

**MINUTES
ENNIS MAIN STREET BOARD
ENNIS CHAMBER OF COMMERCE
WEDNESDAY, FEBRUARY 3, 2016
5:00 P.M.**

1. Call to Order: (M Sullivan)
 - a. Meeting convened at 5:03pm

2. Roll Call: (B McCarty)
 - a. Board members present: Bramlet Beard, Brook Betik, John Chapman, Misty Culpepper, Betty Glaspy, Romario Guterrez, Jake Holland, Brian Holley, Angie Juenemann, Kelly Kovar, Jeannette Patak, Nora Puckett, Meg Sullivan, Dennis Zembala, Bill Davis (5:40pm), Jess Haupt (6:00pm)
 - b. Charlotte Watson

3. Pledge of Allegiance & Invocation:
 - a. Pledge of Allegiance was recited and Invocation was offered by Marty Nelson

4. Approval of Minutes: (M Sullivan)
 - a. Consider approving the minutes of the January 6, 2016 meeting.
 - i. Motion by Beard, 2nd by Holley, to approve the January 6 minutes as presented.
 - ii. 14 Ayes

5. Citizens request for public hearing (agenda items): (M Sullivan)
 - a. Sandy Anderson from the Ennis Garden Club addressed the board and requested partnership with the Ennis Main Street. Anderson said the Garden Club is really trying to build up the Bluebonnet Trails Festival that is offered in downtown Ennis by offering more entertainment. A bigger stage is required in order to accommodate this goal. The amount of funding the Garden Club suggests is \$15,000.
 - i. A discussion was held about fundraising and establishing a 501C(3)

6. Discussion of the Four Point organizational structure and function (M Sullivan)
 - a. Sullivan explained a change in how updates will be provided. If there is a update under the committees, the volunteer responsible for the update will provide it.

7. Four Point Updates:
 - a. Organization update
 - i. Downtown Merchants Assn update
 1. McCarty explained there is a lot of interest in establishing a DMA but very few had time to organize. Residents expressed an interest in being involved.

 - b. Promotions update
 - i. Convention and Visitors Bureau update
 - ii. Marketing opportunities update
 - iii. Brand development update
 1. Discussion was held about branding and logo. Staff will send out a RFP.
 - iv. Make-It-At-The- Market update
 1. Puckett is working on the schedule and sponsors to adopt the Make it at the Market

- c. Planning & Design update
 - i. Design guidelines / standards
 - 1. Nelson explained there is a THC Grant that can pay up to half of a firms cost on developing design guidelines for downtown.
 - ii. Historic Landmark Commission update
 - iii. Façade Grant application for 117 N Dallas
 - 1. Consider approving a Façade grant for 117 N Dallas.
 - a. Motion by Beard, 2nd by Zembala
 - b. 14 Ayes
 - iv. Façade Grant completion for 200 W Knox
 - 1. Consider approving the Façade grant completion and payment for 200 W Knox.
 - a. Motion by Beard, 2nd by Holley
 - b. 14 Ayes
- d. Economic Restructuring update
 - i. Downtown TIRZ
 - ii. Grants update (Historic Preservation & Façade)
 - iii. Economic Development Corporation update
 - 1. Nelson provided a update. The 2nd phase of the TIRZ contract will go before the Ennis City Commission on Feb 15th. An update on EDC projects was also provided.

8. Comprehensive Plan update (M Nelson)
 a. Nelson

9. Downtown Master Plan update (M Nelson)
 a. Nelson explained the DMP will go before the Ennis City Commission for the first reading and presentation on Feb 15. The Executive Board will present and Mesa will be available to answer questions. The second reading and vote will be on March 7.

10. Main Street Coordinator Update: (B McCarty)
 a. Hospitality 101

- i. McCarty said that MS and the Ennis Chamber of Commerce and Ennis CVB will be partnering to offer training for Merchants citywide on Feb 29th. This is an effort to help merchants and restaurateurs with their staff training on customer service.

b. Events update

- i. Farmers Market update
 - 1. McCarty explained that we currently have a job opening for a FM Coordinator.
- ii. Freedom Festival update
 - 1. Nelson explained that the Fireworks funding would be going before the Ennis City Commission on Feb 15.
 - 2. McCarty explained that she is working with the Health Department in finding out how people attending the festival can sample the BBQ.

11. Adjournment:
 a. Meeting adjourned at 6:12pm


 Betty Glaspy
 Main Street Secretary