

**MINUTES**  
**ENNIS MAIN STREET BOARD**  
**ENNIS CHAMBER OF COMMERCE**  
**WEDNESDAY, APRIL 5, 2017**  
**5:30 P.M.**

1. Call to Order: 5:33pm (M Sullivan)
2. Roll Call: (R Winters)
  - a. Board Members Present: Betik, Chapman, Culpepper, Davis, Glaspy, Holland, Hejny, Patak, Puckett, Sullivan, Watson, Zembala, Connatser
  - b. Board Members Absent: Guterrez, Haupt, Kovar
3. Pledge of Allegiance & Invocation:
4. Approval of Minutes:
  - a. Consider approving the minutes of the March 1, 2017 meeting
    - i. Motion by Holland, 2<sup>nd</sup> by Hejny approving the minutes of the March 1, 2017 meeting.
      1. 10 Ayes
5. Citizens request for public hearing:
  - a. No citizen addressed the Board.
6. Board Member Participation Agreement: (M Sullivan)
  - a. Purpose of the agreement was discussed.
  - b. Each member was asked to sign an agreement and return to staff.
7. Finance Report: (B McCarty)
  - a. Review FY16-17 Budget
    - i. The current budget report was presented by McCarty.
    - ii. Hejny gave an update on the Capital Improvement Planning process.
      1. Approved contract with Chandler Thinks for branding campaign.
      2. City budget meeting will be held on May 20<sup>th</sup> in which funding for downtown projects will be discussed and decided.
8. Four Point Updates:
  - a. Economic Vitality update
    - i. Farmers Market (B McCarty)
      1. Presented Time Lapse Video of opening day.
      2. Vendors advised their sales exceeded previous opening day years.
      3. Largest attendance yet on opening day.
    - ii. Bluebonnet Festival update (B McCarty)
      1. Road closures and vendor check in will begin at noon on April 7<sup>th</sup>.
      2. Downtown merchants extending their hours on April 7<sup>th</sup>.
      3. Wineries placed strategically throughout the festival.

b. Organization update

i. Downtown Merchants Association update

(B McCarty)

1. Roger Brooks Video

- a. Presented "Community Signage" video.
- b. A public viewing of the Roger Brooks Video "28 Ingredients to a Successful Downtown" will be shown at the Ennis Public Theatre on May 8<sup>th</sup>.
  - i. Invitations are going out to City Commission, Economic Development, and Downtown Merchants & Friends Representatives.

c. Promotions update

i. Convention and Visitors Bureau update

(B McCarty)

1. Providing a new in color bluebonnet trails map that includes a map of downtown on the back.
2. As of April 5<sup>th</sup>, 7,000 maps have been given to visitors.
3. 2,000 visitors have signed in at the Visitors Center as of April 1<sup>st</sup>.

ii. Communications & Marketing update

(A Colunga)

1. Mobile App "Ennis Y'all"

- a. Provided a video showing the functions of the app.
- b. As of April 5<sup>th</sup> there have been 4,725 subscriptions to the push notification on the app.

2. Branding Campaign

- a. Chandler Thinks was the agency selected from the three finalists for the branding campaign.
- b. Contract approved by City Commission April 4<sup>th</sup>.

3. Main Street Midway

- a. Presented the graphic designed for the carnival flyers.
- b. Flyers were delivered to all the schools last week.
- c. An ad has been placed in the Ennis Daily News with a \$5 off coupon.

4. Pivo Pavillion

- a. Presented graphic that will appear on the banner placed at the pavilion.
- b. Half page add will run in the Ennis Now Magazine, Ennis Daily News, and the Polka Fest Magazine.

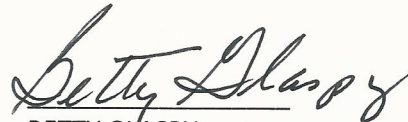
d. Planning & Design update

i. Historic Landmark Commission update

(N Puckett)

1. Approved the patio cover for El Mexicano Grill on March 21<sup>st</sup>.

9. Adjournment: 6:26pm



BETTY GLASPY  
Main Street Secretary