

## AGENDA

### Elgin Main Street Advisory Board

Wednesday, July 28, 2021 – 7:30 a.m.

### Elgin Public Library Civic Center

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 512-229-3222

#### **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. PUBLIC COMMENT
3. MINUTES
- 3.I. MINUTES

Documents:

[MSB MINUTES 6-16-2021.PDF](#)  
[MSB BUDGET 2021-2022 NO NOTES 6-16.PDF](#)

4. Financial Report- Revenue And Expenditures

Documents:

[DETAIL VS BUDGET REPORT.PDF](#)

5. NEW BUSINESS

- 5.I. Strong Towns Book Signing

Documents:

[STRONG TOWNS SCOPE SHEET.PDF](#)

- 5.II. Downtown 78621

- 5.III. Hogeye Festival

- a. Logistics

- b. Cow Patty Bingo

c. Graphics

5.IV. 114 Depot Street

6. Events & Promotions  
a. Sip Shop & Stroll

b. National Night Out

c. Safe Trick or Treat

d. Dia De Los Muertos

e. Music in the Park

Documents:

[CALENDAR AUGUST - NOV.PDF](#)

7. Updates

1. Planters

2. SBDC Updates

3. CARTS Transit station project

4. TDA Awards submitted

8. ANNOUNCEMENTS

9. ADJOURNMENT

### **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 July 23, 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) 229-3222. Please provide forty-eight (48) hours notice when feasible.

Main Street Board Meeting Minutes

Elgin Library Council Chambers

June 16, 2021

Called to Order at 7:32 a.m. by Theresa McShan.

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Stacey Wilhite, Ed Rivers. Sarah Gudenkauf, Stacey Wilhite, Marla Jensen. Monica Nava joined at 7:36 am. Jake Carter joined at 7:43 a.m.

Absent: Krista Marx

Staff: Amy Miller and Kaley Frye

Public Comment: None

**Minutes:** May 19 minutes were provided to the board. Stacey Wilhite moves to approve. 2<sup>nd</sup> by Katy Gassaway. Passed unanimously.

**Financial Report:** report was provided to the board. Kaley presented finances and discussed maintenance reimbursement and recoding \$900 from the travel and training expenses to community services from the Main Street account for Historic Review board members and dues.

**Budget:** draft budget was provided to the board. Kaley explained the recommendations and changes from the budget committee meeting consisting of Krista Marx, Stacey Wilhite and Theresa McShan. The fundraising line item for \$4,200 is based on new revenue from adopt-a-planter sponsorships and donations towards rooftop lighting, Hogeys is an average from 2017, 2018, and 2019 \$35,000 in expenses and \$58,000 in revenue. Promotion Tourism expenses were increased to \$11,500 to cover additional expenses for Sip, Shop & Stoll. Katy Gassaway made a motion to submit the budget for approval to City Council, Sarah Gudenkauf 2<sup>nd</sup> the motion. Motion passed unanimously. **The budget is attached.**

**Downtown 78621:** Amy gave a description of 78621 and what we have done in the past. Kaley provided an update on the Elgin Chamber and Elgin EDC committing to split the costs and all entities will meet after Western Days. A suggestion was made to look at new design layouts and get quotes on smaller booklets.

**Rooftop Lighting:** Amy discussed the buildings effected and extending the lights down to Brenham Street. The areas included in this phase are: North Main Street from 2<sup>nd</sup> to library, 2<sup>nd</sup> Street, First Street, South Main Street. The project is approximately \$12,000. Main Street board to fund \$5,000 City will fund the balance of the project. When property owners are contacted, they will be asked to make a donation to the lighting project – same request has

## Main Street Board Meeting Minutes

Elgin Library Council Chambers

June 16, 2021

been made in the past. Ed Rivers moves to approve the lighting and Marla Jensen 2<sup>nd</sup>. Passes unanimously

**Texas Downtown Association Award Nominations:** Kaley provided a description of the awards. Amy gives greater detail and highlights previous winners in Elgin. Stacey Wilhite recommended nomination of the Rivers Loft building for Best Renovation. Jake Carter recommended nominating the Main Street Marketing Grant for the new Resiliency Award and Double R Hat House for Best Downtown Business. Main Street to fund the application fees. The design and Business retention committees can assist with the application process if needed. Jake Carter moved to nominate Rivers Loft building for Best Renovation, the Main Street Marketing Grant for the Resiliency Award and Double R Hat House for Best Downtown Business and for Main Street Board to fund the applications, Stacey Wilhite 2<sup>nd</sup> the motion. Passed unanimously.

