

**Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
November 13, 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 October 9, 2020 board meeting - *Aaron Adams, Board Chair*
- D Sign Grant Request for 712 Austin Avenue - *Kim McAuliffe, Downtown Development Manager*
- E Presentation and discussion of Historic District Design Guidelines Update – *Britin Bostick, Historic & Downtown Planner*
- 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

City of Georgetown, Texas
Main Street Advisory Board
November 13, 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
November 13, 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
November 13, 2020

SUBJECT:

Consideration and possible action on the minutes of the October 9, 2020 board meeting - *Aaron Adams, Board Chair*

ITEM SUMMARY:

FINANCIAL IMPACT:

NA

SUBMITTED BY:

KM

ATTACHMENTS:

Description		Type
□	Minutes	Cover Memo

**Minutes of a Meeting of the
Main Street Advisory Board of the
City of Georgetown, Texas
Friday, October 9, 2020**

The Main Street Advisory Board met on Friday, October 9, 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.

Christine Tomaszewski called the meeting to order at 9:02 AM. Members, T. Tallman, S. Rodocker, C. Tomaszewski, K. Hill, D. Gaume, and D. Wilks were in attendance. A. Adams had an excused absence.

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 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 September 11, 2020 board meeting minutes – *Christine Tomaszewski, Board Vice-Chair*

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

Approved: 6-0

- D. Discussion and possible action regarding a façade grant request for 719 S. Main Street – *Christine Tomaszewski, Board Vice-Chair*

Staff reported on the request for a grant with planned improvements to include replacing the roof on the building along with the metal flashing on the upper coping of the roof. The scoring criteria resulted in a score of 15, which qualified the applicant for up to \$10,000 in potential funding.

Motion by D. Gaume to approve an award of \$10,000, as determined by the scoring criteria. Second by T. Tallman.

Approved: 6-0

- E. Discussion and possible action on the Annual Main Street Workplan - *Christine Tomaszewski, Board Vice-Chair and Kim McAuliffe, Downtown Development Manager*

The board had a final review on the Annual Main Street Workplan. No additional changes were made.

Motion by D. Wilks to approve the Workplan. Second by T. Tallman.

Approved: 6-0

- F. Discussion on Project Teams, Partner updates, and BRE visits
 - a. Fundraising Team – The ornament and holiday greeting card are in the process of being created. We anticipate having both items ready for selling the week of November 9.

- b. Breakfast Bites – Staff reported that the September program went well. The hybrid program included a virtual and in-person option at the Council Chambers building. The December program will follow the same model. The topic will be arts and culture, the program was originally scheduled for March but was canceled due to the pandemic closures.
- c. Swirl Team - C. Tomaszewski reported that she K. Hill, and K. McAuliffe delivered the Toast of the Town awards last week. The businesses were promoted on the Downtown Georgetown, TX Facebook page and the recipients were excited to have the recognition. The next Swirl meeting is planned for October 14.
- d. Volunteer Lunch – C. Tomaszewski reported on the September 21 lunch at Blue Corn Harvest. There were 7 in attendance for the lunch. She will work on an option for a Christmas lunch next.
- e. BRE visits – C. Tomaszewski reported on the most recent BRE with TrueCore Fitness. The new business is working on gaining more exposure and hopes to increase class sizes as it becomes safe to do so.

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

Staff gave a report on the status of the façade grant budget. All outstanding grants from FY 2019-2020 have been paid. The current balance in the fund is \$60,664. Two other properties have requested the application with intentions to replace their roof.

From a business development standpoint, Wag Heaven, Black Sugar Cafe, and Coreena's Bridal opened in September. Heritage Court is still looking for tenants. A new restaurant is in the works at 601 S. Austin Avenue. City Post and District Six restaurants are both still under construction but hope to be open before the end of the year. Riverplace has made significant progress since last month. The building is completely framed, and siding material is going up already. Riverbluff Multi-Family is also moving along and will have 26 units available for rent in 2021. Foundry 42 is opening at 712 S. Austin Avenue and looks like it will have retail home decor items, coffee, and a small cafe. Things are very busy with developments in downtown!

