

**Notice of Meeting for the
Main Street Advisory Board
of the City of Georgetown
September 10, 2021 at 9:00 AM
at Georgetown City Hall Community Room, 808 Martin Luther King Jr. St.**

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.

The Main Street Advisory Board is now meeting in-person with a quorum present and public is welcome to attend. If special accommodations are needed due to COVID-19 and attending virtually is necessary, please reach out to the Staff Liaison, Sharon Parker at your sharon.parker@georgetown.org or 512-930-6534 for assistance

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 - *Christine Tomaszewski, Board Chair*
- B Consideration and possible action on the minutes of the August 13, 2021 board meeting - *Christine Tomaszewski, Board Chair*
- C Sign grant application request for Kilwin's located at 120 W. 8th Street - *Kim McAuliffe, Downtown Development Manager*
- D Discussion on Project Teams, Partner updates, and BRE Visits
- E 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
September 10, 2021

SUBJECT:

Consideration and possible action on the minutes of the August 13, 2021 board meeting - *Christine Tomaszewski, Board Chair*

ITEM SUMMARY:

Consideration and possible action on the minutes of the August 13, 2021 board meeting - *Christine Tomaszewski, Board Chair*

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, August 13, 2021**

The Main Street Advisory Board met on Friday, August 13, 2021, at 9:00 AM at Georgetown City Hall Community Room, 808 Martin Luther King Jr. St.

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 9:00 AM. Members: Christine Tomaszewski, Kate Hill, Dave Wilks, Lauren Mendoza, Michele Jaroszewski-Webb, and Aaron Adams were in attendance.

Absent - Bobby Weisbrod

Staff in attendance: Kim McAuliffe, Downtown Development Manager, Sharon Parker, Board Liaison (virtual).

Guests in attendance: None

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 9:00 a.m.

B. Consideration and possible action regarding approval of the June 11, 2021 board meeting minutes – *Christine Tomaszewski, Board Chair*

Motion by A. Adams to approve the minutes as presented. Second by K. Hill.

Approved: 7-0

C. Discussion on Project Teams, Partner updates, and BRE visits

- a. Fundraising – we have an image from the artist we have been working with. Kim will send it out to the board after this meeting. We hope to have this online where people can choose how they want it printed. We will get a portion of the sale. It will be time to start on the annual Christmas ornament soon.
- b. Breakfast Bites –September – Rachel Handcock will be doing a social media marketing interactive breakfast bites. Maybe having it in a different venue – 309 coffee in their back area so everyone can bring their own device and do a hands on training with her. We are still looking at December, maybe having David Morgan and the Mayor talk about how the last year at the city has been.
- c. Blazin' Beer Crawl – was a great success. Aaron and Christine were there. We did not have as many people attend as those bought tickets. We had 77 no shows. Aaron – it was great, very few lines, everything flowed very easy. A lot of great feedback just walking around. Kim – we did very well for the fundraising event. We are still waiting on some invoices, but I have estimated the cost. Between ticket sales, sponsorship and retailer fees and day of purchases and prepurchase for swag we brought in just under \$25, 000. After expenses we are estimating we will clear about 18,000. This is only 2nd time for event, last time we made around 11,000 – 12,000.
- d. Labor Day sidewalk sale – Marketing will ramp up next week for this. We will have artist group setting up in Grace Plaza
- e. Shop Small – We will start meeting for this next month. Aaron is on this committee, Dave and Kate will also help. We are looking at getting some nicer bags than one we receive for free.
- f. Partner updates – Michelle, with the Chamber – Allison's last day is on the 20th. we will hold off on filling her position until the new president is filled. Kim – would like to recognize the Chamber for all their help with downtown businesses. DGA has a couple of new interns, they held a brief meeting.
- g. BRE visits – K. McAuliffe we need to work in a few visits if anyone has any suggestions. Kate – Foundry42? Kim - we can check in with her together.

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

Update on the Façade Grant Balance – this is before we have any additions from the event. We are still waiting on some reimbursement requests to come in, so the balance is showing \$50,662. Of that just over \$48,000 has been encumbered. Council approved a one time increase of \$40,000. That brings our current balance to \$42,662.

