

**Notice of Meeting for the  
Main Street Advisory Board  
of the City of Georgetown  
October 11, 2019 at 9:00 AM  
at 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 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 Consideration and possible action on the minutes of the September 13, 2019 board meeting - *Trisha Tallman, Board Chair*
- C Discussion on Project Teams, Partner updates, and BRE Visits
- D Staff Report - *Kim McAuliffe, Downtown Development Manager*

### **Adjournment**

Adjourn

### **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  
October 11, 2019

**SUBJECT:**

Call to order - *Trisha Tallman, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe

City of Georgetown, Texas  
Main Street Advisory Board  
October 11, 2019

**SUBJECT:**

Consideration and possible action on the minutes of the September 13, 2019 board meeting - *Trisha Tallman, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

KM

**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, September 13, 2019**

The Main Street Advisory Board met on Friday, September 13, 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 9:017 AM. T. Tallman, S. Rodocker, C. Tomasewski, K. Hill, K. Curry and D. Gaume were in attendance.

A. Adams was absent.

Guests in attendance: Brad Strittmatter and Cody Hirt

Staff in attendance, 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 9:07 a.m.

B. Discussion and possible action regarding approval of the August 9, 2019 board meeting minutes – Trisha Tallman, Board Chair

Motion by D. Gaume to approve the minutes as presented. Second by C. Tomasewski

**Approved: 6-0**

C. Discussion and possible action regarding approval of the August 16, 2019 board meeting minutes – Trisha Tallman, Board Chair

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

**Approved: 6-0**

D. Discussion and possible action on a Façade grant request for 606 S. Church Street – Kim McAuliffe, Downtown Development Manager

Staff provided a report on the application to the board. The owners were present and helped to explain the plans and business concept. Motion by S. Rodocker to approve the maximum award of \$20,000 for the grant request as determined by the score card. Second by C. Tomasewski.

**Approved: 6-0**

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

Staff reported on the Breakfast Bites event that happened on September 11. Judy Lester presented on Collective Success – The Power of Collaboration. A. Adams introduced the speaker and led the downtown lowdown. Attendance was a little less than usual, but that is likely due to the date of the event for this quarter.

S. Rodocker reported on the fundraising team's activities related to the holiday greeting cards created by local artists collected through a call for art. The team met earlier in the week to review and vote on the art to be used for the cards. Amanda Still, Arts & Culture Coordinator and Kendal Buechler, Tourism Coordinator assisted with the selection process. There were several student art pieces submitted and staff showed the board the pieces that were selected by the fundraising team.

D. Gaume reported on the Shop Small – Small Business Saturday event. The theme will remain the same, the graphics have been updated to reflect this year's dates. The gift baskets were discussed, and everyone will help collect items. The participation forms have already been sent out to businesses, 30 businesses have already signed up as participating locations for the event. T. Tallman encouraged the board members to consider volunteering for the event date if they are available. The ornament will be sold outside the visitor's center during the event.

S. Rodocker and staff reported on the BRE at Buffalo Seven. One of the things discussed during the visit related to foot traffic in the area, there have been a few safety concerns related to this, but the owner has taken steps to install security measures. Other ideas for marketing and collaboration were suggested. We will help to share promotions that she has at the store to help spread the word.

The next BRE will be with Flower Box on October 8. C. Tomaszewski volunteered to go on the visit, and a planning team member will also attend to answer questions related to signage for the business.

K. Hill reported on the Georgetown Swirl. The team met last month and reviewed the sponsorship levels, artwork, and glass options. Some of the changes for this year include: the check-in process will be modified to go faster, we will have new Swirl shirts with the art on the shirt, and there will also be no early-bird ticket pricing. The team will continue to meet once a month from now until the event.

F. Staff Report

Staff reported that Barrels & Amps has officially opened; a much anticipated and exciting development. They did a great job with the opening and the venue is really unique and cool. The Daytripper Season 11 premiere's October 3 on 8<sup>th</sup> Street between Rock Street and Austin Avenue, the show will be displayed on a large blow up screen and the featured town will be Waco. This Saturday is going to be busy, the La Boutique Dump Sale is happening Friday and Saturday, Artisans Connect will also be having a huge sidewalk sale featuring 12 artists and special discount pricing throughout the store. Sugarwood Studios and Flea Market will also happen on Saturday, from 7-10 PM at Lark & Owl. Staff also reviewed all events happening with the board over the next two weeks, this was also sent out through e-mail. September is shaping up to be a very busy month!

**Adjourn**

Motion by T. Tallman to adjourn the meeting. Second by D. Gaume. T. Tallman adjourned the meeting at 10:00 AM.

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

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Main Street Advisory Board Chair

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Main Street Advisory Board Secretary

City of Georgetown, Texas  
Main Street Advisory Board  
October 11, 2019

**SUBJECT:**

Discussion on Project Teams, Partner updates, and BRE Visits

**ITEM SUMMARY:**

Breakfast Bites

Fundraising

Shop Small - Small Business Saturday

Volunteer Lunch

BRE Visits

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe

City of Georgetown, Texas  
Main Street Advisory Board  
October 11, 2019

**SUBJECT:**

Staff Report - *Kim McAuliffe, Downtown Development Manager*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

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**SUBMITTED BY:**

City of Georgetown, Texas  
Main Street Advisory Board  
October 11, 2019

**SUBJECT:**

Adjourn

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe