



**AGENDA**  
**Elgin Main Street Advisory Board**  
**Thursday, August 16, 2018 – 7:30 a.m.**  
**Jalisco Mexican Restaurant**  
**244 Highway 290, Elgin, TX 78621**

**Board of Directors**

Ed Rivers-President, Theresa McShan-Vice President, Stacey Wilhite-Secretary,  
Renee Girling, Allan Tolbert, Joe Mallon, Katy Gassaway, Charles McInnis

**Regular Meeting**

- I) Call to Order
- II) Welcome
- III) PUBLIC COMMENT  
Individuals may request to speak on items on the agenda, and items not on the agenda, Speaker comments are limited to three (3) minutes. No formal action can be taken on items not posted on the agenda. All speakers must limit their comments to the specific subject matter noted on the "PUBLIC COMMENT FORM" and refrain from personal attacks or derogatory comments directed at any board member, member of Staff, other individual or group.
- IV) Approve Minutes
  - 1) July 19, 2018
- V) Financial Report-
- VI) New Business – Discussion & Possible Action
  - 1) National Main Street strategic planning
  - 2) Historic Preservation Plan
  - 3) Business Retention & Recruitment Committee
    - a) Imagine the Possibilities property Tour fall
    - b) Billboard at 11<sup>th</sup> & Hwy 290 & At Hwy 95 South
  - 4) Design Committee
    - a) Public Art options, funding sources  
Mural
    - b) Benches & Trashcans
  - 5) Promotion Tourism
    - a) Dine Elgin
    - b) Wildcat Pride Window décor contest, homecoming parade & Community Pep rally
    - c) Sip Shop & Stroll
      - (a) September Concert with Parks Dept featuring Steel Betty  
November Blue Santa Giving night
    - d) Home for the Holidays & Shop Small Saturday
  - 6) Hogeys Festival
    - a) Plans for 2018
    - b) LCRA Rockwall  
Cow Patty Bingo
    - c) Sponsors
  - 7) Organization
    - a) Downtown 78621
    - b) Love Elgin TX
  - 8) Announcements
    - a) Sip, Shop & Stroll  
Homecoming Parade & Pep Rally
  - 9) Adjourn

**Vision**

We envision a revitalized and active historic downtown destination with warm hearted friendly people and vital businesses, where ethnic and cultural diversity are celebrated.

**Mission**

We will enhance downtown vibrancy through historic preservation and mixed use and pedestrian friendly development, by strategically implementing the National Main Street Four Point Approach of: Design, Organization, Promotion and Economic Restructuring.

**Core Values**

Through a strong belief that historic preservation of our irreplaceable cultural resources in the historic downtown district is vital to the revitalization and economic success of our community, we are committed to supporting responsible repurposing of historic structures and new construction that supports mixed use development through partnerships and a persistent effort to support community focused development and promotions.

**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 5:00 pm Friday August 10, 2018

*La'Richer Parks*

La'Richer Parks, Administrative Assistant, Community Development Department

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. The Council Chambers are 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) 281-5724. Please provide forty-eight (48) hours notice when feasible.