New developments: City Post is partially open, Good folks progressing along but no opening date yet. Kilwin's is planning an opening before Popptoberfest. Active constructions projects: new sidewalks from the corner of To Have and To Hold down to the mid-block. Also, enhancements to 7th/Rock intersections. Should be staring 7th/8th soon. The oak trees that died from the winter storm will be removed soon.

Wanted to let you know that City Council has made it a priority for parking at the top of their list.

There is going to be an expansion of the Mural on Rock Street, the whole wall will now be a Mural. It is not going to be the same style, but it is the same artist. The Georgetown Title mural has been completed.

Upcoming events: Labor Day sidewalk sale in a couple of weeks, Popptoberfest October 1-3.

Training Options – Texas Mainstreet Training Sept 15-17 in Seguin and TDA Nov 2-5 in Denton.

Adjourn

Motion by K. Hill to adjourn the meeting. Second by, D. Wilks. The meeting was adjourned at 9:41 AM.

Approved by the Main Street Advisory Board on _____
Date

Main Street Advisory Board Chair

Main Street Advisory Board Secretary

City of Georgetown, Texas
Main Street Advisory Board
September 10, 2021

SUBJECT:

Sign grant application request for Kilwin's located at 120 W. 8th Street - *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	Backup Material
<input type="checkbox"/>	Supplemental Materials	Backup Material
<input type="checkbox"/>	Supplemental Materials 2	Backup Material



- Coversheet -

Main Street Program – Façade & Sign Grant Fund

9:00 a.m. – Friday, September 10, 2021

Kilwin's - 120 W. 8th Street

AGENDA ITEM DESCRIPTION

Discussion and possible action on a Main Street Sign Grant Fund application request for the property located at 120 W. 8th Street. The planned signage improvements include adding a new sign on the building with front lit channel letters with white faces and sidewalls as well as a flag mount lit sign with graphics on both sides. The applicant will be investing over \$100,000 in building improvements at this time.

The applicant has selected Roberts Printing to perform the required work for the sign fabrication and installation. The estimate provided by applicant totals \$5,860 and the applicant seeks a grant for the maximum award they are eligible for of **50% or \$500**.

AGENDA ITEM DETAILS

- Business Name: Kilwin's
- Applicant: Michelle Baran
- Property Owner: Esquina Avenida LLC
- Property Address: 120 W. 8th Street, Suite 101
- Historical/Current Building Name: McDougal
- 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: Yes, retail use

Occupy a Vacant Structure: No

Sales Subject to Sales Tax: Yes

Capital Expenditures: The applicant is investing roughly \$100,000 for building improvements

HISTORIC PRESERVATION

Date of construction: 1893

2016 Historic Resources Survey Level of Priority: Low

National Register Designation: Williamson County Courthouse

Texas Historical Commission Designation: NA



LOCATION

On the Square vs. Off the Square: The property does face 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. This application has been approved by the HPO.

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 Michelle Baran Date 08/24/2021
- ◆ Business Name Kilwins
- ◆ Mailing Address 120 W 8th St, Suite 101, Georgetown, TX, 78626
- ◆ Contact Phone 512-619-5655 Email Address shellebelt@hotmail.com
- ◆ Building Owner (if different from applicant) Esquina Avenida LLC
- ◆ Historical/Current Building Name McDougal
- ◆ Physical Building Address 120 W 8th St., Suite 101, 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)
Two signs will be installed. One is a MDO flag sign. The other is a lit Building Sign. See attached for details.

- ◆ 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. Robert's Printing \$5860.00 (See attached for details)
 2. _____
 3. _____
- ◆ TOTAL COST OF PROPOSED GRANT PROJECT (CAPITAL EXPENDITURES): \$5860.00
- ◆ AMOUNT OF FAÇADE AND/OR SIGN GRANT REQUESTED (MAY NOT EXCEED 50% OF TOTAL GRANT COSTS: \$500 SIGN MAX, \$20,000 FAÇADE MAX): \$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.

Michelle Baran
Applicant's Signature

08/24/2021
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.

