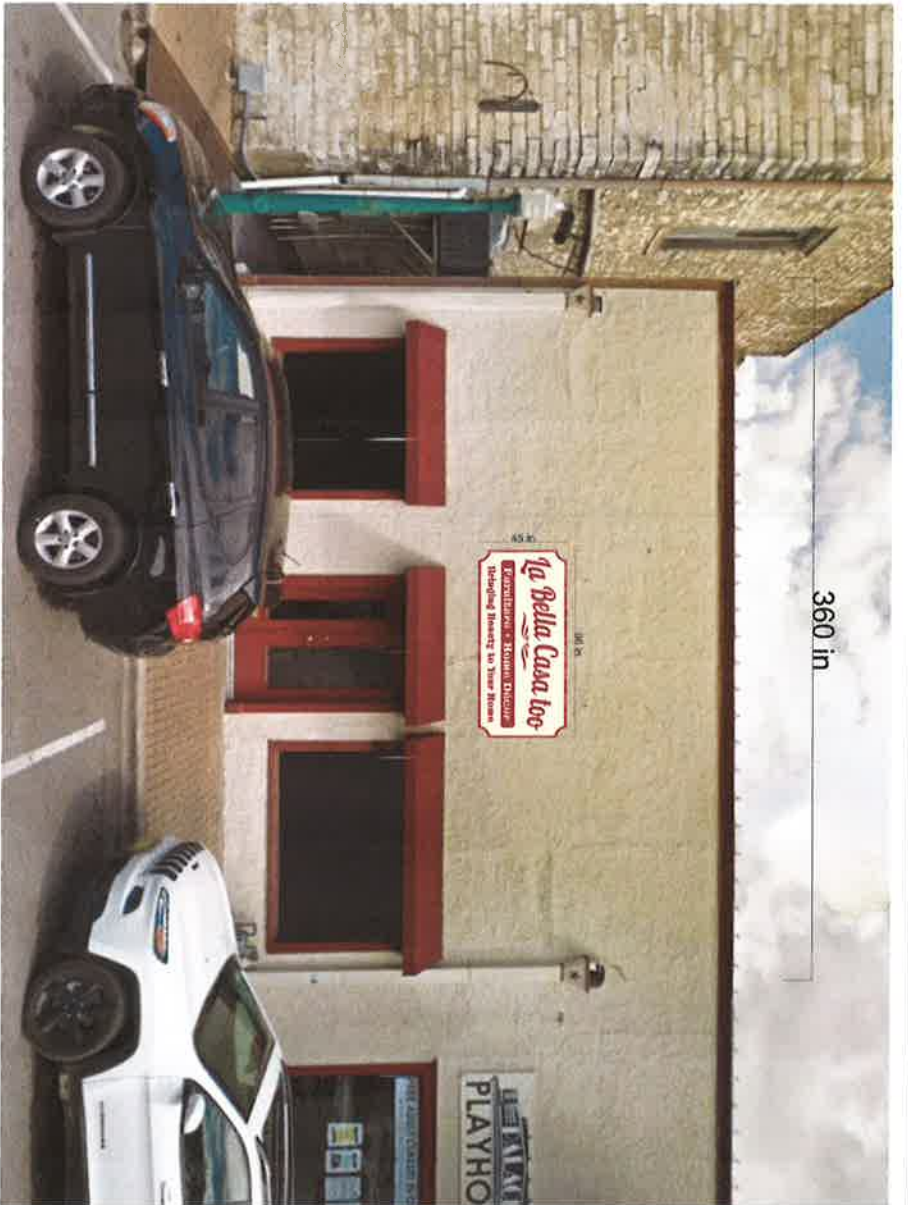
Date

**This section to be completed by City Staff:**

Georgetown HARC's Design Approval (obtain signature of Historic District Planner or City Planning staff) Date

Georgetown Main Street Advisory Board's Approval

Date



1 ea 45"x96" single face painted MDO panel with vinyl letters and logo: \$475.00  
 Install on wall as shown using mason fasteners: \$300.00  
 COA & permit acquisition fee: \$350.00  
 COA : \$31.00  
 Permit: \$81.00

**IMPORTANT: YOU MUST PROOF-READ AND VERIFY THE ACCURACY OF ALL SPELLINGS, NUMBERS, SIZES, COLORS AND OTHER DESIGN ELEMENTS. AFFORDABLE SIGNS IS NOT RESPONSIBLE FOR MISSPELLINGS, INCORRECT NUMBERS, AND/OR COLORS DENOTED ON THIS QUOTE/LAYOUT SHEET.**

Customer: Dave Wilks

Company: La Bella Casa

Address: 817 S. Austin Ave.

