

**Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
September 11, 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 web link into your browser:

Web link:

**[https://georgetowntx.zoom.us/j/93168316445?
pwd=OEVFR05EWE5pajVhaVYxeGU5bUZYQT09](https://georgetowntx.zoom.us/j/93168316445?pwd=OEVFR05EWE5pajVhaVYxeGU5bUZYQT09)
Meeting ID: 931 6831 6445
Passcode: 215626**

Dial by your location

833-548-0276; 833-548-0282; OR 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 August 14, 2020 board meeting - *Aaron Adams, Board Chair*
- D Consideration and possible action on the minutes of the September 3, 2020 board workshop - *Aaron Adams, Board Chair*
- E Discussion and possible action on the Annual Main Street Workplan - *Aaron Adams, Board Chair and Kim McAuliffe, Downtown Development Manager*
- F Discussion and possible action on the Main Street Sign Grant policy, application, and review process - *Kim McAuliffe, Downtown Development Manager*
- G Discussion on Project Teams, Partner updates, and BRE Visits
- H Staff Report - *Kim McAuliffe, Downtown Development Manager*

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 _____, 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
September 11, 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
September 11, 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
September 11, 2020

SUBJECT:

Consideration and possible action on the minutes of the August 14, 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, August 14, 2020**

The Main Street Advisory Board met on Friday, August 14, 2020, at 9:00 AM virtually over a Zoom Meeting.

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Aaron Adams called the meeting to order at 9:02 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 9:02 a.m.

- B. Discussion and possible action regarding approval of the June 12, 2020 board meeting minutes – *Aaron Adams, Board Chair*

Motion by T. Tallman to approve the minutes as presented. Second by C. Tomaszewski.

Approved: 7-0

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

Update on the Downtown TIRZ meeting he attended. There are a lot of projects scheduled for this year including sidewalk improvements, landscaping, and Phase 1 of City Center. The revenues are up in this zone. Staff added background information on what the Downtown TIRZ entails and the geographical area that encompasses the zone. As more rehabilitation and new construction infill projects happen, the higher the property tax value, the higher the fund balance will become allowing for more projects to happen in downtown.

Discussion for the annual workplan took place. Since it does not look like we will be able to have an annual retreat at this time, staff suggested bringing a section of the workplan to each of the monthly meetings and taking time to go over it then. D. Gaume asked if we could instead hold workshops separate from the meetings to review the plan and then approve it at one of the board meetings. This seemed to be agreeable to the board so staff will look to schedule separate workshops in the coming weeks.

- D. Discussion on Project Teams, Partner updates, and BRE visits
 - a. Fundraising Team – K. Hill gave an update on the annual ornament fundraiser project. She saw the samples from some of the other vendors and agreed that the quality is not as good as the vendor we have used over the last couple of years. D. Gaume talked about the artwork that would go inside the box, she had suggested Rachel Hancock as the artist for this year's insert and also offering Christmas card sets for an additional fundraiser item. These could be promoted together and the original painting could be used for an auction item as another layer to the fundraiser.
 - b. Breakfast Bites – Staff reported on the status of the program. The September program is still planned and we will look to have David Morgan speak about the effects of COVID-19 on our local economy and how we can all work together to recover. Michaela Dollar would also speak and talk about the business development side of things as well. We would look to have a virtual and in-person option at the Council Chambers building. The December topic is still in the works and may be over one of the topics that was scheduled for earlier in the year.
 - c. Swirl Team - C. Tomaszewski reported on the planning ideas for the 2021 Swirl. There are a few options being considered, including postponing the event by 2 months to May or potentially canceling the 2021 event entirely and opting for some other variation to supplement the Swirl. The reason for this potential cancelation would have to do with lack of sponsors, participants,

and attendees. We will plan to reach out to all sponsors to gather input and feedback before making a final decision. The board hopes that the event can still happen but will evaluate once more information is gathered.

