



# MONTHLY ACTIVITY REPORT

*For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.*

The Monthly Report is **due by the 10<sup>th</sup> of each month**. Please use this electronic version and email to [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov)

**CITY:** \_\_\_\_\_ Elgin \_\_\_\_\_

**MONTH/YEAR:** \_\_\_\_ August 2019 \_\_\_\_\_

**DATE SUBMITTED:** \_\_\_\_ 9-10-2019 \_\_\_\_\_

**MAIN STREET BOARD:** (After typing, TAB to the next cell)

Meeting Dates:	Update on projects or activities
August 22 , 2019	Board reviewed a proposal from the Elgin Farmers Market requesting use of Veterans Memorial Park weekly on Thursday evenings for a farmers market. The market has been operating in the Depot Museum parking lot during Sip Shop & Stroll this summer. Board expressed support for having a farmers market downtown. Suggested that the market consider using the Depot Museum parking lot for nine months of the year and the Veterans park for the hottest months June July and August. Board approved \$2000 for KXAN Advertising of the Hogeye Festival (Previous budget was \$1600) This includes additional 5 second spots. Board decided to get Sip Shop and Stroll banners to sell to businesses to post on Sip Shop days rather than balloons. Businesses had indicated support for this change. Determined to wait until spring when key properties are available to be promoted for an Imagine the Possibilities tour.

**ORGANIZATION:** (After typing, TAB to the next cell)

Meeting Dates:	Update on projects or activities
August 28 , 2019	Finalized all editorial for Downtown 78621 fall winter issue. Worked with Jean to develop a new historic preservation survey that will be rolled out in September.

**PROMOTION:**

Meeting Dates:	
August 8, 2019	.
	Hogeye Festival – Sponsorships led by Theresa McShan – great

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	response New sponsorships with Circle Brew and Brickston. Logistics team planned storage and sign clean up for September. Finalizing graphics and print materials. Shirts to be ordered before September 12. All print materials to be in by September 20
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***DESIGN:***

Meeting Dates:	Update on projects or activities
August 13, 2019	Melissa Ladd agreed to chair the committee. Focused on finishing the 116 Depot and 28 N Main Murals in September. Received a presentation from Heather Miller for a mural for her Girl Scout Gold Award project.

***ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:***

Meeting Dates:	Update on projects or activities
August 1, 2019	Finalized plans for Texas Treasures award program with Modern Dry Cleaners including Senator Watson and Representative Cyrier to attend for Thursday September 19 at 3pm Presentation for new teacher and staff promotion for August 2 was very well received. Determined we should hold the Imagine the Possibilities tour until spring when key properties like 110 South Main Street can be showcased.

1. Program Commentary (*list critical issues, problems, and successes/completed projects of the past month*):
2. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:*
3. Suggestions for Texas Main Street Center (*list suggestions on services or training topics; new resources; questions*):
4. Main Street in the News. *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email [Mainstreet-reports@thc.texas.gov](mailto:Mainstreet-reports@thc.texas.gov) with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*

Sip Shop & Stroll September 12  
 Homecoming-Pep Rally & Community Parade Oct. 2  
 Hogeys Festival October 24 – 26  
 Safe Trick or Treat Trail October 31  
 Veterans Appreciation Parade November 1  
 Shop Small Saturday November 30  
 Home for the Holidays December

**Elgin Main Street**

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**VISION STATEMENT:** We envision a revitalized and active historic downtown destination with warm hearted friendly people and vital businesses, where ethnic and cultural diversity are celebrated.

**MISSION STATEMENT:** We will enhance downtown vibrancy through historic preservation and mixed use and pedestrian friendly development, by strategically implementing the National Main Street Four Point Approach of: Design, Organization, Promotion and Economic Restructuring

**CORE VALUES** (if you have done this): Through a strong belief that historic preservation of our irreplaceable cultural resources in the historic downtown district is vital to the revitalization and economic success of our community, we are committed to supporting responsible repurposing of historic structures and new construction that supports mixed use development through partnerships and a persistent effort to support community focused development and promotions.

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