**Events & Promotion:** update on Sip, Shop, Stoll, and foot traffic. Marla mentioned that her side of the street does not get as much foot traffic due to the businesses surrounding her. Katy and Monica said they had less foot traffic in May but higher sales. Kaley mentioned that there were very few bingo cards submitted at the end of the event, so the board recommended doing away with them in July. In general, the event is bringing people to downtown and businesses overall are reporting positive sales.

### **Updates:**

Planters with sponsor signage being developed, to be placed by August. Annual goal of 12 sponsored planters and Down-Home Ranch is watering them on Friday, City continuing to water with the water truck. Design team working on the Central Avenue embankment beautification efforts and making progress.

GoDaddy and Main Street: Kaley and Monica did a demo of this it is a business assessment. Monica shared that it provides a lot of overall resources and is more helpful for a new business. She did not find the assessment specific to Chemn Café. Kaley will willow up with Red Boutique of Body & Shine to do a second demo.

Hogeye meets tonight at 6:30 at El Maguey.

**Adjourn:** 8:29 a.m.

Elgin Main Street Board  
BUDGET 6-16-21

FY	<b>2021-2022</b>
<b>Revenue</b>	
Hogeye Festival	58,000.00
Fundraising	4,200.00
Downtown 78621	-
holiday lights	1,000.00
Public art	2,000.00
Interest Income	-
Miscellaneous	
Special Events	-
<b>TOTAL REVENUE</b>	<b>65,200.00</b>
<b>Fund Balance</b>	17,500.00
<b>TOTAL</b>	<b>82,700.00</b>
<b>Expenses</b>	
Office Supplies	600.00
Travel Training	1,500.00
Dues Subscriptions & Publishing	500.00
Promo Tourism	11,500.00
Fundraising	
Design Committee	5,000.00
Downtown 78621	5,700.00
Downtown improvements	-
Business Development Committee	4,500.00
Main Street Incentives	
Hogeye Festival	35,000.00
Holiday Christmas	-
<b>TOTAL EXPENSE</b>	<b>64,300.00</b>
<b>NET before fund bal</b>	900.00
<b>Total</b>	<b>18,400.00</b>



Elgin, TX

# Detail vs Budget Report Account Detail

Date Range: 06/01/2021 - 06/30/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
<b>122 - Main Street Program</b>								
<b>Revenue</b>								
<a href="#">122-000-43510</a>	Hogeye Festival	0.00	-25,000.00	-11,512.87	-3,338.00	-14,850.87	-10,149.13	-40.60%
<b>Post Date</b>	<b>Packet Number</b>	<b>Source Transaction</b>	<b>Pmt Number</b>	<b>Description</b>	<b>Vendor</b>	<b>Project Account</b>	<b>Amount</b>	
06/03/2021	CLPKT00280	R00010754		HOGEYE Vendors Hogeye Festival open sign ...			-550.00	
06/03/2021	CLPKT00280	R00010772		hogeye Miscellaneous hogeye			-127.00	
06/03/2021	CLPKT00280	R00010773		hogeye vendor Miscellaneous hogeye vendor			-523.00	
06/03/2021	CLPKT00280	R00010774		hogeye vendor Miscellaneous hogeye vendor			-497.00	
06/03/2021	CLPKT00280	R00010776		hogeye vendor Miscellaneous hogeye vendor			-237.00	
06/10/2021	CLPKT00307	R00011562		Hogeye Vendors Hogeye Festival Hogeye Ve...			-480.00	
06/28/2021	CLPKT00356	R00013698		Hogeye vendor Hogeye Hogeye vendor			-254.00	
06/29/2021	GLPKT01738	JN04293		HOGEYE VENDOR BOOTH RENTALS			-670.00	
<a href="#">122-000-43520</a>	Fundraising	0.00	0.00	-1,307.78	-20.00	-1,327.78	1,327.78	0.00%
<b>Post Date</b>	<b>Packet Number</b>	<b>Source Transaction</b>	<b>Pmt Number</b>	<b>Description</b>	<b>Vendor</b>	<b>Project Account</b>	<b>Amount</b>	
06/03/2021	CLPKT00280	R00010754		open sign Remember Me Tattoo Miscellane...			-20.00	
<a href="#">122-000-47101</a>	Interest Income	0.00	0.00	-55.96	0.00	-55.96	55.96	0.00%
<a href="#">122-000-48210</a>	Donations Special Events	0.00	-1,000.00	0.00	0.00	0.00	-1,000.00	-100.00%
<b>Revenue Totals:</b>		<b>0.00</b>	<b>-26,000.00</b>	<b>-12,876.61</b>	<b>-3,358.00</b>	<b>-16,234.61</b>	<b>-9,765.39</b>	<b>-37.56%</b>
<b>Expense</b>								
<a href="#">122-422-50600</a>	Travel/Training Expenses	0.00	1,000.00	1,699.78	0.00	1,699.78	-699.78	-69.98%
<a href="#">122-422-50601</a>	Mileage	0.00	0.00	-270.00	0.00	-270.00	270.00	0.00%
<a href="#">122-422-50610</a>	Registration	0.00	0.00	-200.00	0.00	-200.00	200.00	0.00%
<a href="#">122-422-51001</a>	Office Supplies	0.00	600.00	0.00	0.00	0.00	600.00	100.00%