- d. Volunteer Lunch – C. Tomasewski is going to plan a lunch for September 21 at Blue Corn Harvest.
- e. BRE visits – There two BRE's that took place in July. Staff has also reached out to Mikey V's and is trying to coordinate a time to meet with the owners. C. Tomasewski will accompany her for this visit.

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

Staff reported on new developments in downtown, including several construction projects, new business openings, and new leads that may announce their plans soon.

Arts and Culture updates with new projects are in the works. Staff reminded the board to view the Downtown TIRZ presentation which includes several of the planned projects.

Historic Preservation updates included details on “Tuesday Talks with Britin and Ann” Additionally, Britin Bostick, Downtown Planner will be working on downtown design guideline updates and would like input from the Main Street Board. More information to come on this.

Labor Day Sidewalk Sale & Dine Downtown Pilot is planned for September 4-6. The businesses will be able to utilize the parking area adjacent to their business for this program. Staff will deliver information and flyers to businesses and remind them to sign up as a participant for this program.

Adjourn

Motion by A. Adams to adjourn the meeting. Second by T. Tallman. The meeting was adjourned at 10:29 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
September 11, 2020

SUBJECT:

Consideration and possible action on the minutes of the September 3, 2020 board workshop - *Aaron Adams, Board Chair*

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

City of Georgetown, Texas
Main Street Advisory Board
September 11, 2020

SUBJECT:

Discussion and possible action on the Annual Main Street Workplan - *Aaron Adams, Board Chair and Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

KM

ATTACHMENTS:

	Description	Type
□	Workplan 2020	Cover Memo
□	Workplan - MS Forward	Backup Material
□	Workplan - Dashboard	Backup Material

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

Project/Activity	Lead	Timeline	Budget	Status
Breakfast Bites/Downtown Lowdown	Aaron	Quarterly	\$ 2,000.00	Ongoing
Schedule façade grant check presentations in conjunction with Breakfast Bites	Staff	Quarterly	\$ -	Ongoing
Coordinate annual small business workshops in conjunction with Economic Development Goals	Aaron	May	\$ 2,500.00	In Development

For Strategy #: Foster development and historic preservation

Project/Activity	Lead	Timeline	Budget	Status
Business Retention & Expansion Visits	All, Dave, Christine	Monthly	\$ 600.00	Ongoing
Distribute Literature & Encourage Reinvestment through the Façade Grant Program	All	Monthly	\$ 2,000.00	Ongoing
Coordinate reinvestment projects with Historic & Downtown Planner	Staff	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 Quarterly Volunteer Lunch	Christine	Quarterly	\$ -	Ongoing
College Town Meetings with Southwestern University	Staff, Trisha	Bi-Monthly	\$ -	Ongoing
Encourage & assist businesses with applying for TDA awards	Staff, Shelley	July-Aug	\$ 300.00	In process
Annual Christmas Party	Trisha, Christine & 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	All	Annually	\$ 1,000.00	Ongoing
Annual Collectible Ornament Fundraiser for Façade Grant Program	Kate, Diane, Shelley	July - October	\$ 4,000.00	In process
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	Aaron	As needed	\$ -	Ongoing
Work with the Arts & Culture Coordinator on potential public art improvement locations; murals and sculptures	Amanda, All	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, Aaron	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	Diane, Staff	November-May	TBD	Ongoing
Work with Historic & Downtown Planner on updates to the Downtown Design Guidelines	Britin, All	October - September	Planning	In process

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	2021
Blazin' Beer Crawl (Fundraising to support façade grant program)	Aaron	May-Aug	\$ 10,000.00	2021



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
September 11, 2020

SUBJECT:

Discussion and possible action on the Main Street Sign Grant policy, application, and review process -
Kim McAuliffe, Downtown Development Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

City of Georgetown, Texas
Main Street Advisory Board
September 11, 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:

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SUBMITTED BY:

Kim McAuliffe

City of Georgetown, Texas
Main Street Advisory Board
September 11, 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: