

AGENDA

Elgin Main Street Advisory Board

Wednesday, September 23, 2021 –7:30 a.m.

Jalisco's Mexican Restaurant 244 US Hwy 290 Elgin, Texas 78621

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

Business Meeting

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. MINUTES
 - 4.I. August 18, 2021 Minutes

Documents:

[MSB MINUTES 8-18-2021.PDF](#)

5. Financial Report- Revenue And Expenditures

Documents:

[DETAIL VS BUDGET REPORT \(005\).PDF](#)

6. NEW BUSINESS

- 6.I. Main Street Grant Review

- a. Main Street Building Assistance Grant
- b. Main Street Marketing Grant
- c. Grant reimbursement for public events

- 6.II. Hogeys Festival

- a. Volunteers
- b. Cow Patty Bingo

- c. Vendors
- d. Logistics
- e. Sponsors / budget

6.III. Committee Review / Volunteer Engagement

6.IV. Design Team

- a. Holiday Décor downtown
- b. Public art with asphalt applications

6.V. Events & Promotions

- a. Dia De Los Muertos
- b. Shop Small Saturday
- c. Home for the Holidays Events

7. ANNOUNCEMENTS

- a. Downtown 78621
- b. Grow with Google

8. 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, September 17, 2021 at 5:00PM

La'Richer Parks, Administrative Assistant

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.

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

Attending: Theresa McShan, Katy Gassaway, Jake Carter, Ed Rivers, Marla Jensen, Krista Marx arrived at 7:34, Stacey Wilhite arrived at 7:38.

Absent: Monica Nava & Sarah Gudenkauf

Staff: Amy Miller and Kaley Frye

- II. Public Comment: None

- III. **Minutes:** July 28th minutes were provided to the board. Katy Gassaway moves to approve. 2nd by Jake Carter. Passed unanimously.

- IV. **Financial Report:** Report was provided to the board. Kaley presented finances for the month of June; Main Street had \$1336 in revenue from Hogeeye vendors. Expenses totaled \$3434.43 from \$1835 promotion & tourism, \$750 Hogeeye Storage, \$24 travel & training, and \$800 in design for the planters.

V. **New Business**

1. MSB meeting date & location

Kaley explained that she had several requests to move the meeting date back to the original date and time to the 3rd Thursday at 7:30 at Jalisco's. Ed Rivers moved to change the meeting back to the original date and time of the 3rd Thursday at Jalisco's. 2nd by Marla Jensen. Motion passed unanimously.

2. Main Street Marketing Grant

Kaley provides an update of total grant funds given out is \$3,325 and we did not receive any marketing grant applications since the last board meeting.

3. Hogeeye Festival

- a. Sponsorships – Kaley provided a sponsorship update that we are at \$26,500 and at 70% of the goal
- b. Vendors – Kaley explained that there are currently 28 Arts & Crafts vendors signed up, there are 11 Food vendors and 3 food vendors waiting to see if we will change the refund policy based on COVID.
- c. Covid-19 – Kaley asked if we want to consider different wording in the refund policy? Stacey Wilhite said we don't do refunds as it states on the application. It is not fair to change the application mid-way through. Katy Gassaway and Ed Rivers agreed with her statement. Decision was made not to change the agreement or create a refund policy based on Covid.
- d. Entertainment - Stacey gave an update on entertainment and everyone has been locked in and secured. The contracts are going out next week.
- e. Logistics - Kaley provided an update on logistics for SPJST parking lot, Ambulance, TXDOT, Restrooms. Katy Gassaway asked about cow-patty bingo prizes and gave an update on what she has secured.

4. Virtual business trainings – Kaley discussed the Elgin Chamber of Commerce's integrated calendar with trainings from SCORE, SBDC, and Grow with Google. Kaley talked about signing up Elgin Main

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Street with Grow with Google for training tools for the downtown businesses.

