

**Notice of Meeting for the  
Main Street Advisory Board  
of the City of Georgetown  
July 9, 2020 at 9:00 AM  
at Georgetown Public Library, Friends Room, 402 W. 8th Street**

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.

**REVISED AGENDA**

**The July 9th meeting of the Main Street Advisory Board has been CANCELLED. The items below will be discussed at the next Main Street Street Advisory Board meeting.**

**THE ANNUAL MAIN STREET RETREAT WILL BE RESCHEDULED.**

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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 - *Aaron Adams, Board Chair*
- B Consideration and possible action on the minutes of the June 12, 2020 board meeting - *Aaron Adams, Board Chair*
- C Discussion and possible action for the Georgetown Main Street Annual Board Retreat

**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 \_\_\_\_\_, 2020, 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  
July 9, 2020

**SUBJECT:**

Call to order - *Aaron Adams, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe

City of Georgetown, Texas  
Main Street Advisory Board  
July 9, 2020

**SUBJECT:**

Consideration and possible action on the minutes of the June 12, 2020 board meeting - *Aaron Adams, Board Chair*

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

KM

**ATTACHMENTS:**

Description		Type
	Minutes	Backup Material

**Minutes of a Meeting of the  
Main Street Advisory Board of the  
City of Georgetown, Texas  
Friday, June 12, 2020**

The Main Street Advisory Board met on Friday, March 13, 2020, at 9:00 AM at the Georgetown Public Library, Friends Room, 402 W. 8<sup>th</sup> Street.

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Aaron Adams called the meeting to order at 9:04 AM. All members, A Adams, T. Tallman, S. Rodocker, C. Tomaszewski, K. Hill, D. Gaume, and D. Wilks were in attendance.

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 9:04 a.m.
- B. Discussion and possible action regarding approval of the March 13, 2020 board meeting minutes – *Aaron Adams, Board Chair*

Motion by T. Tallman to approve the minutes as presented. Second by D. Wilks.

**Approved: 7-0**

- C. Façade Grant Request for 806 Rock Street – *Kim McAuliffe, Downtown Development Manager*

S. Rodocker made a motion to approve the façade grant request for the amount of \$2,750 after the scoring determined it was eligible for the maximum amount of 50% or \$10,000. Second by C. Tomaszewski.

**Approved: 7-0**

- D. Consideration and possible action to elect a Vice-Chair and Secretary for the Main Street Advisory Board – *Aaron Adams, Board Chair*

A. Adams made a motion to elect Christine Tomaszewski as Vice-Chair and Kate Hill as Secretary. Second by T. Tallman.

**Approved: 7-0**

- E. Chair Report – *Aaron Adams, Board Chair*

Discussion for the annual board retreat took place again this month since the pandemic caused a delay in these planning efforts. The board was in agreement to not have a site visit this month, but to still plan to have the annual retreat. Everyone is available to meet in on Thursday, July 9 from 9 am to 1 pm if we can find a good meeting space to host our retreat. S. Rodocker also suggested we look into doing business appreciation goodie bags and deliver those to businesses when we finish our retreat as a token of good will and support.

- F. Main Street Star Award Discussion and Possible Action – *Trisha Tallman, nominator*

T. Tallman reviewed the Main Street Star Award program and criteria for board members that may be unfamiliar with the program. Based on the criteria and contributions of this individual to the benefit of downtown and Main Street, she then made a nomination for Rachel Hancock to be the next recipient of a Main

Street Star Award. Second by D. Gaume. A suggestion to surprise her and present the award during Popptoberfest was made and staff will work to try and coordinate that with the help of the Georgetown CVB.

**Approved: 7-0**

G. Discussion on Project Teams, Partner updates, and BRE visits

- a. Breakfast Bites – Staff reported on the status of the programs for the remainder of the year. The first two programs of the year were canceled due to COVID-19. The September program is still planned to occur and we will look to have David Morgan speak about the effects of COVID-10 on our local economy and how we can all work together to recover. The December topic is still in the works and may be over one of the topics that was scheduled for earlier in the year.
- b. Fundraising Team – S. Rodocker gave an update on the annual ornament fundraiser project. A photo that features all of the buildings on Austin Avenue between 7<sup>th</sup> & 8<sup>th</sup> Streets from the vantage point near Roots will be designed as an ornament for this year. K. Hill and D. Gaume are also helping with this project and the team will be meeting in the near future to review the samples sent from a new vendor option for this year's piece.
- c. Volunteer Lunch – C. Tomaszewski reported no updates at this time. She is looking to schedule a lunch for July and if there are not enough people who can make it, than she will look to reschedule it for August.
- d. BRE visits – There were three BRE's that took place in May and June so far. Lark & Owl Booksellers, 18 Carrot Bakery, and One Love Tattoos. Staff has also reached out to the Daytripper World Headquarters to try and schedule a visit and is waiting to hear back.