Adjourn

Motion by T. Tallman to adjourn the meeting. Second by K. Hill. The meeting was adjourned at 10:00 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
November 13, 2020

SUBJECT:

Sign Grant Request for 712 Austin Avenue - *Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

FINANCIAL IMPACT:

Facade Fund

SUBMITTED BY:

KM

ATTACHMENTS:

Description		Type
<input type="checkbox"/>	Staff Report	Cover Memo
<input type="checkbox"/>	Application	Cover Memo
<input type="checkbox"/>	Document 3	Cover Memo
<input type="checkbox"/>	Document 4	Cover Memo
<input type="checkbox"/>	Document 5	Cover Memo
<input type="checkbox"/>	Sign Invoice	Cover Memo



- COVERSHEET -

MAIN STREET PROGRAM – FAÇADE & SIGN GRANT FUND

9:00 A.M. – FRIDAY, OCTOBER 9, 2020

712 S. AUSTIN AVENUE

AGENDA ITEM DESCRIPTION

Discussion and possible action on a Main Street Sign Grant Fund application request for the property located at 712 S. Austin Avenue. The planned improvements include new vinyl window signage and a blade sign under the canopy. The applicant will be investing \$1,856.94 in signage improvements at this time.

The applicant has selected Georgetown Sign Company to perform the required work for the improvements. The estimate provided by applicant totals \$1,856.94 and applicant seeks a grant for the maximum award they are eligible for of **50% or \$500.**

AGENDA ITEM DETAILS

- Business Name: Foundry 42
- Applicant: Juliet Mossman
- Property Owner: Opossum Creek LLC. - Kris Kasper
- Property Address: 712 S. Austin Avenue
- Historical/Current Building Name: The Doering Building
- Legal Description: S3667 - Georgetown City Of, BLOCK 41, Lot 5(PT), ACRES 0.06
- Historic Overlay: Williamson County Courthouse Historic District
- Application History: This is the first review for this application

ECONOMIC IMPACT

Extended hours of operation: Yes

First Floor Use: Retail

Occupy a Vacant Structure: No, had a tenant previously

Sales Subject to Sales Tax: Yes – retail tenant collects sales tax

Capital Expenditures: The applicant is investing over \$1,850 into the property for improvements

HISTORIC PRESERVATION

Date of construction: 1895

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

**Advisory Board Review**

Approved _____

Rejected _____

Date _____

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 Juliet Mossman Date 9/25/20
- ◆ Business Name Foundry 42
- ◆ Mailing Address 712 S. Austin Ave
- ◆ Contact Phone 512-828-9001 Email Address julietmossman@gmail.com
- ◆ Building Owner (if different from applicant) Opossum Creek LLC - Kris Kasper
- ◆ Historical/Current Building Name Doering Building
- ◆ Physical Building Address 712 S. Austin Ave Georgetown TX 78626
- ◆ 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)

- ◆ 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. Georgetown Sign Company - \$1,856.94
 2. _____
 3. _____
- ◆ TOTAL COST OF PROPOSED GRANT PROJECT (CAPITAL EXPENDITURES): \$1,856.94
- ◆ AMOUNT OF FAÇADE AND/OR SIGN GRANT REQUESTED (MAY NOT EXCEED 50% OF TOTAL GRANT COSTS: \$500 SIGN MAX, \$20,000 FAÇADE MAX): \$928.47

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.

Juliet Mossman
Applicant's Signature

10/1/20
Date



FAÇADE & SIGN REIMBURSEMENT GRANT AGREEMENT FORM

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.

Foundry 42 Texas
Business/Organization Name


Applicant's Signature

Juliet Mossman
Printed Name

9/25/20
Date


Building Owner's Signature (if different from applicant)

Kristofer Kasper Manager
Printed Name of Opposer

9/25/20
Date

Opposer LLC

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



712

D



E

A

B

GEORGETOWN



SIGN COMPANY

georgetownsign.com

512.686.4280

Customer: Foundry 42
Job Description: Window Graphics

This is an artists rendition of what the design approximately represents of the finished product. Colors and placement may vary due to size and complexity. It is the customer's responsibility to proofread for accurate verbiage and spelling, and approve the proof prior to Georgetown Sign Company proceeding with manufacturing. Any changes after approval are subject to additional changes for design and manufacturing. All signs are property of Georgetown Sign Company until payment is received in full.

