

**AGENDA**  
**Elgin Main Street Advisory Board**

**Wednesday, May 19, 2021 - 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**

Theresa McShan-President, Stacey Wilhite-Vice President, Krista Marx - Secretary, Ed Rivers

Katy Gassaway, Jake Carter, Marla Jensen, Monica Nava, Sarah Gudenkauf

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

4. MINUTES

4.I. MINUTES April 21, 2021

Documents:

[MSB MINUTES 4-21-2021.PDF](#)

5. NEW BUSINESS

5.I. Budget

5.I.i. Financial Report- Revenue And Expenditures

Documents:

[MAIN ST BUDGET REPORT - AS OF 5.14.2021.PDF](#)

5.II. Downtown 78621

5.III. Strategic Plan

5.IV. Main Street Board Meetings

5.V. Volunteers

5.VI. Trash Options & Alley Improvements

5.VII. Events & Promotions

Sip Shop & Stroll

Hogeye Festival

6. Updates

Downtown Frequent Shopper/Loyalty Card Program  
Planters

First Saturday Sidewalk Sales  
TDA Downtown Revitalization Sidewalk Grant Project  
CARTS Transit Station Project

7. ADJOURNMENT

8. Footer

**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 Friday May 14, 2021 5:00PM

Kaley Frye, Main Street Manager

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. Location 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.

Main Street Board Meeting  
GoToMeeting Minutes  
April 21, 2021

Called to Order at 8:01 a.m. by Theresa McShan

Attending: Theresa McShan, Katy Gassaway, Krista Marx, Ed Rivers. Sarah Gudenkauf and Monica Nava. Marla Jensen arrived at 8:30am.

Absent: Jake Carter and Stacey Wilhite

Staff: Amy Miller, Kaley Frye, and La'Richer Parks

Public Comment: None

Minutes: March 24 minutes were provided to the board. Katy Gassaway moves to approve. 2<sup>nd</sup> by Monica Nava. Passed unanimously.

**Financial Report-** report was provided to the board. Expect to have some budget amendments to reflect the Marketing grants.

**New Business:**

**Main Street Manager position-** Kaley Frye, Main Street Manager, introduced herself to the board.

**Main Street Promotional Grants-** No new applications received.

**Trash Options & Alley Improvements-** Kaley will have an update at the next meeting.

**Veterans Park Expansion-** Amy provided a recap on the project. Council discussions are in progress. Several grants have been submitted- \$100,000 grant Salazar Foundation, \$75,000 AARP and Lowe's \$100,000 for Veterans and Thomas Memorial Park, \$100,000 for, Parks & Wildlife Grant \$500,000.

Amy provided an update on the Veteran's park bond.

**Updates:**

**Events-**

- Sip Shop Stroll: Planned for May 13<sup>th</sup>, hire a band- to set up in Chamber parking lot to help get folks to the south end of Main Street. Great feedback from businesses and community. Info booth at Chamber parking lot with beer and wine samples. Plan to communicate with businesses to volunteer to help run the information booth. Ed Rivers moves to approve up to \$1500 budget for the May 13<sup>th</sup> event. 2<sup>nd</sup> by Sarah Gudenkauf. Passed unanimously.
- Music Series- June 25<sup>th</sup> band booked is Derailers- at Elgin Memorial Park tied in with Western Days. Board discussed logistics to continue the series.
- Hogeye: Ready to officially announce the festival is a go! Friday night street dance and festival on Saturday.

Adjourn: 9:00 a.m.



