

**ENNIS MAIN STREET BOARD MEETING MINUTES  
REGULAR MEETING  
WEDNESDAY, JANUARY 10, 2018  
5:30 P.M.**

**CALL TO ORDER**

Vice Chairperson Jake Holland called a regular meeting of the Ennis Main Street Board to order on Wednesday, January 10, 2018 at 5:31 P.M. at the Ennis Chamber of Commerce, 108 Chamber of Commerce Drive, Ennis Texas 75119.

**INVOCATION AND PLEDGE OF ALLEGIANCE**

Vice Chairperson Holland led the Pledge of Allegiance.

City Building Official Richardson offered the Invocation.

**ROLL CALL**

Economic Development Administrative Assistant Rhonda Winters called roll; a quorum was not present:

Board Members Present: Betty Glaspy, Jess Haupt, Jake Holland, Kelly Kovar, Charlotte Watson, Judy Connatser, Jeanette Patak, John Chapman, Brook Betik

Board Members Absent: Bill Davis, Romario Gutierrez, Scott Hejny, Nora Puckett, Meg Sullivan, Dennis Zembala

Staff Present: Becky McCarty, Rhonda Winters, Ashley Colunga, Gina Rokas, Mary Davis, Ginger Gonzales, Scott Dixon, Randall Heye, Mark Richardson, Marty Nelson

**ITEMS FOR DISCUSSION & CONSIDERATION**

1. Discuss and consider the minutes of the October 4, 2017 meeting.
  - a. Unable to take action.
2. Citizens Request for Public Hearing
  - a. No citizen addressed the board.
3. Review FY16-17 Budget and 501c3 Report
  - a. The current budget report was presented by McCarty.
4. City Commission update
  - a. No update given.
5. 2018 Goals and Objectives
  - a. McCarty presented 2018 projects & events.
  - b. No new events for 2018.
  - c. Working to improve existing events.

6. Four Point Updates:

a. Organization update:

- i. Re-cap of Christmas Parade & Block Party
  - 1. Record attendance.
  - 2. Carriage/wagon rides sold out in 26 hours.
- ii. 2018 Downtown Events
  - 1. Farmers Market will be moved to 104 N. McKinney.
  - 2. Presented event dates for all 2018 activities.
- iii. Bluebonnet Trails – 204 W Knox
  - 1. Moving to this location will give visitors a better opportunity to shop and dine downtown.
  - 2. 6 month lease in the amount of \$10,000.
  - 3. Cost share between the EDC & the City.
- iv. Love is in the air event
  - 1. Will be held February 10<sup>th</sup>.
  - 2. In the process of booking a band.

b. Economic Vitality update:

- i. Welcome Center update
  - 1. Presented rendering and floor plan of office space.
  - 2. CMAR is working on bid documents.
- ii. Downtown Infrastructure update
  - 1. Contract to be signed within a week.
  - 2. Working on construction schedule.
- iii. Union Pacific Safety Zone update
  - 1. Working on funding from NTCOG.
  - 2. Will be completed in several phases.
- iv. Historic Preservation Grant Program
  - 1. City Commission approved Iteration 4 with the following changes:
    - a. Grant amount set at 20%, with a cap of \$150,000.
    - b. Contingency fees, not to exceed 10%, added to eligible expenses.
    - c. Contractor fees, not to exceed 8%, added to eligible expenses.
- v. Historic Preservation Grants update
  - 1. 119 S Dallas St.
    - a. \$1.2 million project, eligible for a \$250,000 grant.
    - b. Approved by City Commission on December 19<sup>th</sup>.
    - c. Approved by EDC on December 12<sup>th</sup>.
- vi. Main Street Grant Applications
  - 1. In the process of requesting grant funding for events.

c. Promotions update:

- i. Convention and Visitors Bureau update
  - 1. No update given.
- ii. Communications & Marketing update
  - 1. 10 Tips For Successful Downtown brochure

- a. Colunga presented the brochure that will be distributed to new and current downtown business owners to assist them in being successful especially during downtown construction.
- 2. Weekend Getaway Book
  - a. Colunga presented the coffee table book featuring Ennis.
- 3. Branding campaign update
  - a. A logo has been chosen.
  - b. Filming for the branding video will begin on January 24th.
  - c. Logo will be presented to the branding committee and City Commission on February 20th.
- iii. Arts Commission
  - 1. Adirondack chair project to start in February.
    - a. Will be displayed in April during bluebonnet trails.
    - b. To be sold in a silent auction.
- d. Planning & Design update:
  - i. Historic Landmark Commission update
    - 1. No update given.

## ADJOURNMENT

With no other business before the Main Street Board, Vice Chairperson Jake Holland declared the meeting adjourned at 6:26 P.M.

  
BETTY GLASPIE  
Main Street Secretary