Customer Approval: _____ Date: _____

QUANTITY: 5 TOTAL;

A. 1 SET - 4" LARGE WINDOW LETTERING W/LOGO

B. 2 - 8" LOGOS FOR DOORS

C. 1 - 6" FRONT DOOR BUILDING NUMBER

D. 1 - 6" REAR DOOR BUILDING NUMBER

E. 4 - 4" LOGOS; CLIENT TO INSTALL

SIZE: SIZED TO FIT AREAS

MATERIALS: 3M DIGITAL PRINT VINYL WITH 3M UV LAMINATE

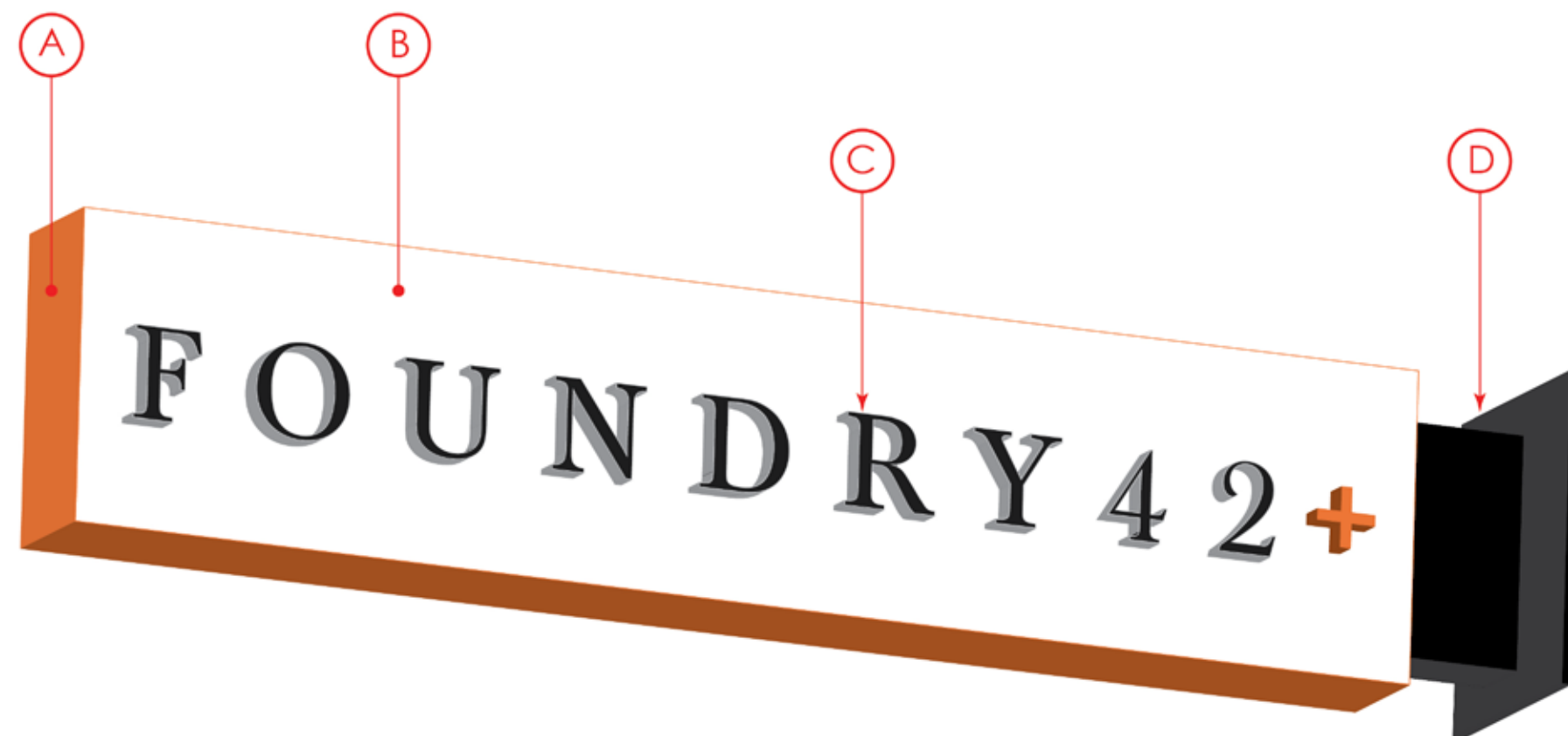
SUBSTRATE: GLASS

INSTALLATION: GSC

Invoice #: 00560

Proof #: 02

Page: 1 of 2



OVERALL SIGN DIMENSION: 36" x 8" x 3"

- A. CLEAR ACRYLIC WITH FOUNDRY ORANGE VINYL APPLIED TO INSIDE BACK SURFACE ALONG TOP, BOTTOM, AND FRONT EDGES.
- B. 36" x 8" WHITE ACRYLIC FACE - 2 SIDES
- C. 1/8" THICK CLEAR ACRYLIC WITH BLACK VINYL APPLIED TO INSIDE BACK SURFACE OF LETTERING; FOUNDRY ORANGE APPLIED TO LOGO.
- D. 1/4" ALUMINUM MOUNTING BRACKET WITH 3" EXTENSION.



georgetownsign.com

512.686.4280

Customer: Foundry 42
Job Description: Blade Sign

This is an artists rendition of what the design approximately represents of the finished product. Colors and placement may vary due to size and complexity. It is the customer's responsibility to proofread for accurate verbiage and spelling, and approve the proof prior to Georgetown Sign Company proceeding with manufacturing. Any changes after approval are subject to additional changes for design and manufacturing. All signs are property of Georgetown Sign Company until payment is received in full.

Customer Approval: _____ Date: _____

QUANTITY: 1
SIZE: 36" x 8"
MATERIALS: AS NOTED ABOVE
SUBSTRATE: AS NOTED ABOVE
INSTALLATION: GSC

Invoice #: 00560

Proof #: 02

Page: 2 of 2



2522 Shell Rd.
Suite D
Georgetown, TX 78628
(512) 686-4280

Creating Impactful Signs for Businesses
Georgetown Sign Company

INVOICE

INV-560