Elgin, TX

# Budget Report Account Summary

For Fiscal: 2020-2021 Period Ending: 05/31/2021

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 122 - Main Street Program</b>							
<b>Revenue</b>							
<a href="#">122-000-43510</a>	Hogeye Festival	25,000.00	25,000.00	0.00	9,737.87	-15,262.13	61.05 %
<a href="#">122-000-43520</a>	Fundraising	0.00	0.00	0.00	1,162.00	1,162.00	0.00 %
<a href="#">122-000-47101</a>	Interest Income	0.00	0.00	0.00	46.18	46.18	0.00 %
<a href="#">122-000-48210</a>	Donations Special Events	1,000.00	1,000.00	0.00	0.00	-1,000.00	100.00 %
	<b>Revenue Total:</b>	<b>26,000.00</b>	<b>26,000.00</b>	<b>0.00</b>	<b>10,946.05</b>	<b>-15,053.95</b>	<b>57.90%</b>
<b>Expense</b>							
<a href="#">122-422-50600</a>	Travel/Training Expenses	1,000.00	1,000.00	0.00	1,614.85	-614.85	-61.49 %
<a href="#">122-422-51001</a>	Office Supplies	600.00	600.00	0.00	0.00	600.00	100.00 %
<a href="#">122-422-51070</a>	Hogeye Festival	6,000.00	6,000.00	0.00	3,600.00	2,400.00	40.00 %
<a href="#">122-422-51076</a>	Promo Tourism	8,500.00	8,500.00	100.00	7,302.45	1,197.55	14.09 %
<a href="#">122-422-51077</a>	Downtown Improvements	10,000.00	10,000.00	0.00	1,026.23	8,973.77	89.74 %
<a href="#">122-422-51079</a>	Downtown 78621	5,027.00	5,027.00	0.00	0.00	5,027.00	100.00 %
<a href="#">122-422-53042</a>	Business Assistance	6,000.00	6,000.00	0.00	3,278.26	2,721.74	45.36 %
<a href="#">122-422-53120</a>	Dues & Memberships	300.00	300.00	0.00	1,218.00	-918.00	-306.00 %
<a href="#">122-422-53243</a>	Design Comm. HOT	5,000.00	5,000.00	350.00	469.33	4,530.67	90.61 %
	<b>Expense Total:</b>	<b>42,427.00</b>	<b>42,427.00</b>	<b>450.00</b>	<b>18,509.12</b>	<b>23,917.88</b>	<b>56.37%</b>
	<b>Fund: 122 - Main Street Program Surplus (Deficit):</b>	<b>-16,427.00</b>	<b>-16,427.00</b>	<b>-450.00</b>	<b>-7,563.07</b>	<b>8,863.93</b>	<b>53.96%</b>
	<b>Report Surplus (Deficit):</b>	<b>-16,427.00</b>	<b>-16,427.00</b>	<b>-450.00</b>	<b>-7,563.07</b>	<b>8,863.93</b>	<b>53.96%</b>

**Group Summary**

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 122 - Main Street Program</b>						
Revenue	26,000.00	26,000.00	0.00	10,946.05	-15,053.95	57.90%
Expense	42,427.00	42,427.00	450.00	18,509.12	23,917.88	56.37%
<b>Fund: 122 - Main Street Program Surplus (Deficit):</b>	<b>-16,427.00</b>	<b>-16,427.00</b>	<b>-450.00</b>	<b>-7,563.07</b>	<b>8,863.93</b>	<b>53.96%</b>
<b>Report Surplus (Deficit):</b>	<b>-16,427.00</b>	<b>-16,427.00</b>	<b>-450.00</b>	<b>-7,563.07</b>	<b>8,863.93</b>	<b>53.96%</b>

**Fund Summary**

<b>Fund</b>	<b>Original Total Budget</b>	<b>Current Total Budget</b>	<b>Period Activity</b>	<b>Fiscal Activity</b>	<b>Variance Favorable (Unfavorable)</b>
122 - Main Street Program	-16,427.00	-16,427.00	-450.00	-7,563.07	8,863.93
<b>Report Surplus (Deficit):</b>	<b>-16,427.00</b>	<b>-16,427.00</b>	<b>-450.00</b>	<b>-7,563.07</b>	<b>8,863.93</b>