

**Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
January 8, 2021 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/99074491840?
pwd=OE0xSzgzaHdwOFg2MUdpK3JaQ0YyZz09](https://georgetowntx.zoom.us/j/99074491840?pwd=OE0xSzgzaHdwOFg2MUdpK3JaQ0YyZz09)**

**Meeting ID: 990 7449 1840
Passcode: 050661**

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 p.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 December 11, 2020 board meeting - *Aaron Adams, Board Chair*
- D Discussion and possible action on the Annual Main Street Accreditation - *Aaron Adams, Board Chair & Kim McAuliffe, Downtown Development Manager*
- E Discussion on Project Teams, Partner updates, and BRE Visits
- F Staff Report - *Kim McAuliffe, Downtown Development Manager*

Adjournment

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 _____, 2021, 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
January 8, 2021

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
January 8, 2021

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:

Sharon Parker

City of Georgetown, Texas
Main Street Advisory Board
January 8, 2021

SUBJECT:

Consideration and possible action on the minutes of the December 11, 2020 board meeting - *Aaron Adams, Board Chair*

ITEM SUMMARY:

FINANCIAL IMPACT:

NA

SUBMITTED BY:

Sharon Parker

ATTACHMENTS:

Description		Type
☐	Minutes	Backup Material

**Minutes of a Meeting of the
Main Street Advisory Board of the
City of Georgetown, Texas
Friday, December 11, 2020**

The Main Street Advisory Board met on Friday, December 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 9:02 AM. 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, and Sharon Parker, Administrative Assistant.

Guests in attendance: Ken Horak and Jennifer Tullis.

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.

- C. Discussion and possible action regarding approval of the November 13, 2020 board meeting minutes – Kim McAuliffe, Downtown Development Manager

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

Approved: 7-0

- D. Discussion and possible action regarding a Facade application request for 108 W. 8th Street – Kim McAuliffe, Downtown Development Manager

Staff reported on a Main Street Facade Grant Fund application request for the property located at 108 W. 8th Street. The planned improvements include reroofing the building due to hail damage. The applicant will be investing \$8,590 in facade related improvements at this time. The applicant has selected D&G Quality Roofing to perform the required work for the improvements. The estimate provided by applicant totals \$8,590 and applicant seeks a grant for the maximum award they are eligible for of 50% or \$4,295

Motion by T. Tallman to approve an award of \$4,295.00, as determined by the scoring matrix for a maximum award of 50% or up to \$10,000. Second by K. Hill.

Approved: 6-0 (D. Wilks recused himself because he has personal connection to applicant)

- E. Discussion and possible action regarding a Facade application request for 703 Main Street Street – Kim McAuliffe, Downtown Development Manager

Staff reported on a Main Street Facade Grant Fund application request for the property located at 703 S. Main Street. The planned improvements include reroofing the building due to hail damage. The applicant will be investing \$14,245 in facade related improvements at this time. The applicant has selected D&G Quality Roofing to perform the required work for the improvements. The estimate provided by applicant totals \$14,245 and applicant seeks a grant for the maximum award they are eligible for of 50% or \$7,122.50.

Motion by K. Hill to approve an award of \$7,122.50, as determined by the scoring matrix for a maximum award of 50% or up to \$10,000. Second by S. Rodocker.

Approved: 6-0 (D. Wilks recused himself because he has personal connection to applicant)

- F. Discussion and possible action regarding a Facade application request for 705 Main Street – Kim McAuliffe, Downtown Development Manager

Staff reported on a Main Street Facade Grant Fund application request for the property located at 705 S. Main Street. The planned improvements include reroofing the building due to hail damage. The applicant will be investing \$11,168 in facade related improvements at this time. The applicant has selected D&G Quality Roofing to perform the required work for the improvements. The estimate provided by applicant totals \$11,168 and applicant seeks a grant for the maximum award they are eligible for of 50% or \$5,584.

Motion by T. Tallman to approve an award of \$5,584.00, as determined by the scoring matrix for a maximum award of 50% or up to \$10,000. Second by A. Adams.

Approved: 6-0 (D. Wilks recused himself because he has personal connection to applicant)

- G. Discussion and possible action regarding a Facade application request for 119 W. 7th Street – Kim McAuliffe, Downtown Development Manager

Staff reported on a Main Street Facade Grant Fund application request for the property located at 119 W. 7th Street. The planned improvements include replacing the second-floor windows, restoring the first-floor windows, and adding fabric awnings to the front façade of the building. The applicant will be investing \$178,889 in facade related improvements at this time. The applicant has selected S. Watts Group to manage the project and to perform the required work for the improvements. The estimate provided by applicant totals \$178,889 and applicant seeks a grant for the maximum award they are eligible for of 50% or \$20,000.

