Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
October 9, 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
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 September 11, 2020 board meeting - Aaron Adams, Board Chair

D Facade Grant Request for 719 S. Main Street - Kim McAuliffe, Downtown Development Manager

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

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

G 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
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  
October 9, 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:

SUBMITTED BY:
SUBJECT:
Consideration and possible action on the minutes of the September 11, 2020 board meeting - Aaron Adams, Board Chair

ITEM SUMMARY:

FINANCIAL IMPACT:
NA

SUBMITTED BY:
KM

ATTACHMENTS:

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Minutes</td>
<td>Backup Material</td>
</tr>
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</table>
The Main Street Advisory Board met on Friday, September 11, 2020, at 9:00 AM virtually over a Zoom Meeting.

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.

Aaron Adams called the meeting to order at 9:01 AM. All members, A Adams, T. Tallman, S. Rodocker, C. Tomasewski, 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 9:01 a.m.

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

Staff reviewed the virtual conduct for the meeting, reminded the board that the meeting was open and visible to the public and would be recorded. There were no guests or public comments.

C. Discussion and possible action regarding approval of the August 14, 2020 board meeting minutes – Aaron Adams, Board Chair

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

Approved: 7-0

D. Discussion and possible action regarding approval of the September 3, 2020 board meeting minutes – Aaron Adams, Board Chair

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

Approved: 7-0

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

The board continued their review of the annual Main Street Workplan and specifically reviewed the Promotions portion of the plan. The consensus was to add the Labor Day weekend promotional campaign and sidewalk sale to the workplan in addition to the items already on there from past years. The board will make a final review and consider approval of the 2020-2021 Workplan at the October meeting.

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

The board reviewed the Sign Grant guidelines section of the Main Street Façade & Sign Grant Program. With some feedback from businesses about the current guidelines and needing board approval before installing a new sign (even with COA approval), the board considered making a change to the process that would allow for more time for businesses to apply for a grant. They want to be supportive to businesses and this would allow for flexibility when a new business is trying to open and misses a step in the permit and approval process.
Motion by T. Tallman to amend the guidelines and allow for up to 30 days after a COA is approved to consider a grant request. Second by K. Hill.

Approved: 7-0

G. Discussion on Project Teams, Partner updates, and BRE visits
   a. Fundraising Team – No major updates, but the ornament art draft is in process.
   b. Breakfast Bites – Staff reported that the September program is still planned and we will look to have David Morgan speak and Michaela Dollar speak about being PoppyStrong in the Pandemic. We will offer a hybrid program and 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. Tomasewski reported that we have a meeting scheduled for the following week and she will share any updates at the next board meeting.
   d. Volunteer Lunch – C. Tomasewski planed a lunch for September 21 at Blue Corn Harvest.
   e. BRE visits – There is a BRE with TrueCore Fitness scheduled today. C. Tomasewski will accompany staff for this visit.

H. Staff Report – Kim McAuliffe, Downtown Development Manager
   Staff gave a very short report on new developments in downtown, including new business openings, and new leads that may announce more details soon.

Adjourn

Motion by C. Tomaszewski to adjourn the meeting. Second by S. Rodocker. The meeting was adjourned at 10:00 AM.

Approved by the Main Street Advisory Board on ________________________________

_______________________  _   ________________________________ _
Main Street Advisory Board Chair    Main Street Advisory Board Secretary

Date
SUBJECT:
Facade Grant Request for 719 S. Main Street - *Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

FINANCIAL IMPACT:
Facade Fund

SUBMITTED BY:
KM

ATTACHMENTS:

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<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Staff Report</td>
<td>Cover Memo</td>
</tr>
<tr>
<td>Application</td>
<td>Backup Material</td>
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<tr>
<td>Supplemental Materials</td>
<td>Backup Material</td>
</tr>
<tr>
<td>Supplemental Materials 2</td>
<td>Backup Material</td>
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</table>
AGENDA ITEM DESCRIPTION
Discussion and possible action on a Main Street Facade Grant Fund application request for the
property located at 719 S. Main Street. The planned improvements include replacing the roof on the
building and the metal flashing on the upper copping of the roof. The applicant will be investing
$21,500 in facade improvements at this time.