**Detail vs Budget Report**

Date Range: 06/01/2021 - 06/30/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
<a href="#">122-422-51070</a>	Hogeye Festival	0.00	6,000.00	3,600.00	0.00	3,600.00	2,400.00	40.00%
<a href="#">122-422-51076</a>	Promo Tourism	0.00	8,500.00	7,500.81	900.00	8,400.81	99.19	1.17%
<b>Post Date</b>	<b>Packet Number</b>	<b>Source Transaction</b>	<b>Pmt Number</b>	<b>Description</b>	<b>Vendor</b>	<b>Project Account</b>	<b>Amount</b>	
06/03/2021	APPKT00472	26620	73385	KIOSK CUTTING	001640 - POWELL'S PRINTERY		10.00	
06/03/2021	APPKT00472	4189	73388	2X3 FOOT SIGNS	003298 - SIGN & BANNER TEXAS		50.00	
06/03/2021	APPKT00472	4342	73388	SIP SHOP & STROLL SIGNS	003298 - SIGN & BANNER TEXAS		120.00	
06/03/2021	APPKT00472	4376	73388	C	003298 - SIGN & BANNER TEXAS		120.00	
06/11/2021	APPKT00496	6/8/2021	324	SIP, SHOP & STROLL 6/10/21	002949 - ALLEN L. MOGONYE		300.00	
06/11/2021	APPKT00496	6/8/21	325	SIP, SHOP & STROLL 6/10/21	004338 - CODY R. COTTON		300.00	
<a href="#">122-422-51077</a>	Downtown Improvements	0.00	10,000.00	457.23	0.00	457.23	9,542.77	95.43%
<a href="#">122-422-51079</a>	Downtown 78621	0.00	5,027.00	0.00	0.00	0.00	5,027.00	100.00%
<a href="#">122-422-53042</a>	Business Assistance	0.00	6,000.00	3,427.26	800.00	4,227.26	1,772.74	29.55%
<b>Post Date</b>	<b>Packet Number</b>	<b>Source Transaction</b>	<b>Pmt Number</b>	<b>Description</b>	<b>Vendor</b>	<b>Project Account</b>	<b>Amount</b>	
06/03/2021	APPKT00472	5/18/21 REIMBURSE	73375	JAN & MARCH 2021 REIMBURSEMENT	004003 - MONICA L NAVA		200.00	
06/03/2021	APPKT00472	5/18/21 REIMBURSE	73368	MAY 2021 REIMBURSEMENT	003828 - GIANT PRINTING		100.00	
06/03/2021	APPKT00472	5/18/21 REIMBURSE	73372	FEB & MARCH 2021	004002 - KATHRYN K GASSAWAY		200.00	
06/17/2021	APPKT00498	6/7/21	73428	JUNE 2021	003828 - GIANT PRINTING		100.00	
06/17/2021	APPKT00498	6/7/21	73438	APRIL & MAY 2021	004002 - KATHRYN K GASSAWAY		200.00	
<a href="#">122-422-53120</a>	Dues & Memberships	0.00	300.00	1,654.00	0.00	1,654.00	-1,354.00	-451.33%
<a href="#">122-422-53243</a>	Design Comm. HOT	0.00	5,000.00	469.33	0.00	469.33	4,530.67	90.61%
<b>Expense Totals:</b>		<b>0.00</b>	<b>42,427.00</b>	<b>18,338.41</b>	<b>1,700.00</b>	<b>20,038.41</b>	<b>22,388.59</b>	<b>-52.77%</b>
<b>122 - Main Street Program Totals:</b>		<b>0.00</b>	<b>16,427.00</b>	<b>5,461.80</b>	<b>-1,658.00</b>	<b>3,803.80</b>	<b>12,623.20</b>	<b>-76.84%</b>
<b>Report Total:</b>		<b>0.00</b>	<b>16,427.00</b>	<b>5,461.80</b>	<b>-1,658.00</b>	<b>3,803.80</b>	<b>12,623.20</b>	<b>-76.84%</b>



### Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program	0.00	16,427.00	5,461.80	-1,658.00	3,803.80	12,623.20	
<b>Report Total:</b>	<b>0.00</b>	<b>16,427.00</b>	<b>5,461.80</b>	<b>-1,658.00</b>	<b>3,803.80</b>	<b>12,623.20</b>	

6/29/21

# THE CONFESSIONS TOUR

## Scope Sheet

Thank you for your interest in having Elgin, TX as a stop on the 2021 Confessions Tour. Below is a simple scope sheet outlining the specifics for being a tour stop.

The overall goals include:

- Bringing the Strong Towns message on transportation to Elgin, TX for an in-person event.
- Introducing a message that supports a model of development that allows America's cities, towns and neighborhoods to be financially strong and resilient.

Charles Marohn from Strong Towns will be present in Elgin, TX the morning of 9/1/21 to:

- Give a public presentation with a question and answer period that accompanies the new book *Confessions of a Recovering Engineer: Transportation for a Strong Town*.
- Participate in a book signing event after the presentation.
- Strong Towns will provide marketing content you can use for local advertising efforts, and we'll promote your event on our website and social media channels.

**Fees:** \$2,000.00 USD

**Terms:** Payment is due 7 days before the event date. Payments can be made online through ACH transfer or by check sent to the address below. We do not accept credit cards.

Chuck Marohn is available on the date listed above as of the time this scope was written and may change. This quote is for an event that takes place on 9/1/21. Prices may change if you would like a date outside of that range. Our policy is that we do not hold dates until we have a signed contract. Please contact me to request a contract.

All the best,

\* **Michelle Erfurt** | Strong Towns Pathfinder  
844 / 218 - 1681 - [michelle@strongtowns.org](mailto:michelle@strongtowns.org)

# August 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7 Sidewalk Sale - First Saturday
8	9	10	11	12 Sip Shop Stroll 5-8 pm @ To the Point	13	14
15	16	17	18 Main Street Board Meeting	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	Notes				

# September 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4 First Saturday Sidewalk Sale
5	6	7	8	9 Sip Shop Stroll	10	11
12	13	14	15 Main Street Board Meeting	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	Notes				

# October 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2 First Saturday Sidewalk Sale
3	4	5 National Night Out	6	7	8	9
10	11	12	13	14 Sip Shop Stroll & Halloween Bag decorating @ Chamber Lot	15	16
17	18 HOG EYE WEEK	19 HOG EYE WEEK	20 <b>Main Street Bord meeting</b>	21 HOG EYE WEEK Pearls of Swine Art Show & Dessert Contest	22 HOG EYE WEEK Friday Night Street Dance	23 <b>HOG EYE FESTIVAL</b>
24	25	26	27	28 Halloween Celebration	29	30
31 Safe trick or treat	1	Notes				

# November 2021



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 Dia De Los Muertos Celebration	5 Music in the Park @ Veteran's Gazebo	6
7	8	9	10	11 Sip Shop Stroll @ Chamber Lot	12 Music in the Park @ Veteran's Gazebo	13
14	15	16	17 <b>Main Street Board Meeting</b>	18	19 Music in the Park @ Veteran's Gazebo	20
21	22	23	24	25	26	27 Shop Small Saturday
28	29	30	1	2	3	4
5	6	Notes				