Motion by S. Rodocker to approve an award of \$20,000, as determined by the scoring matrix for a maximum award of 50% or up to \$20,000. Second by T. Tallman

Approved: 7-0

- H. Discussion on Project Teams, Partner updates, and BRE visits

- a. Fundraising Team – Ornament sales are looking good, less than 150 left. Greeting cards had only 23 left as of last Friday. No raffle ticket sales yet but hoping for this weekend to be a big push. Tickets are \$5.00 each, drawing on December 22nd. Must come in person to purchase.
- b. Breakfast Bites – Went well, smaller crowd. Very informative. Approximately 15-20 online and 12-15 in person. December is traditionally low attendance. May need to consider skipping December next year.
- c. Shop Small – weather was terrible, low attendance. The game worked but there were not that many participants signed up. Continuing to promote shop small and to have people send in receipts for drawings through December.
- d. BRE visits – none since last meeting working on getting one scheduled with Buffalo Seven.

- I. Staff Report – *Kim McAuliffe, Downtown Development Manager*

Staff gave a report on the status of the façade grant budget. Email sent with the most current totals. \$3,000.00 needs to be reserved for signage grant requests.

New developments: New restaurant planned for old Burger U space, the name is Good Folks and it will feature southern cuisine. A new restaurant is in the works at 601 S. Austin Avenue. City Post and District Six restaurants are both still under construction but plan to be open before the end of the year. The Exchange of Georgetown is moving from the square to 8th street at the end of the year, they are excited to open in their new location in January. The Nightingale Bistro has opened in Lark & Owl. All seating is outside in the beer garden for the time being, but ordering can still take place at the counter inside.

Upcoming Events – Jingle Georgetown Artisans Market tomorrow at the Arts Center & Artisans Connect Gallery from 10-5

Adjourn

Motion by A. Adams to adjourn the meeting. Second by C. Tomaszewski, The meeting was adjourned at 10:03 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
January 8, 2021

SUBJECT:

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

ITEM SUMMARY:

Review annual accreditation packet and consider approval to submit to Texas Main Street office.

FINANCIAL IMPACT:

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SUBMITTED BY:

KM

ATTACHMENTS:

Description		Type
☐	Accreditation Report	Cover Memo
☐	Workplan 2020	Backup Material



ANNUAL MAIN STREET PROGRAM ACCREDITATION

To: Staff and Boards of Texas Main Street communities

Date: November 24, 2020

Report due date: **Friday, January 15, 2021**

As referenced in the November 24, 2020 listserv email that accompanied this report, due to COVID impact:

- If you were Accredited for the 2019 report, your program will be Accredited again this year as long as you can show in the updated report that your program has not gone COVID dormant. Please set aside time at upcoming board meetings to review last year's report and provide updates as needed or reference information already submitted in the quarterly Activity reports. If applicable, all self-evaluation scores can remain the same.
- If you were not Accredited last year, please update the report with your board. While it may not result in the program becoming Accredited for the current year, you would still be considered a Main Street America Affiliate program.

Foundational elements/strategy areas of the new National Accreditation **Standards of Performance:**

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

Due to this reporting, a 4th quarter 2020 Activity report is not due. (Year-end Reinvestment reports/4th Quarter are due January 10, 2021)

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

Georgetown

CITY / PROGRAM NAME

1 = We do not do this.
2= Marginal performance. We do not consistently do this.
3 = Average performance. We do this, but there is general agreement improvement is needed.
4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Items not presently possible/expected due to COVID impact are crossed through.

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	5
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	5
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	5
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	5
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	5
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	5
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	5
Self-evaluation score, this section	35

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. <i>(Budget detail under Strategy III)</i>	5

4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	5
Self-evaluation score, this section	20

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	5
Self-evaluation score, this section	10

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. (Refer to similar questions under A.)	5
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. (Refer to similar question under A.7.)	5
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	5
Self-evaluation score, this section	15

STANDARD I TOTAL SECTION SCORE **80**

Project profile/narrative. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses.

1. A majority of district property and business owners show commitment to the district's vitality through direct investment of resources in physical, economic, and promotional improvements.

We are continuing to see encouraging activity in downtown Georgetown. We had several businesses open in quarter 3 and 4 who were met with great local support. These businesses include: Prima Dora (retail), Coreena's Bridal (retail), Omnia Outdoors (Professional Services), Black Sugar Cafe (restaurant), Wag Heaven Pet Supply (retail), Tejas Meat Supply (Restaurant and retail), Nightingale Bistro (restaurant).

Additionally, new construction is moving along with the development at Riverplace Mixed-Use retail, office, loft apartments (Corner of 2nd Street and Austin Avenue, along San Gabriel River) and RiverBluff multi-family (located at Forest St. and 3rd Street, also along the San Gabriel River). This is the same developer, but different types of projects. Several restoration and rehabilitation projects are also in process with CityPost and Goodfolks restaurants.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	5
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	5
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	5
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	5
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	5
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	5
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5
Self-evaluation score, this section	45

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	5
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	5
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	5
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. <i>(i.e. annual retreat, quarterly meetings etc.)</i>	5
5. Volunteers not in board leadership roles also receive orientation and training.	5
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	5
Self-evaluation score, this section	30

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. <i>(Note: see related questions under Standard III)</i>	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	5
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	5
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
8. Quarterly Activity reports as required in the contract are consistently submitted. <i>(Note: No 4th Q Activity report due to this submission. 4th Q reinvestment reports due January 10, 2021)</i>	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	
	35

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	5
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	5
3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	5
Self-evaluation score, this section	
	20

STANDARD II TOTAL SECTION SCORE 130

***Project profile/narrative.** Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.*

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.