The applicant has selected Hometown Roofing Pros. to perform the required work for the
improvements. The estimate provided by applicant totals $21,500.00 and applicant seeks a grant for the
maximum award they are eligible for of $10,750.

AGENDA ITEM DETAILS
- Business Name:  Lera B. Hughes Trust
- Applicant:    Leslie McConnico
- Property Owner:  Lera B. Hughes Trust
- Property Address:   719 S. Main
- Historical/Current Building Name:   The Dimmitt Building
- Legal Description: S3667 - Georgetown City Of, BLOCK 40, Lot 7(SW/PT), ACRES 0.0705
- Historic Overlay:  Williamson County Courthouse Historic District
- Application History: This is the first review for this application

ECONOMIC IMPACT
Extended hours of operation:   No
First Floor Use:    Retail and office on 2nd floor
Occupy a Vacant Structure:   No, the building is not vacant
Sales Subject to Sales Tax:    Yes – retail tenant collects sales tax
Capital Expenditures:  The applicant is investing roughly $21,500 into the property for improvements

HISTORIC PRESERVATION
Date of construction:    1890
2016 Historic Resources Survey Level of Priority:   High Priority
National Register Designation:   Contributes to the Williamson County Courthouse District.
Texas Historical Commission Designation:   None
LOCATION
On the Square vs. Off the Square: The property faces the Courthouse and is considered to be on the Square

STAFF ANALYSIS
Staff has met with applicant and reviewed the application in its entirety and finds that the request is complete and eligible for funding consideration by the Main Street Advisory Board.

ATTACHMENTS
Exhibit A – Application and backup materials

SUBMITTED BY
Kim McAuliffe, Downtown Development Manager
FAÇADE & SIGN REIMBURSEMENT GRANT PROGRAM PROCESS CHECKLIST

Use this form as a cover sheet and checklist to follow all steps needed to complete the Façade & Sign Reimbursement Grant Program application to receive approval. Please return completed with necessary attachments and signatures to the 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.

- Meet with Georgetown Downtown Development Manager (512/930-2027) to determine eligibility and to walk through Façade & Sign Reimbursement Grant and instructions, and to possibly set up appointment for free assistance from the Texas Main Street Center’s Design Assistance Program.
- Meet with the City’s Historic District Planner (512/930-3581) if any design work may involve receiving a building or sign permit or dealing with historic preservation and inspection issues.
- Attend and present grant project to HARC for their design approval. Receive design approval of proposed work listed on grant application. Get approval signature of the Historic District Planner on last page of application form.
- Complete Façade & Sign Reimbursement Grant application form and sign agreement form. (Also include required attachments: color samples of all paint, signage, and fabric awnings, digital photographs of building’s exterior, interior, roof or foundation if applicable to grant project)
- Return completed grant application and agreement form with required attachments no later than the Thursday prior to the first Friday of the month to the Georgetown Downtown Development Office at 809 MLK Jr. to be added to the next Main Street Advisory Board meeting agenda.
- Attend and present Façade & Sign Reimbursement Grant application project at the Main Street Advisory Board meeting for their approval.
- Façade & Sign Reimbursement Grant project construction may commence immediately after board approval. Grant work on the building must commence within 90 days of approval from Georgetown Main Street Advisory Board meeting and be completed within one year.
- Upon completion of Façade & Sign Reimbursement Grant project, furnish digital photographs of the building’s exterior, interior, roof and foundation if applicable to the grant; copies of all paid invoices, including copies of credit card receipts and/or cancelled checks, to receive a single payment reimbursement of the approved funding. In addition, the applicant must complete a City of Georgetown Vendor Form to receive payment from the City.
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: Leslie McConnico
Date: April 2020

Business Name: Lera B. Hughes Trust
Mailing Address: P. O. Box 5838, Austin, TX 78763
Contact Phone: 512-426-3643
Email Address: mcconnico@aol.com
Building Owner (if different from applicant):

Historical/Current Building Name: The Dimmit Building
Physical Building Address: 719 S. Main Street

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)
Replace roof on building and the metal flashing on the upper coping of the roof.

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. Hometown Roofing Pros, Gary Brown - 512-635-4206 Total $21,500.00
2. 
3. 

Total Cost of Proposed Grant Project (capital expenditures): $21,500.00

Amount of Façade and/or Sign Grant Requested (may not exceed 50% of total grant costs: $500 sign max, $20,000 facade max): 10,500.00

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.

Leslie McConnico
9/24/20
Applicant’s Signature

Date
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.

Lera B. Hughes Trust

Business/Organization Name

Applicant’s Signature

Joseph Babb

Printed Name

Digitally signed by Joseph Babb

Date: 2020.09.24 15:08:26 -05'00'

Date

Sept. 24, 2020

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
Name: MCCONNICO  
Address: 103 EAST 8TH  
City & State: GEORGETOWN, TX 78626  
Date: 5/28/20

<table>
<thead>
<tr>
<th>Work To Be Performed</th>
<th>Total</th>
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<tbody>
<tr>
<td>1&quot; ISO BOARD</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>ISO WEDGING FOR DRAINAGE</td>
<td></td>
</tr>
<tr>
<td>WHITE TPO 60 MIL</td>
<td></td>
</tr>
<tr>
<td>SCUPPERS</td>
<td></td>
</tr>
<tr>
<td>ALL PENETRATIONS</td>
<td></td>
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</tbody>
</table>

| Sub-total                                     | $25,000.00  |
| Material Tax                                  | INCL        |

Payment to be made as follows:  
Half of total upfront  
Remainder due upon completion

| Total                          | $25,000.00  |
| Discount for Prior Repair      | -$3,500.00  |

| Estimate Total                 | $21,500.00  |

512-635-4206  
Gary W. Brown

Page 14 of 22
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:
.

SUBMITTED BY:
KM

ATTACHMENTS:

<table>
<thead>
<tr>
<th>Description</th>
<th>Type</th>
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<tbody>
<tr>
<td>Workplan 2020</td>
<td>Cover Memo</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Project/Activity</th>
<th>Lead</th>
<th>Timeline</th>
<th>Budget</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Bites/Downtown Lowdown</td>
<td>Aaron</td>
<td>Quarterly</td>
<td>$2,000.00</td>
<td>Ongoing</td>
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<tr>
<td>Schedule façade grant check presentations in conjunction with Breakfast Bites</td>
<td>Staff</td>
<td>Quarterly</td>
<td>$-</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Coordinate annual small business workshops in conjunction with Economic Development Goals</td>
<td>Aaron</td>
<td>May</td>
<td>$2,500.00</td>
<td>In Development</td>
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#### For Strategy #: Foster development and historic preservation

<table>
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<th>Lead</th>
<th>Timeline</th>
<th>Budget</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Retention &amp; Expansion Visits</td>
<td>All, Dave, Christine</td>
<td>Monthly</td>
<td>$600.00</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Distribute Literature &amp; Encourage Reinvestment through the Façade Grant Program</td>
<td>All</td>
<td>Monthly</td>
<td>$2,000.00</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Coordinate reinvestment projects with Historic &amp; Downtown Planner</td>
<td>Staff</td>
<td>Monthly</td>
<td>$-</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Recruit desireable new businesses to downtown through outreach and site visits</td>
<td>Staff/ED</td>
<td>Monthly</td>
<td>$400.00</td>
<td>Ongoing</td>
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</table>
### For Strategy #: Facilitate communication & collaboration among downtown stakeholders

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<th>Project/Activity</th>
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<th>Budget</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>3rd Monday Quarterly Volunteer Lunch</td>
<td>Christine</td>
<td>Quarterly</td>
<td>$ -</td>
<td>Ongoing</td>
</tr>
<tr>
<td>College Town Meetings with Southwestern University</td>
<td>Staff, Trisha</td>
<td>Bi-Monthly</td>
<td>$ -</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage &amp; assist businesses with applying for TDA awards</td>
<td>Staff, Shelley</td>
<td>July-Aug</td>
<td>$ 300.00</td>
<td>In process</td>
</tr>
<tr>
<td>Annual Christmas Party</td>
<td>Trisha, Christine &amp; Staff</td>
<td>November - December</td>
<td>$ 250.00</td>
<td>In process</td>
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### For Strategy #: Foster development and historic preservation