5. Design Team – Kaley explained upcoming volunteer opportunities that were discussed by the committee for beautification efforts downtown. Krista asked about specific dates. These will be shared as soon as they are available. Kaley also shared information about the new memorial benches that the NAACP funded for downtown.
6. Events & promotions
 - a. Imagine the Possibilities tour – Kaley provided an update on the feedback from the Business Retention & Recruitment committee to hold off on the tour until the first quarter of 2022. They would rather do a well-planned larger event at the beginning of the year instead of cramming it in the last quarter with the variety of events we have going on. The MSB concurred.
 - b. Sip Shop Stroll – Kaley discussed light attendance in August. Katy Gassaway and Marla Jensen agreed that it was the slowest one they had so far. Krista Marx shared that there were multiple conflicts including Meet the Teacher Nights at Elgin ISD campuses that night and suggested doing a teacher themed Sip Shop Stroll for September to invite all the teachers downtown and increase foot traffic. Kaley agreed to reach out to Dr. Duron about the idea and to the businesses and put together special offers for Elgin ISD staff.
 - c. Shop Small Saturday – Kaley asked the board if they would like to consider doing our own giveaway on November 23rd to pass out to the businesses. Katy Gassaway said she received positive feedback about the bags last time and would be in favor of doing it again this year. She suggested doing a “while supplies last” limited offer. The board favored having fewer higher quality bags over an abundance of cheaper quality bags.
 - d. Home for the Holidays Events – Amy provided an update on the event lineup consisting of Hot Cocoa Stroll, Art of Giving, and Holiday Sweater Stroll. Amy explained that the lighted Christmas Parade is still being worked out based on what the Volunteer Fire Department decides to do. The EVFD is considering an alternating schedule between Elgin and McDade.

Announcements:

Hogeye Committee Meeting is tonight at 6:30 and the board is welcome to join us.

Amy asked Krista Marx to discuss Relay For Life on September 18th. Krista gave an update on how it would be at City and the Library this year and they are still accepting teams and sponsors.

Adjourn 8:12 a.m.

Approved:

Attest:



Elgin, TX

Detail vs Budget Report Account Detail

Date Range: 08/01/2021 - 09/17/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program								
Revenue								
122-000-43510	Hogeye Festival	0.00	-25,000.00	-15,490.87	-12,742.00	-28,232.87	3,232.87	12.93%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/02/2021	GLPKT01956	JN04489		MSB HOG EYE 8/2/2			-530.00	
08/02/2021	GLPKT01956	JN04489		MSB HOG EYE 8/2/2			-2,000.00	
08/02/2021	GLPKT01956	JN04489		MSB HOG EYE 8/2/2			-3,500.00	
08/12/2021	APPKT00560	26694	73760	Hog Eye Kiosk	001640 - POWELL'S PRINTERY		468.00	
08/16/2021	GLPKT02048	JN04602		MSB & HOG EYE DEPOSIT			-160.00	
08/16/2021	GLPKT02048	JN04602		MSB & HOG EYE DEPOSIT			-3,250.00	
08/20/2021	GLPKT02188	JN04661		MSB HOG EYE 8/20/21			-270.00	
08/20/2021	GLPKT02188	JN04661		MSB HOG EYE 8/20/21			-2,500.00	
08/27/2021	GLPKT02189	JN04670		MSB 8/27/2021			-500.00	
08/27/2021	GLPKT02189	JN04670		MSB 8/27/2021			-500.00	
122-000-43520	Fundraising	0.00	0.00	-1,327.78	-760.00	-2,087.78	2,087.78	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/16/2021	GLPKT02048	JN04602		MSB & HOG EYE DEPOSIT			-760.00	
122-000-47101	Interest Income	0.00	0.00	-67.14	-5.24	-72.38	72.38	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/31/2021	GLPKT02194	JN04691		August 2021 FNB 5962 Interest			-5.24	
122-000-48210	Donations Special Events	0.00	-1,000.00	0.00	0.00	0.00	-1,000.00	-100.00%
122-000-48217	Holiday Lighting Donations	0.00	0.00	-100.00	0.00	-100.00	100.00	0.00%
Revenue Totals:		0.00	-26,000.00	-16,985.79	-13,507.24	-30,493.03	4,493.03	17.28%
Expense								
122-422-50600	Travel/Training Expenses	0.00	2,000.00	1,789.92	0.00	1,789.92	210.08	10.50%
122-422-50601	Mileage	0.00	0.00	-270.00	0.00	-270.00	270.00	0.00%

