

**Elgin Main Street Advisory Board**

**Wednesday, June 16, 2021 -7:30 a.m.**

**Elgin Public Library Civic Center Council Chambers**

**404 N. Main Street, Elgin, TX 78621**

**Email [community@ci.elgin.tx.us](mailto:community@ci.elgin.tx.us) for meeting information or  
contact the City Secretary [jstubbs@ci.elgin.tx.us](mailto:jstubbs@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 May 19, 2021

Documents:

[MSB MINUTES 5-19-2021.PDF](#)

5. Financial Report

Documents:

[MSB FINANCES 05-21.XLSX](#)

6. NEW BUSINESS

6.I. Main Street Budget

Documents:

[DRAFT MSB BUDGET 2021-2022 FOR MEETING.XLSX](#)

6.II. Downtown 78621

6.III. Rooftop Lighting

6.IV. Texas Downtown Association Award Nominations

6.V. Events & Promotions  
Sip Shop & Stroll

Hogeye Festival  
Sidewalk Sales

7. Updates
  - Planters
  - Building Lights
  - CARTS Transit Station Project
  - Central Avenue Beautification
  - Fall Concert Series
  - Marketing Grant Applications
  - GoDaddy/Main Street America
8. ANNOUNCEMENTS
  - Western Days
  - Hogeye Committee Chair Meeting
9. ADJOURNMENT
10. 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 June 11, 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  
May 19, 2021

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

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Stacey Wilhite, Ed Rivers. Sarah Gudenkauf, Monica Nava and Marla Jensen. Krista Marx joined at 8:11am

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

Public Comment: None

Minutes: April 21 minutes were provided to the board. Stacey Wilhite moves to approve. 2<sup>nd</sup> by Sarah Gudenkauf. Passed unanimously.

**Financial Report-** report was provided to the board. Amy provided an update on the bond status. City Council passed the bond for \$14.8 million dollars that will only cover utility projects. It does not include any funding for park projects, County Line Road, Police Department expansion, sidewalk grant projects, or city hall addition.

Board discussed possible budget amendments to cover upcoming expenses. Monica Nava makes a motion to move funds from Downtown 78621 to Promotion Tourism 2<sup>nd</sup> by Katy Gassaway. Passed unanimously. Krista Marx makes a motion to move \$6000 from Downtown Improvements to Hogeye Festival. 2<sup>nd</sup> by Sarah Gudenkauf. Passed unanimously.

**New Business:**

**Budget** Need sub-committee to help with new fiscal year budget. Downtown 78621- Our partners on this project the Chamber and the EDC along with business advertisers – are not pursuing doing it this fiscal year. We need to follow up with them and see what the next fiscal year might include. This is one of many projects that need to be addressed in budget planning. Volunteers for budget committee: Monica Nava, Marla Jensen, Krista Marx, Theresa McShan and Stacey Wilhite will lead the committee.

**Strategic Plan-** Start the conversation to do a strategic plan. Send the last plan to the board. Board will revisit this after the Hogeye Festival.

**Main Street Board Meetings-** Board discussed meeting in person vs. virtual for future meetings. Board discussed moving the meeting time back to 7:30am. Next meeting Wednesday, June 16<sup>th</sup> at 7:30am in person. Staff will work with city secretary to determine if a hybrid meeting is an option or not. .

**Volunteers-** Kaley provided feedback from Sip Shop & Stroll and info. booth and thoughts on recruiting volunteers. Board discussed the benefits of having the info. booth. Info booth will continue and rotate locations downtown during sip shop and stroll. IT is a great place to recruit volunteers and promote our town. We need volunteers.

Main Street Board Meeting  
GoToMeeting Minutes  
May 19, 2021

**Trash Options & Alley Improvements-** Kaley provided update on trash options. Planning to work with city and start a pilot program for one block area. Kaley will report back to the board with updates.

**Events-**

- Sip Shop Stroll: Streets were crowded, stores were crowded. Folks were shopping. Band was good and could be heard up the street. Farmers Market was busy. Overall good night. Distribute bingo cards earlier to all businesses. There were some issues with customers not wanting to wear face masks inside businesses.
- Hogeye: Need to get meetings for committee chairs scheduled as soon as possible. Planning for Second week of June- preferable Wednesdays 6:30pm at El Magueys.

**Updates-**

- **Planters-** flowers planted last week. Looking for folks to adopt the planters and sponsors to help offset some of the cost. Theresa McShan will adopt the planter by the Barbershop. Acme Brick will adopt a planter. Katy Gassaway request additional information. Marla Jensen wants to adopt the planter close to her shop.
- **CARTS-** On track. Will have public restrooms in downtown by end of the year.
- **Lights on the building rooflines-** Amy provided an update – many lights damaged in the hail storm and need to be replaced. Electrical source issues at 19 n main street block and 200 central Avenue block. These are being addressed. We will get a cost estimate to replace broken bulbs and for the reaming areas that need new lights.

Adjourn: 9:00 a.m.

										VarianceFavorable(Unfavorable)					
										Original Total Budget	Current Total Budget	PeriodActi	FiscalActiv	PercentRemaining	
Category: 50 - Personnel Services															
Expense															
122-422-50600		Travel/Training Expen			1000	1000	33.78	1699.78	-699.78	-69.98					
122-422-50601		Mileage			0	0	0	-270	270	0					
122-422-50610		Registration			0	0	0	-200	200	0					
Category: 51 - Supplies, Materials and Minor Equipment															
Expense															
122-422-51001		Office Supplies			600	600	0	0	600	100					
122-422-51070		Hogeye Festival			6000	6000	0	3600	2400	40					
122-422-51076		Promo Tourism			8500	8500	759	7500.81	999.19	11.76					
122-422-51077		Downtown Improveme			10000	10000	0	457.23	9542.77	95.43					
122-422-51079		Downtown 78621			5027	5027	0	0	5027	100					
Category: 53 - Contract/other Services															
Expense															
122-422-53042		Business Assistance			6000	6000	0	3427.26	2572.74	42.88					
122-422-53120		Dues & Memberships			300	300	436	1654	-1354	-451.33					
122-422-53243		Design Comm. HOT			5000	5000	350	469.33	4530.67	90.61					
										Group Summary					
												VarianceFavorable(Unfavorable)			
										Original Total Budget	Current Total Budget	PeriodActi	FiscalActiv	PercentRemaining	
Account Type															
Category: 50 - Personnel Services															
Expense										1000	1000	33.78	1229.78	-229.78	-0.22978
Category: 51 - Supplies, Materials and Minor Equipment															
Expense										30127	30127	759	11558.04	18568.96	0.616356093
Category: 53 - Contract/other Services															
Expense										11300	11300	786	5550.59	5749.41	0.508797345
										Fund Summary					
												VarianceFavorable(Unfavorable)			
										Original Total Budget	Current Total Budget	PeriodActi	FiscalActiv	PercentRemaining	
Fund															
122 - Main										42427	42427	1578.78	18338.41	24088.59	0.567765574

Elgin Main Street Board  
BUDGET

FY	2017-2018	2018-2019	2019-2020	2020-2021 Budget	2020-2021 Actual	KF thoughts 2021-2022	NOTES/JUSTIFICATION
<b>Revenue</b>							
Hogeye Festival	\$ 49,714.00	\$ 55,000.00	63,439.00	25,000.00	9,737.00	58,000.00	average from 17,18 & 19
Fundraising	\$ 440.00	\$ 500.00	500.00	-	1,162.00	4,200.00	Planter Sponsors 12@350
Downtown 78621	\$ 33.00	\$ -				-	
holiday lights	\$ 1,237.00	\$ 2,000.00	2,000.00	1,000.00		1,000.00	property owner donations or Downtown Inc. - keep or eliminate??
Public art			2,000.00	2,000.00		2,000.00	Individuals businesses, Downtown Inc. or Anice Read grant keep or change???
Interest Income					46.18	-	
Miscellaneous		\$ 100.00					
Special Events						-	
<b>TOTAL REVENUE</b>	<b>51,424.00</b>	<b>57,600.00</b>	<b>67,939.00</b>	<b>28,000.00</b>	<b>10,945.18</b>	<b>65,200.00</b>	before fund balance
<b>Fund Balance</b>	<b>\$ 7,932.00</b>		<b>8,000.00</b>	<b>48,000.00</b>	<b>26,686.00</b>	<b>17,500.00</b>	
<b>TOTAL</b>	<b>59,356.00</b>	<b>57,600.00</b>	<b>75,939.00</b>	<b>76,000.00</b>	<b>37,631.18</b>	<b>82,700.00</b>	
<b>Expenses</b>							
Office Supplies	\$ 229.00	\$ 250.00	\$ 250.00	600.00		600.00	3 staff, \$120 new portable mic on wheels
Travel Training	\$ 1,961.00	\$ 2,100.00	\$ 2,100.00	1,000.00	1,615.00	1,500.00	2 Board members \$700 conference, Mileage
Dues Subscriptions & Publishing	\$ 243.00	\$ 250.00	\$ 250.00	300.00	1,218.00	500.00	
Promo Tourism	\$ 8,247.00	\$ 8,500.00	\$ 8,500.00	8,500.00	7,902.00	11,500.00	SSS entertainment \$3600, Advertising, Radio, Mail, sponsored posts, KXAN,
Fundraising	\$ 500.00	\$ 500.00	\$ 500.00				Downtown Inc. to handle this
Design Committee	\$ 4,540.00	\$ 5,000.00	\$ 5,000.00	5,000.00	469.00	6,500.00	Public art, bike racks, lights, planters
Downtown 78621	\$ 5,270.00	\$ 5,270.00	\$ 5,270.00	5,270.00	-	5,000.00	direct mailers split CoC, MSB, EDC
Downtown improvements	\$ 5,270.00	\$ 5,000.00	\$ 5,000.00	5,000.00	1,026.00	-	Lights on buildings - continue the phased replacement
Business Development Committee	\$ 5,650.00	\$ 6,000.00	6,000.00	6,000.00	3,278.00	4,500.00	continue marketing grant, downtown dollars, marketing the district
Main Street Incentives		\$ -					
Hogeye Festival	\$ 32,216.00	\$ 37,000.00	39,623.00	6,000.00	3,600.00	35,000.00	
Holiday Christmas	\$ 500.00	\$ 500.00	2,000.00	-	-	-	updating some holiday lights and if not we ca light replacement
<b>TOTAL EXPENSE</b>	<b>64,626.00</b>	<b>70,370.00</b>	<b>74,493.00</b>	<b>37,670.00</b>	<b>19,108.00</b>	<b>65,100.00</b>	
<b>NET before fund bal</b>	<b>(5,270.00)</b>	<b>(12,770.00)</b>	<b>1,446.00</b>	<b>38,330.00</b>	<b>(8,162.82)</b>	<b>100.00</b>	before fund balance
<b>Total</b>	<b>2,662.00</b>	<b>(12,770.00)</b>	<b>9,446.00</b>	<b>86,330.00</b>	<b>18,523.18</b>	<b>17,600.00</b>	with fund balance

Elgin Main Street Board  
BUDGET

	Current	current	actual to date	proposed
	2015-2016	2016-2017	2016-2017	2017-2018
<b>Revenue</b>				
Beginning Fund Balance	\$ 50,006.00			\$ 20,000.00
Hogeye Festival	\$ 53,759.00	\$ 60,045.00		\$ 66,114.00
Fundraising	\$ -	\$ -		
Downtown 78621	\$ -	\$ -		
Shared advertising	\$ 2,000.00	\$ 2,000.00		\$ 3,600.00
Interest Income	\$ 180.00	\$ 180.00		\$ 150.00
Miscellaneous				
Special Events				
<b>TOTAL</b>	<b>\$ 105,945.00</b>	<b>\$ 62,225.00</b>		<b>\$ 89,864.00</b>
<b>Expenses</b>				
Office Supplies	\$ 300.00	\$ 300.00	\$ 192.00	\$ 300.00
Travel Training	\$ 1,500.00	\$ 1,500.00	\$ 2,758.00	\$ 2,000.00
Dues Subscriptions & Publishing	\$ 300.00	\$ 300.00	\$ -	\$ 300.00
Promo Tourism	\$ 8,000.00	\$ 8,000.00	\$ 3,312.00	\$ 10,000.00
Fundraising	\$ 500.00	\$ 500.00		\$ 500.00
Design Committee	\$ 4,000.00	\$ 4,000.00	\$ 4,640.75	\$ 6,000.00
Downtown 78621	\$ 5,000.00	\$ 6,000.00	\$ 3,200.00	\$ 6,000.00
Downtown improvements	\$ 5,000.00	\$ 5,000.00		\$ 5,000.00
Business Development Committee	\$ 4,000.00	\$ 4,000.00	\$ 4,733.00	\$ 5,000.00
Main Street Incentives				
Hogeye Festival	\$ 33,043.00	\$ 35,623.00	\$ 29,895.00	\$ 38,821.00
	\$ 15,000.00			
<b>TOTAL</b>	<b>\$ 76,643.00</b>	<b>\$ 65,223.00</b>		<b>\$ 73,921.00</b>
	\$ 29,302.00			