



**The Regular Meeting of the  
San Marcos Main Street Advisory Board  
January 16, 2019    Main Street Program Office – 317 N. LBJ Dr.    5:30 P.M.**

**Vision Statement**

"To foster a downtown that is a unique and culturally vibrant destination, where local businesses thrive and people of all ages can connect, create and celebrate".

**Agenda**

1. Call to Order
2. Roll Call
3. Citizen Comment Period
4. Consider Approval of Minutes of **November 2018** Meeting
5. Standing Reports:
  - Engineering
  - Parking Manager/Patrol
  - CVB
  - Downtown Association
6. Chairman's Discussions
  - Advisory Board Budget
  - Sights and Sounds
7. New Business
  - Parking Advisory Board – recommendation to Council
  - Mermaid Promenade – Sara Lee to lead discussion
  - Preservation Award – Linda to lead discussion
  - Main Street Mission Statement – review
  - Committee work sessions – one week prior to committee meeting
8. Expenditure Report and Program report from Main Street
9. Committee Reports

**Organization**

Committee Chair – Linda Coker

Meeting Time – 3<sup>rd</sup> Monday at 11am

Work Plan Items –

1. Enhance Downtown's value through targeted awards and designations
  - a. January BOTM – People's Choice
  - b. February BOTM
  - c. GAMSA 2020
2. Strengthen existing relationships and create new partnerships to improve outcomes of Main Street initiatives
  - a. Chamber partnership – Commerce and Coffee
    - i. Potential date – Friday, Feb. 22
3. Cultivate and nurture passionate volunteers as Downtown champions
  - a. 2018 Volunteer Hours – over 4,300!



Other:

- Work Plan review and prioritization
- Quarterly reporting
  - Volunteer hours

Economic Vitality

Committee Chair – Ashley McCafferty

Meeting Time – 3<sup>rd</sup> Tuesday at 9am

Work Plan Items -

1. Nurture connectivity, mobility and the creative community as economic drivers for Downtown
2. Create and strengthen resources available to Downtown stakeholders, entrepreneurs and micro businesses
  - a. 2019 Small Business Workshops
  - b. 2019 Annual Mailer
3. Educate and engage Downtown stakeholders on best practices for a cohesive and sustainable downtown economy

Other:

- Work Plan review and prioritization
- Quarterly reporting
  - Sales tax
  - Business openings and closures

Promotion

Committee Chair – Kristan Alvarez

Meeting Time – 2<sup>nd</sup> Wednesday at 10am

Work Plan Items -

1. Strengthen Downtown cultural and intergenerational events through collaboration and marketing
  - a. Wine & Wassail Recap
    - i. Next year – collaboration with Third Thursday
  - b. Upcoming events
    - i. Love Letters – Kissing Alley Mailbox
    - ii. Trailriders Visit Downtown – Monday, Feb. 4 at 12pm
    - iii. Cottage Kitchen – Friday, Feb. 15
    - iv. Chamber Coffee and Commerce – Friday, Feb. 22
2. Evaluate and expand traditional and innovative promotional strategies
  - a. LOVE Downtown Campaign – all of February
  - b. Refine all web and social pages
3. Market downtown culture to residents and visitors



Other:

- Work Plan review and prioritization
- Quarterly reporting
  - Media mentions
  - Social media
  - Ad buys

Design

Committee Chair – Caitlyn Strickland

Meeting Time – 2<sup>nd</sup> Thur at 10am

Work Plan Items -

1. Identify priorities and funding to improve the Downtown pedestrian experience
  - a. Sidewalk trip hazards
2. Work to create enhanced public spaces and destinations
  - a. Platform at LBJ and Hopkins
  - b. Guadalupe reconstruction
3. Foster historic preservation and cultural activities
4. Implement innovative solutions for ongoing Downtown transformation
  - a. San Marcos awarded Bronze Designation – Bike Friendly Community
  - b. People for Bikes grant application
  - c. CLPP update

Other:

- Work Plan review and prioritization
- Quarterly reporting
  - Downtown vacancies
  - Development project updates

10. City Council Report
11. Updates and announcements from Board members
12. Adjournment

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