Detail vs Budget Report

Date Range: 08/01/2021 - 09/17/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-50610	Registration	0.00	0.00	-200.00	0.00	-200.00	200.00	0.00%
122-422-51001	Office Supplies	0.00	600.00	0.00	24.00	24.00	576.00	96.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/13/2021	APPKT00566	JULY 2021	73759	MONTHLY CHARGES	003276 - POST OAK HARDWARE		24.00	
122-422-51070	Hogeye Festival	0.00	12,000.00	3,014.00	-3,377.00	-363.00	12,363.00	103.03%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/04/2021	CLPKT00446	R00017368		Hogeye Vendor Hogey Hogeye Vendor			-127.00	
08/24/2021	CLPKT00498	R00020026		hogeye vendor hogeye hogeye vendor			-47.00	
08/24/2021	CLPKT00498	R00020027		hogeye vendor hogeye hogeye vendor			-127.00	
08/26/2021	APPKT00585	8/2021 REFUND	73824	REFUND HOGEEY BOOTH FEES	004387 - SIDNEY SPENCER		290.00	
08/26/2021	APPKT00585	8-2021 REFUND	73807	REFUND HOGEEY BOOTH FEES	004388 - JULIE STEEN		240.00	
08/26/2021	APPKT00585	8-21 REFUND	73813	REFUND HOGEEY BOOTH FEE	004389 - NAJI EL AAWAR		526.00	
09/02/2021	CLPKT00527	R00020641		hogeye sponsor hogeye hogeye sponsor			-3,497.00	
09/08/2021	CLPKT00539	R00021155		Hogeye vendor hogeye Hogeye vendor			-127.00	
09/08/2021	CLPKT00539	R00021156		hogeye hogeye hogeye			-127.00	
09/14/2021	CLPKT00554	R00021993		Hogeye vendor hogeye Hogeye vendor			-127.00	
09/14/2021	CLPKT00554	R00021995		hogeye vendor hogeye hogeye vendor			-127.00	
09/14/2021	CLPKT00554	R00021996		hogeye hogeye hogeye			-127.00	
122-422-51076	Promo Tourism	0.00	13,527.00	10,434.81	860.10	11,294.91	2,232.09	16.50%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
08/12/2021	APPKT00560	4606	73766	Open Pendant Banners	003298 - SIGN & BANNER TEXAS		72.00	
08/12/2021	APPKT00560	Ap-My-Ju 2021	73721	April May June 2021 reimbursements	004176 - ANGI MASSAGE		271.74	
08/12/2021	APPKT00560	May-June 2021	73752	May-June Reimbursements	004003 - MONICA L NAVA		261.36	
08/26/2021	APPKT00585	8/17/21 MSB	73799	3 BANNER STANDS	000853 - EARTHEN METALS		120.00	
08/26/2021	APPKT00585	8/21 DNTN DOLLARS	73801	2-DOWNTOWN DOLLARS	004271 - ELGIN FARMERS' MARKET		35.00	
09/10/2021	APPKT00602	7/29/21	73891	REIMBURSEMENT	004005 - ELIZABETH SULLIVAN		100.00	
122-422-51077	Downtown Improvements	0.00	4,000.00	457.23	0.00	457.23	3,542.77	88.57%
122-422-51079	Downtown 78621	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
122-422-53042	Business Assistance	0.00	6,000.00	4,227.26	0.00	4,227.26	1,772.74	29.55%
122-422-53120	Dues & Memberships	0.00	1,300.00	1,677.86	0.00	1,677.86	-377.86	-29.07%

Detail vs Budget Report

Date Range: 08/01/2021 - 09/17/2021

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122-422-53243	Design Comm. HOT	0.00	5,000.00	1,297.05	0.00	1,297.05	3,702.95	74.06%
Expense Totals:		0.00	44,427.00	22,428.13	-2,492.90	19,935.23	24,491.77	-55.13%
122 - Main Street Program Totals:		0.00	18,427.00	5,442.34	-16,000.14	-10,557.80	28,984.80	-157.30%
Report Total:		0.00	18,427.00	5,442.34	-16,000.14	-10,557.80	28,984.80	-157.30%

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
122 - Main Street Program	0.00	18,427.00	5,442.34	-16,000.14	-10,557.80	28,984.80	
Report Total:	0.00	18,427.00	5,442.34	-16,000.14	-10,557.80	28,984.80	