City of San Marcos
Regular Meeting
Main Street Advisory Board
Wednesday, February 21, 2024 at 5:30pm

Attend in Person:
Chamber of Commerce Conference Room
202 N CM Allen Pkwy San Marcos, TX 78666
The presiding officer for this meeting will be present at the meeting location described above.

Attend Online via Virtual Zoom Meeting:
Webinar ID: 816 1358 8384
Public Link: https://us02web.zoom.us/j/81613588384

I. Call To Order
II. Roll Call
III. Citizen Comment Period:
Persons wishing to participate (speak) during the Citizen Comment portion of the meeting must email jfalletta@sanmarcostx.gov prior to 12:00PM the day of the meeting. Comments shall have a time limit of three minutes each. Any threatening, defamatory or other similar comments prohibited by Chapter 2 of the San Marcos City Code will not be read.

ACTIONS ITEMS
1. Select through nomination, a Board Chair and Board Vice Chair for the upcoming year.

MINUTES
2. Consider approval of the January 17, 2024, meeting minutes.

DISCUSSION ITEMS
3. Incoming and Outgoing Board Members – Welcome incoming board members and thank you to outgoing board members.
5. Music on the Square Selection – Select two board members to serve on the jury panel for artist selection for the 2024 Music on the Square event.

REPORTS
6. Main Street Program Report
7. Financial Report
8. Downtown Association Report
10. Parking Advisory Board Report

FUTURE AGENDA ITEMS
IV. Question and Answer Session with Press and Public
V. Adjournment

Notice of Assistance at the Public Meetings
The City of San Marcos is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. If requiring Sign Language Interpreters or alternative formats, please give notice at least 2 days (48 hours) before the meeting date. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov.

For more information on the Main Street Advisory Board, please contact Josie Falletta at jfalletta@sanmarcostx.gov.
City of San Marcos  
Regular Meeting MINUTES  
Main Street Advisory Board  
Wednesday, January 17, 2024 at 5:30pm  

Attend in Person:  
Chamber of Commerce Conference Room  
202 N CM Allen Pkwy San Marcos, TX 78666  

Attend Online via Virtual Zoom Meeting:  
Webinar ID: 898 9083 6199  
Public Link: https://us02web.zoom.us/j/89890836199  

I. Call To Order 5:38PM  

II. Roll Call  
Attending: Ashley McCafferty, Shandee Lynn, Keely Hennig, Anita Collins, Mark Gleason, Duane Bradley  
Staff Present: Josie Falletta, Garret Hope, Andrea Villalobos  

III. Citizen Comment Period: None  
Persons wishing to participate (speak) during the Citizen Comment portion of the meeting must email jfalletta@sanmarcostx.gov prior to 12:00PM the day of the meeting. Comments shall have a time limit of three minutes each. Any threatening, defamatory or other similar comments prohibited by Chapter 2 of the San Marcos City Code will not be read.  

PRESENTATIONS  
1. Andrea Villalobos, City of San Marcos’ Assistant Director of Planning, gave a presentation of the Downtown Area Plan and the Vision SMTX Comprehensive Plan. She informed the board that City Council has given final direction for the plan. The board discussed strategic initiatives for Downtown San Marcos as listed in the plan. Andrea Villalobos left the meeting after her presentation.  

MINUTES  
2. The November 15 & December 20, 2023 meeting minutes were approved on Board Chair Shandee Lynn motion and Board Member Anita Collins second, on a 6-0 vote.  

DISCUSSION ITEMS  
3. The board discussed the Downtown Area Plan and their findings from Andrea Villalobos’ presentation.  
4. Josie Falletta informed the board of the upcoming 10th Annual Love Downtown Awards. The board appointed a sub committee to review nominations from local businesses and discussed the final processes for winner selections.  

REPORTS  
5. Main Street Program Report – Staff provided an update on events, social media efforts, downtown businesses, and future planning.  
6. Financial Report – Main Street has expended 17% of its FY24 operational budget.  
7. Downtown Association Report – N/A  
8. Economic Development Report – N/A  
9. Parking Advisory Board Report – Main Street Manager Josie Falletta updated the board on information provided to her by the Parking Advisory Board.  

FUTURE AGENDA ITEMS  

IV. Question and Answer Session with Press and Public  

V. Adjournment: A motion was made at 7:06 PM by Vice Chair Ashley McCafferty and seconded by Board member Anita Collins. The motion passed with a vote of 6-0 and the meeting was adjourned.
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2024 LOVE DOWNTOWN AWARDS

EVENT INFORMATION
- Date: Thursday, February 29
- Location: The Marc
- Time: 6:00 - 8:00 PM
- Volunteers needed:
  - Set up: TBD (could be morning or afternoon)
  - During event: greeters, check in, awards table, raffle prizes
  - Break down: clean up, pack up food and supplies, carry supplies to vehicles

PUBLIC NOMINATIONS
- Closed (was open for 3 weeks) - 211 nominations, an all-time record!
- Outstanding New Business, Downtown Legend, Business of the Year
- Process:
  - Public nominates businesses
  - Judging panel meets, blind judging (names hidden)
  - Finalists announced and invited to attend
  - Winners announced at Love Downtown Awards

MAIN STREET NOMINATIONS
- **Partner of the Year**
  - Past winners include:
    - 2023 - City of San Marcos Planning Department
    - 2022 - KZSM
    - 2020 - Price Center
    - 2018 - Splash Coworking
- **Kelly Franks Volunteer of the Year**
  - Past winners include:
    - 2023 - TXST Delta Sigma Phi
    - 2022 - LCRA
    - 2020 - Christopher Paul Cardoza
    - 2018 - Linda Coker
- **Innovation Award**
  - Past winners include:
    - 2023 - Blind Salamander
    - 2022 - Putt Pub
    - 2020 - Splash Coworking
- **Revitalization Award (New)**
  - New award developed by Event Subcommittee for 2024
  - Awardee is a business or property owner who has revitalized a neglected building or area of downtown
2024 EVENTS + INITIATIVES

EVENTS
January 15: MLK Day Events -- POSTPONED
February 8: TMSP Regional Design Workshop
February 10: Mardi Gras
February 29: Love Downtown Awards
March 2: Spring River Cleanup
March 18: SMCISD Bus Drivers Community Service Day
April 8: Solar Eclipse
April 12: LCRA Steps Forward Day
May 10, 17, 24 & 31: Music on the Square
June 21: Make Music Day
August 30: Back the Bobcats
September 16: Presidential Debate
October TBD: Family Weekend
November TBD: Holiday Lighting Ceremony

Weekly: Farmer's Market
Monthly: San Marcos SaturPLAY, Art Squared, 1893 Flea, Vanilla Bean Market

INITIATIVES
• S Guadalupe St Parcels - activation plan
• Crosswalk Restriping Project - TIRZ#5 funded
• Mobility Hub Activation Plan - seasonal installations
• Work Plan Implementation - task list under development
• Kissing Alley CIP Outreach - late March
TEXAS MAIN STREET DESIGN WORKSHOP IN SAN MARCOS - FEB. 8

Date: Thursday, February 8
Time: 9:00AM - 4:00PM
Location: Old Fish Hatchery, 206 N CM Allen Pkwy

Topics: fundamentals of Main Street Design, including historic preservation, walkability, tax credits, architecture, etc.

Workshop hosted by San Marcos Main Street Program, taught by Texas Main Street Design team.

CHAMBER YOUTH LEADERSHIP - FEB. 13

Date: Tuesday, February 13
Time: 10:00AM - 1:00PM
Location: Multiple downtown businesses

Topics: Main Street, shop local, coworking, entrepreneurship, small scale manufacturing

Workshop hosted by San Marcos Area Chamber of Commerce, session focused on downtown and small business.

Student seniors from San Marcos High School and Academy.
JAN 2024 ANALYTICS

Facebook
- Followers: 12,327 (+1.4%)
- Reach: 19,024
- Engagement: 677
- Engagement Rate: 3.56%

Instagram
- Followers: 7,613 (+1.4%)
- Reach: 14,298
- Engagement: 1,675
- Engagement Rate: 11.71%

HIGHLIGHTS

January SaturPLAY

MLK Day

Love Downtown Nominations
NEW BUSINESSES: 15

Q1
- Allstar Lifestyle
- Arabian Nights Hookah Lounge

Q2
- Wildfire

Q3
- Local Joe’s (closed)
- Got Toys
- Zablosky Film
- Douglas Smith Soap Co.
- Katz Coffee Drive Thru
- Happy Clouds

Q4
- Sylvia Pizza
- La Chula
- The Sweet Spot
- Tantra
- Miracle Leaf
- Hangry Joe’s
- Onpoint Roofing

BUSINESS CLOSURES: 11

Q1
- El Coco Loko Fruit Factory
- Solid Gold
- Alcoholics Anonymous
- Ike’s Love & Sandwiches

Q2
- Rapid Nutrition
- Vitality Bowls

Q3
- Stellar Coffee Co
- Golden Needle

Q4
- Smoothie King
- Cisneros Insurance Co.
- Rick’s Lock & Key
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<td>312 University Dr, 312 C</td>
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<tr>
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<td>110 E MLK Dr</td>
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<td>Bazaar</td>
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<td>407 N Guadalupe St</td>
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<td>Sea Barra</td>
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<td>Eden Bar</td>
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## MAIN STREET FINANCIAL REPORT - 2/21/2024

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**TOTALS** | **207,667.26** | **30,009.33** | **15,840.59** | **161,817.34** | **22%** |