<table>
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<th>Lead</th>
<th>Timeline</th>
<th>Budget</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Member Training &amp; Site Visits</td>
<td>All</td>
<td>Annually</td>
<td>$ 1,000.00</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Annual Collectible Ornament Fundraiser for Façade Grant Program</td>
<td>Kate, Diane, Shelley</td>
<td>July - October</td>
<td>$ 4,000.00</td>
<td>In process</td>
</tr>
<tr>
<td>Greeting Card Fundraiser for Façade Grant Program</td>
<td>Kate, Diane, Shelley</td>
<td>October-November</td>
<td>$ 1,500.00</td>
<td>In Process</td>
</tr>
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</table>
### Design Workplan

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

<table>
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<th>Timeline</th>
<th>Budget</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work collaboratively with City departments involved in improvements; planning, public works, arts and culture, project management, CVB through Downtown Coordination Meetings</td>
<td>Staff</td>
<td>Monthly</td>
<td>$</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Attend Downtown TIRZ meetings to serve as Main Street liason for reviewing and approving new improvement projects</td>
<td>Aaron</td>
<td>As needed</td>
<td>$</td>
<td>Ongoing</td>
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<tr>
<td>Work with the Arts &amp; Culture Coordinator on potential public art improvement locations; murals and sculptures</td>
<td>Amanda, All</td>
<td>As needed</td>
<td>$</td>
<td>Ongoing</td>
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#### For Strategy #: Foster development and historic preservation

<table>
<thead>
<tr>
<th>Project/Activity</th>
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<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Review and update the Façade and Sign Grant Program Process</td>
<td>All</td>
<td>June-July</td>
<td>$</td>
<td>In process</td>
</tr>
<tr>
<td>Collaborate with other preservation-based organizations by attending Preservation Georgetown meetings</td>
<td>Kate, Aaron</td>
<td>Monthly</td>
<td>$</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Serve as liason to the THC MS design services for business and property owners</td>
<td>Staff</td>
<td>As needed</td>
<td>$</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Review wayfinding options and work with other downtown stakeholders on preferred option</td>
<td>Diane, Staff</td>
<td>November-May</td>
<td>TBD</td>
<td>Ongoing</td>
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<tr>
<td>Work with Historic &amp; Downtown Planner on updates to the Downtown Design Guidelines</td>
<td>Britin, All</td>
<td>October - September</td>
<td>Planning</td>
<td>In process</td>
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### PROMOTION WORKPLAN

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

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<th>Budget</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Main Street Star Award</td>
<td>All</td>
<td>As needed</td>
<td>$200.00</td>
<td>Ongoing</td>
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<tr>
<td>Shop Small Project</td>
<td>Aaron, Diane</td>
<td>July-Nov</td>
<td>$2,000.00</td>
<td>Complete</td>
</tr>
<tr>
<td>Collaborate with other downtown promotional organizations by attending DGA meetings</td>
<td>Rotates with Board/Staff</td>
<td>Monthly</td>
<td>-</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Promote Downtown as a signature destination and encourage collaborative marketing</td>
<td>All</td>
<td>As needed</td>
<td>$4,000.00</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Labor Day Weekend Sidewalk Sale - Promotional Campaign</td>
<td>Diane, Christine, Dave, Kate</td>
<td>July - Sept</td>
<td>$1,000.00</td>
<td>2021</td>
</tr>
</tbody>
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#### For Strategy #: Foster development and historic preservation

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</tr>
</thead>
<tbody>
<tr>
<td>Georgetown Swirl (Fundraising to support façade grant program)</td>
<td>Kate, Shelley, Christine, Trisha</td>
<td>Aug-March</td>
<td>$15,000.00</td>
<td>2021</td>
</tr>
<tr>
<td>Blazin’ Beer Crawl (Fundraising to support façade grant program)</td>
<td>Aaron, Christine, Dave, Kate</td>
<td>April-Aug</td>
<td>$10,000.00</td>
<td>2021</td>
</tr>
</tbody>
</table>
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
SUBJECT:
Staff Report - Kim McAuliffe, Downtown Development Manager

ITEM SUMMARY:
- Facade grant budget update
- Business & development updates

FINANCIAL IMPACT:

SUBMITTED BY: