

**MINUTES
ENNIS MAIN STREET BOARD
CHAMBER OF COMMERCE
WEDNESDAY, FEBRUARY 4, 2015
6:00 P.M.**

1. Call to Order:
2. Roll Call:
 - a. Board Members Present: Holley, Patak, Kovar, Puckett, Zembala, Holland, Sullivan, Glaspy, Beard, Davis, Chapman and Gutierrez
 - b. Members Absent: Haupt, Williams, Warren and Howard
 - c. Staff Present: Ewings, Nelson, McCarty and Rokas
 - d. Elected Officials Present: Thomas and Holley
3. Old Business
 - a. Elect Officers
 - i. Officers nominated:
 1. Chairperson: Meg Sullivan
 2. Vice-Chair: Jake Holland
 3. Secretary: Betty Glaspy
 - ii. Motion by Beard; second by Holley to approve the slate of officers.
 - iii. Twelve Ayes
 - b. Adopt by-laws
 - i. Motion by Beard; second by Glaspy to approve the by-laws with format change from bulleted to numerical and a correction to Article VI – Organization, section 2.
 - ii. Twelve Ayes
 - c. Downtown Master Plan
 - i. Motion by Chapman; second by Beard to form a temporary committee to screen the Downtown Master Plan (DMP) submissions and select the top three or four for the full board to consider.
 - ii. Members of the DMP Committee are: Sullivan, Holland, Glaspy, Nelson, McCarty, Holley and Beard.
 - iii. Twelve Ayes
 - d. Façade Improvement Program
 - i. Motion by Thomas; second by Beard to form a temporary committee to draft a Façade Improvement Program (FIP) for the full board to consider.
 - ii. Members of the FIP Committee are: Sullivan, Nelson, McCarty, Davis and Price.
 - iii. Twelve Ayes

4. New Business

a. Wine Walk

- i. McCarty outlined the plan for the Wine Walk. This activity will be somewhat self-funding with tickets being sold. The event will occur under a large fest-tent on the south side of downtown. Discussion ensued about the difficulty connecting events and activities on the north side and south side of downtown – having to cross Ennis Avenue.

b. Farmers Market

- i. McCarty informed the Board the Farmers Market Vendors meeting is scheduled for Thursday, Feb 5, 2015 and she would report back to the Board with the issues and concerns of the FM Vendors.

c. Spring into Art

- i. McCarty outlined the plan for this event. For two months, during the Bluebonnet Trails and Festival (April and May), artists will display their art in various locations in the downtown. Discussion ensued about opening a location to be a “Pop-Up Gallery”. A pop-up gallery being defined as a location where people can walk through and look at and buy art on the spot. While the idea was generally supported, a concern was raised about the conflict it might cause with the Garden Club and the art vendors who pay a fee to sell art during the Bluebonnet Festival. The general conclusion was the pop-up gallery was a good idea but we shouldn’t infringe on the vendors who pay a fee to display and sell during the Bluebonnet Festival.

d. Downtown Map (Shopping & Dining Guide)

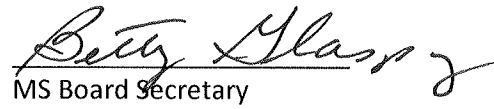
- i. McCarty outlined the plan to produce a professional map of downtown business and presented an example map of downtown Granbury. Discussion ensued about whether or not to charge a fee for a business to be represented on the map. Generally, the opinion was the MS Board should provide the map free as a way of demonstrating to downtown merchants the Board’s commitment to help create sustainable economic vitality.

5. Miscellaneous

a. Main Street Logo

- i. McCarty presented two options for the Main Street Logo. Discussion ensued about the need to review several example logos to make sure the board selected a logo that branded downtown effectively. Price interjected the importance of getting this right because how we brand downtown will drive the identity of downtown for many years. Generally, the opinion was to go slow and deliberate branding downtown and selecting an appropriate logo.
- ii. The Board instructed McCarty to select and present several example Main Street Logos.
- iii. Price volunteered a web site that enables a crowd-sourcing option to create a logo.

6. Meeting adjourned at 7:04 Pm CST.
7. Next Meeting: Wednesday, March 4th, Chamber of Commerce board room at 5:00Pm.


MS Board Secretary

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