H. Staff Report – *Kim McAuliffe, Downtown Development Manager*

Staff reported on the façade grant fund balance and the decision to cancel this year's Blazin' Beer Crawl event. We will be discussing what we can use the remaining fund balance for that may benefit downtown in lieu of organizing the event. Another option would be to put the remaining funds toward the façade grant account. This will be discussed further at the retreat next month. Staff also reported on new developments in downtown, including several construction projects, new business openings, and new leads that may announce their plans soon.

The idea for a new coordinated marketing effort, centered around a summer-time event, is to host a Summer Sidewalk Sale & Dine Downtown event at the end of July. Tentatively we will look to have this event on July 25 from 8 a.m. to 1 p.m. Several board members volunteered to assist with these planning efforts.

## Adjourn

Motion by T. Tallman to adjourn the meeting. Second by K. Hill. The meeting was adjourned at 10:18 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  
July 9, 2020

**SUBJECT:**

Discussion and possible action for the Georgetown Main Street Annual Board Retreat

**ITEM SUMMARY:**

1. Review mission and vision statements
2. Review Transformation Strategies
3. Review of 2019-2020 accomplishments
4. Facade & Sign Grant Balance and FY 2021 Budget
5. Main Street Forward - 2020-2021 Work Plan

*Discussion of each project team based on identified issues – person responsible; deadline; budget; measurable outcomes:*

- Organization
- Promotion
- Design
- Economic Vitality

**FINANCIAL IMPACT:**

Food

**SUBMITTED BY:**

Kim McAuliffe

**ATTACHMENTS:**

Description		Type
<input type="checkbox"/>	Transformational Strategies	Backup Material
<input type="checkbox"/>	Work Plan 2019	Backup Material
<input type="checkbox"/>	Work Plan Outline 2020	Backup Material
<input type="checkbox"/>	Work Plan Dashboard	Backup Material

# Main Street Advisory Board

## Transformation Strategies

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1. Facilitate communication and collaboration among downtown stakeholders
  - a. *Promotion of Downtown Georgetown as a signature destination*
    - i. *Work with downtown partners to promote this message; CVB, DGA, Arts & Culture*
  - b. *Leverage existing marketing resources and tools to achieve strategy*
    - i. *Host quarterly Breakfast Bites & Downtown Lowdown Events to provide education and networking for business and property owners as well as interested local citizens*
  - c. *Encourage collaborative marketing*
    - i. *Work with businesses and other downtown partners on cooperative marketing efforts*
2. Foster development and historic preservation
  - a. *Façade and Sign Grant program*
    - i. *Fundraising to support grant program with The Swirl, Christmas ornament sales, and art coaster sales*
    - ii. *Promotion of the program to new businesses through the Block Captain Program and welcome packet*
    - iii. *Partner with Preservation Georgetown on their Grant Program for additional resources for businesses and residents in historic districts*
  - b. *Collaborate with other preservation-based organizations*
    - i. *Board members will attend partner meetings to share information and gain information to bring back to Main Street*

### Project Teams:

*Breakfast Bites: Aaron, Christine, & Karen*

*The Swirl: Shelley, Christine, Kate, Trisha*

*Shop Small: Aaron & Trisha*

*Fundraising: Shelley, Kate & Diane*

*3<sup>rd</sup> Monday Lunch Coordination: Christine*

## **Georgetown Main Street Program**

### **Vision Statement:**

Georgetown Main Street Program develops and enhances a vibrant, historic, economic center that is attractive, creative, and evolving.

### **Mission Statement:**

Georgetown Main Street Program is a preservation-driven, economic development organization. We promote diverse community engagement to create a destination downtown for everyone.



