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 – 3rd 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 – 3rd 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 – 2nd 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 – 2nd 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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