



City of San Marcos
Regular Meeting MINUTES
Main Street Advisory Board
Wednesday, April 17, 2019 at 5:30pm
Main Street Office
317 N LBJ Dr
San Marcos, Texas

- I. **Call To Order 5:33pm**
- II. **Roll Call**
Present: All members present.
Staff present: Rebecca Ybarra-Ramirez, Josie Falletta
- III. **Citizen Comment Period:**
No citizens present.

MINUTES

1. The minutes from the meeting of March 20, 2019 were approved on Board Member Ashley McCafferty's motion, Board member Sarah Simpson's second on a 9-0 vote, with the additional language on item 5) "Additional discussion of location for biscuit booth was had."

ACTION ITEMS

2. Recommendation approving Fire Station #1 as the May Downtown Partner of the Month was approved on Board Member Caitlyn Strickland's motion, Board Member Linda Coker's second on a 9-0 vote.
3. Board Member Coker was elected as Main Street Advisory Board Chair on a 9-0 vote. Board Member Ramika Adams was elected as Main Street Advisory Board Vice Chair on a 4-3 vote, with Board Member Simpson abstaining.
4. The following Board Members were appointed to chair the following committees on a 9-0 vote:

Organization Committee Chair – Cory Glisson-Munier
Economic Vitality Committee Chair – Ashley McCafferty
Promotion Committee Chair – Caitlyn Strickland
Design Committee Chair – Sarah Simpson

DISCUSSION ITEMS

5. After discussion, recipients for the following awards were determined: Preservation Advocate Award and Downtown Preservation Award. Recipients will be notified at Main Street's third annual Preservation Luncheon on May 7, 2019. The Organization Committee will focus on refining the award nomination guidelines and process for the following year.
6. After discussion, the Main Street committees will change meeting times for all committees, beginning in June of 2019. This change will take place in order to encourage attendance during times which are more accessible to volunteers. Staff will research off-street parking options for meetings held during the lunch hour. Staff will also prepare outreach materials to inform stakeholders and the public of these time changes.

Organization Committee – 2nd Monday of the month at 5:30pm
Economic Vitality Committee – 2nd Tuesday of the month at 12:00pm
Promotion Committee – 2nd Wednesday of the month at 5:30pm
Design Committee – 2nd Thursday of the month at 12:00pm

7. After discussion, Main Street will utilize sponsorship funds from its revenue expense accounts to sponsor a table in the amount of \$250 at the Cinco de Mayo Luncheon hosted by Centro on May 3, 2019. Staff will additionally prepare a downtown basket to be utilized for auction at the event.
8. The Board determined that branded shirts would be beneficial for use during Main Street events. Staff will research options and pricing, and Board will utilize Board funds to purchase shirts, approved on Board Member Strickland's motion, Board Member Adams's second on a 9-0 vote.
9. Board directed staff to submit input on their behalf to the City of San Marcos Land Development Code update on the City of San Marcos website. Board approved recommendation from Board Member Simpson on Board Member Coker's motion, Board Member Simpson's second on a 9-0 vote.
10. Board reviewed Main Street's current Work Plan and began to discuss two transformation strategies for downtown vitality. Staff will compile notes and create a shared document for Board members to insert feedback and ideas in advance of next month's board meeting.

REPORTS

11. Main Street Program Report

12. Financial Report

13. Committee Reports:

- Organization Committee
- Economic Vitality Committee
- Promotion Committee
- Design Committee

FUTURE AGENDA ITEMS

VI. Question and Answer Session with Press and Public

VII. Adjournment 7:58pm

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For more information on the Main Street Advisory Board, please contact Josie Falletta at jfalletta@sanmarcostx.gov.