

**Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
August 14, 2020 at 9:00 AM
at Virtual**

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.

Consistent with Governor Greg Abbott's suspension of various provisions of the Open Meetings Act, effective August 1, 2020 and until further notice, to reduce the chance of COVID-19 transmission, all City of Georgetown Advisory Board meetings will be held virtually. Public comment will be allowed via teleconference; no one will be allowed to appear in person.

To participate, please copy and paste the following weblink into your browser:

Weblink:

**[https://georgetowntx.zoom.us/j/93168316445?
pwd=OEVFR05EWE5pajVhaVYxeGU5bUZYQT09](https://georgetowntx.zoom.us/j/93168316445?pwd=OEVFR05EWE5pajVhaVYxeGU5bUZYQT09)**

**Meeting ID: 931 6831 6445
Passcode: 215626**

**One tap mobile
+13462487799,,93168316445# US (Houston)
+16699006833,,93168316445# US (San Jose)**

**Dial by your location
888 475 4499 US Toll-free
833 548 0276 US Toll-free
833 548 0282 US Toll-free
877 853 5257 US Toll-free**

Citizen comments are accepted in three different formats:

- 1. Submit written comments to kim.mcauliffe@georgetown.org by 5 a.m. on the day before the meeting and the Recording Secretary**

will read your comments into the recording during the item that is being discussed.

2. Log onto the meeting at the link above and “raise your hand” during the item

3. Use your home/mobile phone to call the toll-free number

To join a Zoom meeting, click on the link provided and join as an attendee. You will be asked to enter your name and email address (this is so we can identify you when you are called upon). To speak on an item, click on the “Raise your Hand” option at the bottom of the Zoom meeting webpage once that item has opened. When you are called upon by the Recording Secretary, your device will be remotely un-muted by the Administrator and you may speak for three minutes. Please state your name clearly, and when your time is over, your device will be muted again.

Use of profanity, threatening language, slanderous remarks or threats of harm are not allowed and will result in you being immediately removed from the meeting.

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 Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – *Kim McAuliffe, Downtown Development Manager*

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

D Chair Report - *Aaron Adams, Board Chair*

E Discussion on Project Teams, Partner updates, and BRE Visits

F 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 _____, 2020, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Main Street Advisory Board
August 14, 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
August 14, 2020

SUBJECT:

Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission – *Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

City of Georgetown, Texas
Main Street Advisory Board
August 14, 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, June 12, 2020, at 9:00 AM at the Georgetown Public Library, Friends Room, 402 W. 8th 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 7th & 8th 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.

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
August 14, 2020

SUBJECT:

Chair Report - *Aaron Adams, Board Chair*

ITEM SUMMARY:

Discussion of 2020 Main Street Board Retreat

- Updates from the Downtown TIRZ Board Meeting
- Topics to focus on for 2020 - NEW Work Plan

FINANCIAL IMPACT:

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SUBMITTED BY:

KM

City of Georgetown, Texas
Main Street Advisory Board
August 14, 2020

SUBJECT:

Discussion on Project Teams, Partner updates, and BRE Visits

ITEM SUMMARY:

Fundraising Team

Breakfast Bites

Swirl Team

Volunteer Lunch

BRE Visits

FINANCIAL IMPACT:

NA

SUBMITTED BY:

Kim McAuliffe

City of Georgetown, Texas
Main Street Advisory Board
August 14, 2020

SUBJECT:

Staff Report - *Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

- Facade grant budget update
- Promotional campaigns related to Shop Georgetown
- Business & development updates

FINANCIAL IMPACT:

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SUBMITTED BY:

City of Georgetown, Texas
Main Street Advisory Board
August 14, 2020

SUBJECT:

Adjourn

ITEM SUMMARY:

FINANCIAL IMPACT:

NA

SUBMITTED BY:

Kim McAuliffe