## ECONOMIC VITALITY WORKPLAN

### *For Strategy #: Facilitate communication & collaboration among downtown stakeholders*

<b>Project/Activity</b>	<b>Lead</b>	<b>Timeline</b>	<b>Budget</b>	<b>Status</b>
Breakfast Bites/Downtown Lowdown	Aaron, Karen	Quarterly	\$ 2,000.00	Ongoing
Schedule façade grant check presentations in conjunction with Breakfast Bites	Staff	Quarterly	\$ -	Ongoing

### *For Strategy #: Foster development and historic preservation*

<b>Project/Activity</b>	<b>Lead</b>	<b>Timeline</b>	<b>Budget</b>	<b>Status</b>
Business Retention & Expansion Visits by block captains	All	Monthly	\$ 600.00	Ongoing
Distribute Literature & Encourage Reinvestment through the Façade Grant Program	All	Monthly	\$ 2,000.00	Ongoing
Collaborate with other preservation-based organizations by attending HARC meetings	Karen	Monthly	\$ -	Ongoing
Recruit desirable new businesses to downtown through outreach and site visits	Staff/ED	Monthly	\$ 400.00	Ongoing

## ORGANIZATION WORKPLAN

*For Strategy #: Facilitate communication & collaboration among downtown stakeholders*

Project/Activity	Lead	Timeline	Budget	Status
3rd Monday Monthly Volunteer Lunch	Christine	Monthly	\$ -	Ongoing
College Town Meetings with Southwestern University	Staff	Bi-Monthly	\$ -	Ongoing
Encourage & assist businesses with applying for TDA awards	Staff	July-Aug	\$ 300.00	In process
Annual Christmas Party	Trisha & Staff	November - December	\$ 250.00	In process

*For Strategy #: Foster development and historic preservation*

Project/Activity	Lead	Timeline	Budget	Status
Board Member Training & Site Visits	Staff	Annually	\$ 1,000.00	Ongoing
Annual Collectible Ornament Fundraiser for Façade Grant Program	Kate, Diane, Shelley	July - October	\$ 4,000.00	In process
Art Coaster Fundraiser for Façade Grant Program	Kate, Diane, Shelley	April, October	\$ 3,000.00	Discontinued
Greeting Card Fundraiser for Façade Grant Program	Kate, Diane, Shelley	October-November	\$ 1,500.00	In Process

## DESIGN WORKPLAN

### *For Strategy #: Facilitate communication & collaboration among downtown stakeholders*

Project/Activity	Lead	Timeline	Budget	Status
Work collaboratively with City departments involved in improvements; planning, public works, arts and culture, project management, CVB through Downtown Coordination Meetings	Staff	Monthly	\$ -	Ongoing
Attend Downtown TIRZ meetings to serve as Main Street liason for reviewing and approving new improvement projects	Trisha	As needed	\$ -	Ongoing

### *For Strategy #: Foster development and historic preservation*

Project/Activity	Lead	Timeline	Budget	Status
Review and update the Façade and Sign Grant Program Process	All	June-July	\$ -	In process
Collaborate with other preservation-based organizations by attending Preservation Georgetown meetings	Kate	Monthly	\$ -	Ongoing
Serve as liason to the THC MS design services for business and property owners	Staff	As needed	\$ -	Ongoing
Review wayfinding options and work with other downtown stakeholders on preferred option	Staff	November-May	TBD	Ongoing

## PROMOTION WORKPLAN

### *For Strategy #: Facilitate communication & collaboration among downtown stakeholders*

Project/Activity	Lead	Timeline	Budget	Status
Main Street Star Award	All	As needed	\$ 200.00	Ongoing
Shop Small Project	Aaron, Diane	July-Nov	\$ 2,000.00	Complete
Collaborate with other downtown promotional organizations by attending DGA meetings	Rotates with Board/Staff	Monthly	\$ -	Ongoing
Promote Downtown as a signature destination and encourage collaborative marketing	All	As needed	\$ 5,000.00	Ongoing

### *For Strategy #: Foster development and historic preservation*

Project/Activity	Lead	Timeline	Budget	Status
Georgetown Swirl (Fundraising to support façade grant program)	Kate, Shelley, Christine, Trisha	Aug-March	\$ 15,000.00	In process

# Work Plan: [Insert District Name]

**Activity:**

**Lead Committee/ Task Force:**

**Budget: \$**

**Event date or project completion date:**

**Anticipated results/ measures of success:**

**Chair/ person responsible:**

**Phone:**

**Email:**

**Project team members:**

Tasks	Responsibility/ Person or Committee	Timetable	Cost	Revenue	Volunteer Hours	Staff Hours Needed	Progress/ Completion/ Comments Measurements of Success

**Total: \$\_\_\_\_\_ \$\_\_\_\_\_**

Board	Organization	Promotion	Design	Economic Vitality
KEY GOALS:	Current Initiatives:	Current Initiatives:	Current Initiatives:	Current Initiatives:
METRICS:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:
ADVOCACY MESSAGING:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:

City of Georgetown, Texas  
Main Street Advisory Board  
July 9, 2020

**SUBJECT:**

Adjourn

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

NA

**SUBMITTED BY:**

Kim McAuliffe