CTX Confectionary

Business/Organization Name

Michelle Baran

Digitally signed by Michelle Baran
DN: cn=Michelle Baran, o=US, ou=JAB
Engineering LLC,
email=Michelle.Baran@jabeng.com
Date: 2021.08.24.13:48:40 -0500

Michelle Baran

Michelle Baran

8/24/2021

Applicant's Signature

Tony Helms

Printed Name

Esquina Avenida LLC

Date

8/24/2021

Building Owner's Signature (if different from applicant) Printed Name

Date

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

Type and Cost of Signs – Already have Permit

Building Sign: \$3730.00

Front lit channel letters. 13" tall

'Kilwins' with white faces, and
sidewalls.. 99.25" x 26.87" Light box face to have
burgundy vinyl with lettering cut out.

Flag Mount lit sign: \$600

The scrolling bracket arm sign with oval MDO sign and graphics on both side:

Sign: \$400

Install: \$225

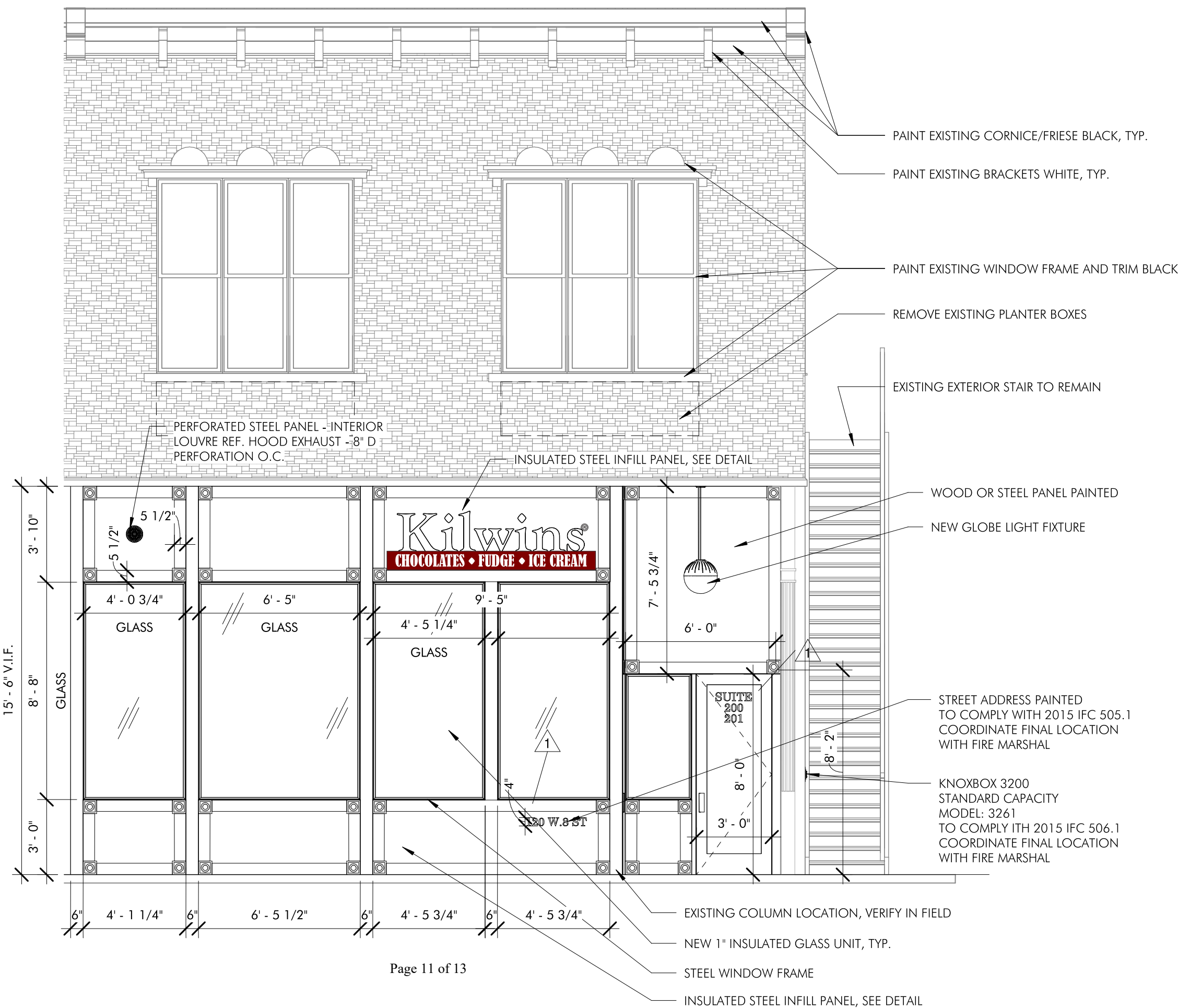
Installation: \$1280

Install one channel letter sign, one
double sided flag mounted cabinet.

Will connect power if it is with in 6'

Permitting Process: \$250 *plus cost of actual permit(s)

TOTAL: \$5,860

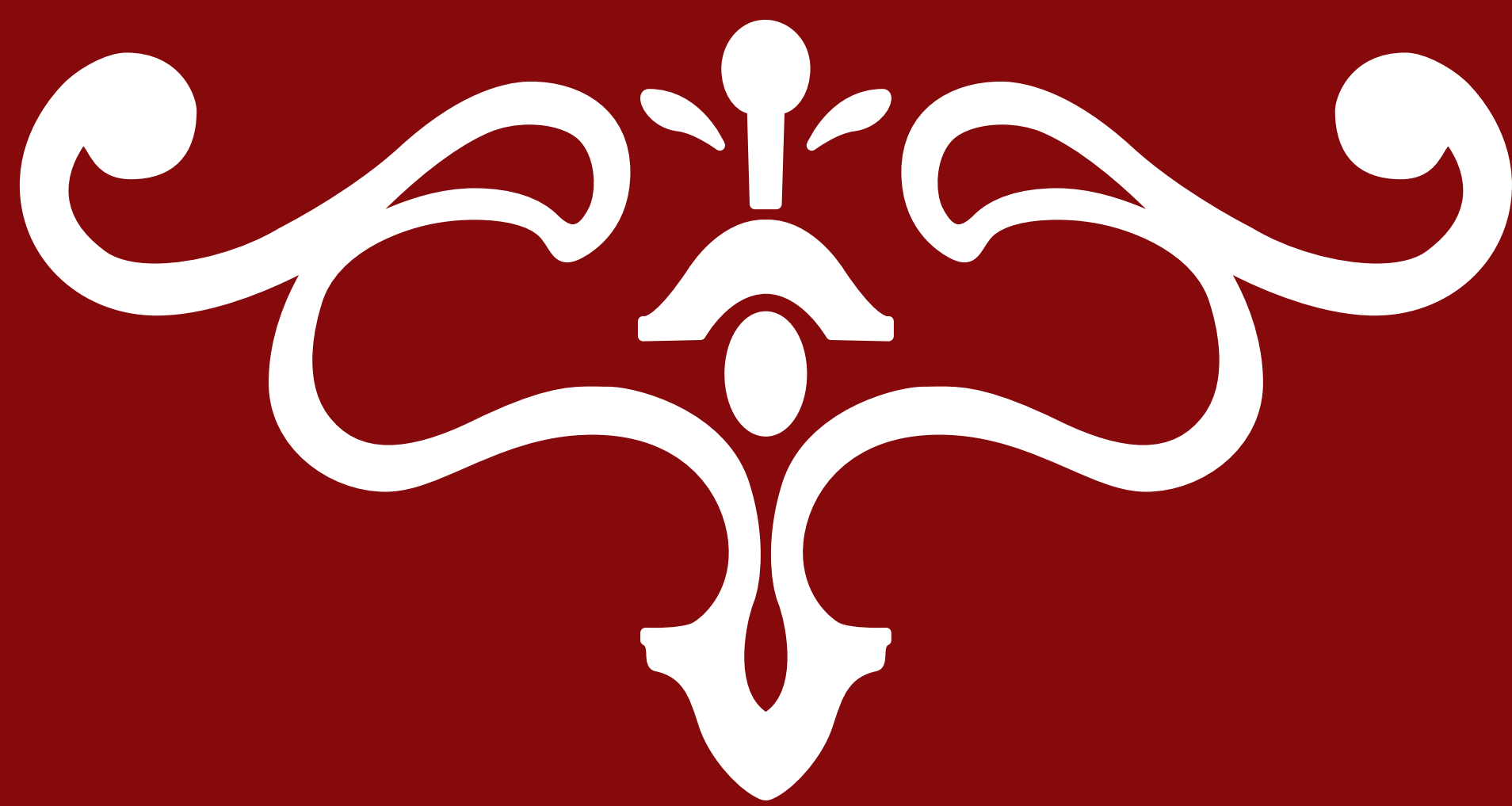


30"x18"x0.5" MDO with White Painted Edge

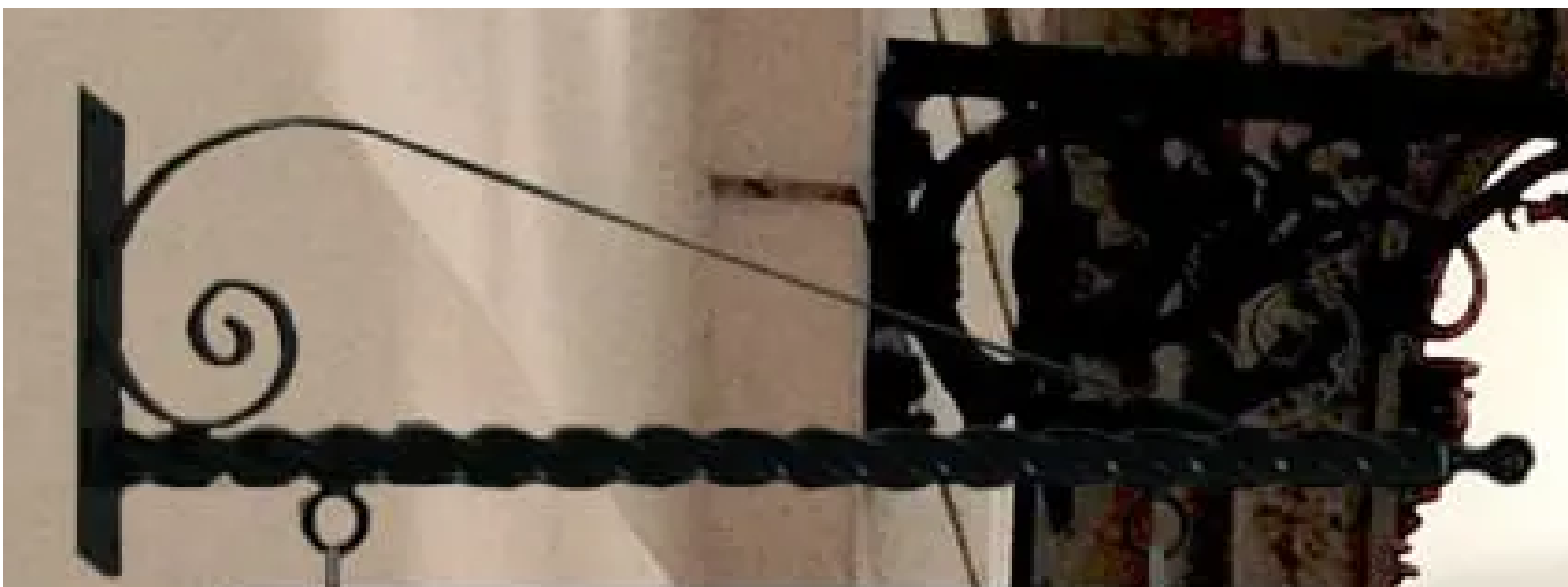
Burgundy color is PMS#7623

Kilwins®

CHOCOLATES FUDGE ICE CREAM



Heavy duty scroll bracket available as 53"
Includes "S" hooks for mounting sign to bracket
Wall mount dimensions 3" W X 14" H, 4 holes



City of Georgetown, Texas
Main Street Advisory Board
September 10, 2021

SUBJECT:

Discussion on Project Teams, Partner updates, and BRE Visits

ITEM SUMMARY:

- Fundraising
- Breakfast Bites
- Labor Day Sidewalk Sale
- Shop Small
- Georgetown Swirl
- BRE Visits

FINANCIAL IMPACT:

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SUBMITTED BY:

Sharon Parker