City: Georgetown TX

State/Zip: TX 78626

Phone: 512-966-0870

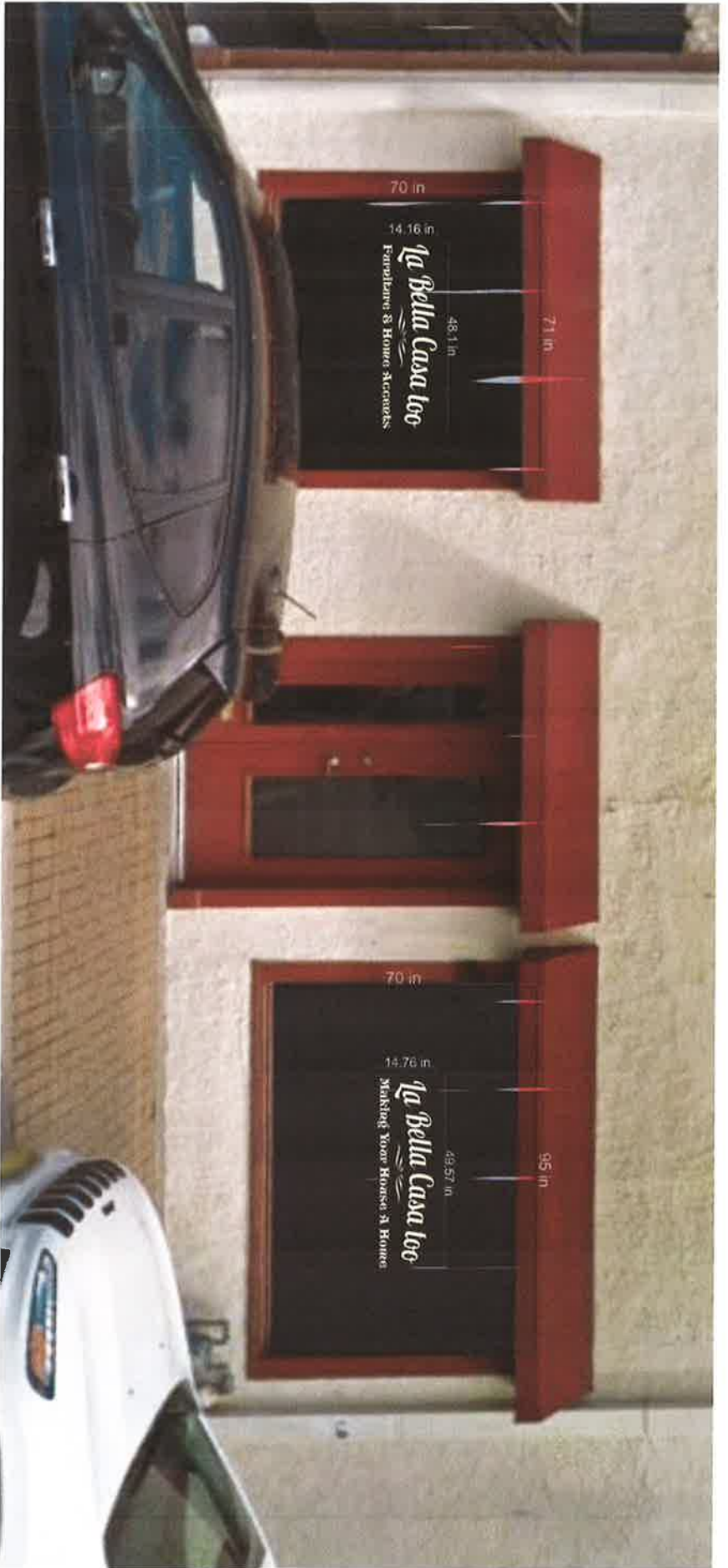
Quote Valid for 30 days from Date Listed

**Affordable SIGNS**  
 4185 E. University Ave., Suite A  
 Georgetown, Texas 78626  
 512.869.7446  
 www.AffordableSignsTexas.com

Date: 4/12/2019

Salesperson: Stephen Howe

Estimate: **\$1237.00** + TAX



Almond color vinyl letters applied to window and door as shown: \$219.50  
 COA acquisition fee: (combined with wall sign)  
 COA : (combined with wall sign)

**IMPORTANT: YOU MUST PROOF-READ AND VERIFY THE ACCURACY OF ALL SPELLINGS, NUMBERS, SIZES, COLORS AND OTHER DESIGN ELEMENTS. AFFORDABLE SIGNS IS NOT RESPONSIBLE FOR MISPELLINGS, INCORRECT NUMBERS, AND/OR COLORS DENOTED ON THIS QUOTE/LAYOUT SHEET.**

Customer: Dave Wilks

Company: La Bella Casa

Address: 817 S Austin Ave.

City: Georgetown

Phone: 512-966-0870

State/Zip: TX 78626

Quote Valid for 30 days from Date Listed

**Affordable SIGNS**  
 4185 E. University Ave., Suite A  
 Georgetown, Texas 78626  
 512.869.7446  
 www.AffordableSignsTexas.com

Date: 4/12/2019  
 Salesperson: Stephen Howe

Estimate: **\$219.50** + TAX

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Project Team & Partner Updates

**ITEM SUMMARY:**

- Breakfast Bites
- Fundraising
- Partner Updates
- BRE Updates

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Staff Report

**ITEM SUMMARY:**

Development Updates  
Retreat Discussion

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe

City of Georgetown, Texas  
Main Street Advisory Board  
May 10, 2019

**SUBJECT:**

Adjournment

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**