

**MINUTES  
ENNIS MAIN STREET BOARD  
ENNIS CHAMBER OF COMMERCE  
WEDNESDAY, MARCH 2, 2016  
5:00 P.M.**

1. Call to Order: (M Sullivan)
  - a. Meeting convened at 5:05pm
  
2. Roll Call: (B McCarty)
  - a. Board Members Present: Bill Davis, Betty Glaspy, Romario Guterrez, Brian Holley, Angie Juenemann, Kelly Kovar, Jeannette Patak, Nora Puckett, Meg Sullivan, Dennis Zembala
  - b. Board Members Absent: Bramlet Beard, Brook Betik, John Chapman, Misty Culpepper, Jess Haupt, Jake Holland and Charlotte Watson
  
3. Pledge of Allegiance & Invocation:
  - a. Pledge of Allegiance was recited and the Invocation was offered by
  
4. Approval of Minutes:
  - a. Consider approving the minutes of the February 3, 2016 meeting.
    - i. Motion by Holley, 2<sup>nd</sup> by Glaspy, to approve the February 3 minutes as presented.
    - ii. 10 Ayes
  
5. Citizens request for public hearing:
  - a. None
  
6. Main Street FY 15-16 Budget: (M Nelson)
  - a. Conduct a public hearing and consider approving the Main Street FY 15-16 Budget with expenditures made by authority of Local Government Code section 505.158 for the purpose of promoting new and expanded business development.
    - i. Motion by Glaspy, 2<sup>nd</sup> by Holley to approve the Main Street FY 15-16 Budget
    - ii. 10 Ayes
  
7. Funding Request from the Garden Club: (B McCarty)
  - a. The Garden Club requested \$15,000 for a professional stage to enhance the quality and attendance of Bluebonnet Festival.
  - b. Consider approving a sponsorship grant of \$7,500 to provide a professional stage for the purpose of increasing the downtown's share of "visitor spending" and "local spending" to enhance new and expanded business development.
    - i. Motion by Juenemann, 2<sup>nd</sup> by Puckett to approve the sponsorship grant of \$7,500.
    - ii. 10 Ayes
  
8. Project Lionheart (M Nelson)
  - a. Nelson presented information about the Type B Project that provides up to \$40,000 for a Downtown Master Plan - Implementation Plan.
    - i. Implementation plan

- ii. Design guidelines
- iii. Downtown zoning overlay district
- b. Consider a “resolution of support” to approve Project Lionheart.
  - i. Motion by Holley, 2<sup>nd</sup> by Juenemann
  - ii. 10 Ayes

9. Alcoholic Beverage Establishments

(M Nelson)

- a. Nelson provided an update on Finn MacCool’s progress to open a downtown pub and the obstacles regarding our current City Ordinance.
- b. Consider a “resolution of support” to allow alcoholic beverage establishments “private clubs” to operate in the historic downtown under authority of a specific use permit.
  - i. Motion by Davis, 2<sup>nd</sup> by Puckett to approve a resolution of support.
  - ii. 10 Ayes

10. Four Point Updates:

a. Organization update

- i. Downtown merchants association update (Becky & Betty)
  - 1. McCarty explained that Wayne Norcross from City Real Estate was organizing a Downtown Merchants meeting. The meeting would be Thursday morning March 10 at 8:30am at the MW Emporium

b. Promotions update

- i. Convention and Visitors Bureau update (G Rokas)
- ii. Marketing opportunities update
- iii. Brand development update (M Nelson)
  - 1. Nelson discussed that a RFP was sent out to a few firms to help with branding.
- iv. Make-It-At-The-Market update (N Puckett)
  - 1. Puckett discussed plans for the craft project and looking for volunteers. Also discussed was a potential library partnership.

c. Planning & Design update

- i. Historic Landmark Commission update (D Zembala)
- ii. Façade grant completion for 117 N Dallas (M Nelson)
  - 1. Consider approving a façade grant completion and payment for 117 N Dallas in an amount of \$7,500.
    - a. Motion by Juenemann, 2<sup>nd</sup> by Puckett to approve grant completion and payment.
    - b. 10 Ayes
- iii. Façade grant application 204 W Knox (M Nelson)
  - 1. Consider approving a façade grant for 204 W Knox in an amount not to exceed \$7,500.00.
    - a. Motion by Juenemann, 2<sup>nd</sup> by Holley to approve façade grant.
    - b. 10 Ayes

d. Economic Restructuring update

- 1. This section of the agenda was by-passed at the direction of the President due to time constraints.
- ii. Downtown TIRZ (M Nelson)
- iii. Downtown grants (TCF Main Street) (M Nelson)

iv. Economic Development Corporation update (M Nelson)

11. Downtown Master Plan update (M Nelson)

- a. Nelson provided an update that included the status of Project Lionheart (the project to fund a phase II contract with MESA)

12. Main Street Coordinator update (B McCarty)

a. Downtown Murals

- i. McCarty gave a brief presentation on MS involvement in murals downtown.

b. Hospitality 101

- i. McCarty gave an update on the Hospitality 101 training. It was well attended and beneficial. The hope is to grow the program.

c. Events update

i. Farmers market update

ii. Freedom festival update

- 1. McCarty explained the plans to refresh the market area this year and announced the Vendor Meeting to take place on March 15 at 7pm at the Ennis Public Library. Further plans to grow the Ennis Freedom Fest are underway.

13. Adjournment:

- a. Adjourned at 6:31pm

  
Betty Glaspy  
Main Street Secretary