

**MINUTES  
ENNIS MAIN STREET BOARD  
CHAMBER OF COMMERCE  
WEDNESDAY, MARCH 4, 2015  
5:00 P.M.**

1. Call to Order:
2. Roll Call:
  - a. Board Members Present: Holley, Patak, Haupt, Kovar, Puckett, Zembala, Holland, Sullivan, Glaspy, Beard, Davis, Chapman and Gutierrez
  - b. Members Absent: Williams, Warren and Howard
  - c. Staff Present: Nelson, McCarty and Rokas
3. The Minutes of January 22, 2015 were considered for approval.
  - a. Motion by Holland; second by Haupt to approve the Minutes of January 22 as presented.
  - b. Thirteen Ayes
4. The Minutes of February 4, 2015 were considered for approval.
  - a. Motion by Chapman; second by Beard to approve the Minutes of February 4 as presented.
  - b. Thirteen Ayes
5. Old Business
  - a. Downtown Master Plan
    - i. Nelson presented the Board an update about the DMP proposals.
    - ii. Eleven proposals were received.
    - iii. DMP Committee members are: Sullivan, Holland, Glaspy, Nelson, McCarty, Holley and Beard.
    - iv. The selection committee met twice to review the proposals and establish evaluation criteria and plan to meet on March 18<sup>th</sup> to select the three or four finalists.
    - v. Finalists will be required to present in person to the full Board.
    - vi. Time is of the essence.
  - b. Façade Improvement Grant Program (FIGP)
    - i. Sullivan presented the Board an update about the FIGP.
    - ii. Puckett raised an issue about whether or not the correct design standards were being applied as part of the Certificate of Appropriateness process administered by the Historic Landmark Commission.
    - iii. Nelson commented the standards should be consistent throughout the process. A Certificate of Appropriateness is required to receive a FIGP and the Historic Landmark Commission is the authoritative body to enforce design standards. The Main Street Board is the authority to approve a façade grant but only after the HLC approves the associated Certificate of Appropriateness.

- iv. McCarty added that the purpose of including the Texas Historic Commission in the design process is because the resource team will create façade renderings using the appropriate design standards.
- v. Motion by Beard; second by Davis to approve the Façade Improvement Grant Program with amended language “Improvements made as part of a Façade Improvement Grant may not be claimed as part of any other incentive program”.
- vi. Thirteen Ayes
- vii. The FIGP now goes to the EDC and City Commission

c. Wine Walk

- i. McCarty and Sullivan explained to the Board the “Wine Walk” had been cancelled due to the time and effort required relevant to the number of other activities going on at the same time.

d. Farmers Market

- i. McCarty informed the Board the Farmers Market is on track to open Saturday, April 4.
- ii. McCarty also informed the Board the 2<sup>nd</sup> Saturday – “Sunset Market” is being planned for April 26, from 5-9 Pm.
- iii. Beard expressed concern about the conflict between the Sunset Market and a wedding scheduled at the Event Center. The conflict is about the availability of parking for the wedding party and loud music from the entertainment at the Sunset Market.
- iv. There was good discussion between several members about striking a balance between the need to schedule special events in the Downtown in a way that doesn’t hinder the business opportunities being created by those activities.
- v. Holley commented how wonderful it was to have a conversation because there is so much activity in the downtown, we have to deconflict it.

e. Spring into Art

- i. McCarty outlined the plan for this event. There are 18 windows that will be used to display the selected artwork. Volunteers to help set up the displays were asked to contact McCarty.

f. Downtown Map (Shopping & Dining Guide)

- i. McCarty explained this project was on going and needed to be further developed.

6. New Business

a. Logo / Brand

- i. McCarty informed the Board there had been little input or progress with this action. Sullivan reiterated selecting a brand was very important and shouldn’t be rushed into. Other Board members commented they should be patient and let the logo/brand action be part of the overall Downtown Master Planning process.

b. Committees (Organization, Design, Promotion and Economic Restructuring)

- i. McCarty asked the Board to adopt an organizational design slightly different than the one presented at the previous meetings. The design is consistent with the one proposed by the Texas Historic Commission Main Street Program's Four Point Approach. The four Standing Committees under this design are: Organization, Design, Promotion and Economic Restructuring.
- ii. McCarty presented a chart that depicted the design and listed several projects and tasks that each committee would be responsible for.
- iii. Several Directors asked questions about the design trying to understand how the committees functioned.
- iv. Nelson commented the design seemed a bit confusing and suggested the group attend the THC Resource Team meetings as an opportunity to hear from the THC how the design is supposed to work and what type of projects and activities should be assigned to each committee.
- v. The following directors volunteered to serve as a Chairperson.

- |                                      |                               |
|--------------------------------------|-------------------------------|
| 1. Organization Committee:           | Dennis Zembala (Betty Glaspy) |
| 2. Design Committee:                 | Bill Davis                    |
| 3. Promotion Committee:              | Nora Puckett                  |
| 4. Economic Restructuring Committee: | Bramlet Beard                 |

7. Miscellaneous

a. Texas Historical Commission – Resource Team Visit

- i. McCarty presented the itinerary for the visit and encouraged the Board members to attend as many sessions as possible. The most important day for the Directors attendance / participation is Wednesday, March 18<sup>th</sup>.

b. Design Request Form

- i. McCarty presented a "Design Request Form" that downtown property owners can submit to the Texas Historical Commission that provides design assistance for exterior building improvements. This assistance is provided free from the THC and provides anyone interested in a façade grant a valuable planning and design resource.

c. Monthly Activity Report

- i. McCarty provided the Directors a copy of the monthly activity report she is required to complete for the THC Main Street Program.

8. Meeting adjourned at 6:54 Pm CST.

9. Next Meeting: Thursday, April 2nd, Chamber of Commerce board room at 5:00Pm.

  
MS Board Secretary  
*Chairperson*