Payment Terms: Cash Customer

Created Date: 10/26/2020

DESCRIPTION: Blade Sign

Bill To: Foundry 42
712 S. Austin Ave
Georgetown, TX 78626
US

Ordered By: Juliet Mossman
Email: julietmossman@gmail.com

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Blade Sign Installed	1	\$1,076.53	\$1,076.53
2	Window and door Graphics, plus one four inch sticker for inside	1	\$169.52	\$169.52
3	Sandwich Board with two printed message inserts	1	\$207.47	\$207.47
4	Permit Acquisition Fee- This covers the document preparation for the permit, along with processing the permit applicaiton. This does NOT include permit fees from the City of Georgetown. This fee will be added to the final invoice at cost.	1	\$300.00	\$300.00

TSCL # 19029

Regulated by The Texas Department of Licensing and Regulation, P. O. Box
12157, Austin, Texas 78711
1-800-803-9202, 512-463-6599; website: www.tdlr.texas.gov

Subtotal:	\$1,753.52
Taxes:	\$103.42
Grand Total:	\$1,856.94
Amount Paid:	\$928.47
BALANCE DUE:	\$928.47

Georgetown Sign Company retains a security interest in the signs supplied with this order until payment is received in full.

City of Georgetown, Texas
Main Street Advisory Board
November 13, 2020

SUBJECT:

Presentation and discussion of Historic District Design Guidelines Update – Britin Bostick, Historic & Downtown Planner

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

City of Georgetown, Texas
Main Street Advisory Board
November 13, 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
November 13, 2020

SUBJECT:

Staff Report - *Kim McAuliffe, Downtown Development Manager*

ITEM SUMMARY:

- Facade grant budget update
- Business & development updates

FINANCIAL IMPACT:

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SUBMITTED BY: