



## AGENDA

### Elgin Main Street Advisory Board

Friday April 17, 2020 –8:00 a.m.

**Go To meeting call – Email [community@ci.elgin.tx.us](mailto:community@ci.elgin.tx.us) for meeting call information or contact the City Secretary [asanchez@ci.elgin.tx.us](mailto:asanchez@ci.elgin.tx.us) or call 512-801-5748**

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#### Board of Directors

Ed Rivers-President, Theresa McShan-Vice President, Stacey Wilhite-Secretary,  
Katy Gassaway, Krista Marx, Sherri Rivers, Jake Carter and Marla Jensen

#### Business Meeting

- I) Call to Order
- II) Welcome –
- III) PUBLIC COMMENT  
Individuals may request to speak on items on the agenda, and items not on the agenda. Speaker comments are limited to three (3) minutes. No formal action can be taken on items not posted on the agenda. All speakers must limit their comments to the specific subject matter noted on the "PUBLIC COMMENT FORM" and refrain from personal attacks or derogatory comments directed at any board member, member of Staff, other individual or group.
- IV) Approve Minutes
  - 1) April 7, 2020
- V) Financial Report-
- VI) New Business – Discussion & Possible Action
  - 1) Yes We're OPEN Virtually marketing campaign
  - 2) Marketing grant for downtown businesses
  - 3) Training stipend for downtown businesses
  - 4) Elgin Art Studio Tour May 29-30 – Virtual Tour plans
  - 5) COVID-19 Impact on downtown
  - 6) Revenues Expenditures
  - 7) Bylaws and Downtown Inc.
  - 8) Business Retention & Recruitment Committee
    - a) Property & business update
  - 9) Promotion Tourism
    - a) Events and COVID 19
    - b) Cancelled events through May – Sip Shop & Stroll, Imagine Possibilities Tour,
  - 10) Announcements
    - a) Census 2020
    - b) Elgin Art Studio Tour- May 29-30 Virtual Tour

#### Vision

We envision a revitalized and active historic downtown destination with warm hearted friendly people and vital businesses, where ethnic and cultural diversity are celebrated.

#### Mission

We will enhance downtown vibrancy through historic preservation and mixed use and pedestrian friendly development, by strategically implementing the National Main Street Four Point Approach of: Design, Organization, Promotion and Economic Restructuring.

#### Core Values

Through a strong belief that historic preservation of our irreplaceable cultural resources in the historic downtown district is vital to the revitalization and economic success of our community, we are committed to supporting responsible repurposing of historic structures and new construction that supports mixed use development through partnerships and a persistent effort to support community focused development and promotions.

#### CERTIFICATION

I certify that the above notice for a meeting was posted on the bulletin board at the Elgin City Hall of the City of Elgin on or before 5:00pm Monday April 13, 2020

**Amy S. Miller**

Amy Miller, Director Community Services

Notice of Possible Quorum: City Council, City of Elgin, Texas. This notice is posted in order to meet the requirements of the Open Meetings Act, in the event that the number of City Council members present at the event makes the Act applicable.

#### NOTICE OF ASSISTANCE AT A PUBLIC MEETING

The City of Elgin is committed to compliance with the Americans with Disability Act. Jalisco Mexican Restaurant is wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 281-5724. Please provide forty-eight (48) hours notice when feasible.