CORE VALUES (if you have done this): High Level of Trust, Use of Effective Communication, Effectiveness of Teamwork, High Standard of Professionalism, Improving the Quality of Life

6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.

The board is fully dedicated to supporting the businesses and has gone above and beyond to contribute financially to many local businesses. We also have many volunteers that have helped out in various ways, such as the Art with Heart fundraiser for local businesses and for Main Street. This fundraiser helped contribute over \$11,000 to downtown businesses.

<https://hellogeorgetown.com/artist-raises-11000-for-downtown-businesses/?fbclid=IwAR059ivdlmgGV2xGItiXsBrPMQjIJXU5wtisQMd2TV5SkhDx6Vu5D7gW6Ck>

Because of this generous effort, the board voted to award Rachel Hancock with the Main Street Star Award, for her contributions to Main Street and the business community during a great time of need. The board has not been able to present her with the award yet, due to COVID-19 limitations, but they look forward to recognizing her formally when we can gather in person again.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

Please explain budget adjustments due to COVID here.

The downtown and economic development budget was reduced by about 25% this year due to COVID-19 demands on other city services (these cuts were city-wide). Additionally, the Main Street Façade and Sign Grant Program is expected to have a lower budget in 2021 and 2022 due to fundraising event cancelations.

A. The Main Street Program Has **Diversified Funding Sources.**

Key Indicators	Value (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	5
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc.	5

<i>(Also asked in Standard I.)</i>	
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	5
Self-evaluation score, this section	15

B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	5
2. Work aligns with financial capacity.	5
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	5
4. The budget adequately covers programming and activity expenses.	3
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	5
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	n/a
9. For urban non-profits: There has been an independent financial review in the last 12 months.	n/a
Self-evaluation score, this section	33

STANDARD III TOTAL SECTION SCORE 48

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	5
2. We have up-to-date district market, economic and demographic data.	5
3. Our vision and mission <i>(outlined in Standard II-Leadership)</i> drives our work.	5
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	5
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	5
Self-evaluation score, this section	25

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	5
2. We are <i>(please indicate which one)</i> <u>exploring</u> / have begun / have adopted a Transformation Strategy plan of work.	5
3. Our work plan has activities across all four points of the Approach.	5
Self-evaluation score, this section	15

STANDARD IV TOTAL SECTION SCORE 40

Please submit your current work plan as a separate document. To allow us to provide assistance as needed in 2021, please answer the following:

- ☒ Our work/action plan reflects what was in place before COVID and we expect it will need to be adjusted during 2021
- ☐ Our work/action plan reflects what was in place before COVID but we DON'T expect that it will need to be adjusted during 2021
- ☐ Our work/action plan has been adjusted to reflect anticipated post-COVID proposed activities
- ☐ Other _____

Reference: [Main Street Transformation Strategy planning model \(Planning for Recovery\)](#)

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	5
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes <u>x</u> No	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	5
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	5
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	5

7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	5
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	5
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	5
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	5
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	5
13. We are actively working to become live/public on DowntownTX.org.	
Self-evaluation score, this section	60

STANDARD V TOTAL SECTION SCORE 60

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during 2020, with before/during/after images and a brief description of the work. This can include investment pertaining to COVID responses.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	5
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	5
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund)	5 (Texas Treasures Award - FTB)
5. Downtown is generally viewed as an active marketplace which the community supports.	5
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	5
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	5
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	5
9. Property owners see a positive return on their investments.	5
10. Downtown's occupancy rate has increased over time, including second floor uses.	5
11. Downtown has destination businesses.	5
Self-evaluation score, this section	50

STANDARD VI TOTAL SECTION SCORE 50

-end-

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	\$ 4,000.00	Ongoing
Labor Day Weekend Sidewalk Sale - Promotional Campaign	Diane, Christine, Dave, Kate	July - Sept	\$ 1,000.00	2021

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, Christine, Dave, Kate	April-Aug	\$ 10,000.00	2021

City of Georgetown, Texas
Main Street Advisory Board
January 8, 2021

SUBJECT:

Discussion on Project Teams, Partner updates, and BRE Visits

ITEM SUMMARY:

Fundraising Team

Breakfast Bites

Georgetown Swirl

BRE Visits

FINANCIAL IMPACT:

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SUBMITTED BY:

Kim McAuliffe

City of Georgetown, Texas
Main Street Advisory Board
January 8, 2021

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: