Agenda Item Report

Legislative Board:	Main Street Advisory Board
Date:	
Contact:	Garret Hope
Agenda Item ID / Number:	2026-164- / G.1

ITEM TITLE: Staff Report regarding commission training and/or meetings, city events, promotional opportunities, partnerships, and Buda Main Street program related projects and events.

1. EXECUTIVE SUMMARY

Staff will provide a general update to the Main Street Advisory Board on recent and upcoming commission trainings and meetings, City-led events, promotional opportunities, partnerships, and ongoing or planned Buda Main Street program projects and events. This report is intended to keep the Board informed of current activities and coordination efforts across departments and partners.

2. BACKGROUND/HISTORY

The Main Street Program regularly participates in commission trainings, interdepartmental meetings, and collaborative efforts with City departments, community partners, and local organizations. In addition, staff coordinates and supports a variety of Main Street–related projects, promotions, and events that advance the program's goals and strategic priorities.

Providing a standing staff report allows the Board to stay informed, understand current workload and partnerships, and maintain awareness of opportunities that may benefit downtown businesses and the broader community.

3. ANALYSIS

- Buda Bike Rack Updates
  - Bike rack 3 of 4 installed
- Valentine's Day Main Street Activation
  - "With Love, Downtown Buda" Activation
  - 28 Businesses Sign Up
  - Receipts Submission for $15-off-bouquet coupon at Saint Montogren's
  - "Love Letter to Downtown" contest
- Buda in Bloom (April 19):
  - Activation to be set in place alongside vendor market to drive patrons into Downtown
  - Promoting businesses through their own deals and discounts for the weekend
- Downtown Volunteer Report
- Downtown Business Inventory Report

4. FINANCIAL IMPACT

Not applicable.

5. STRATEGIC PLAN/GOALS

HISTORIC AND VIBRANT DOWNTOWN

6. STRATEGIC PLAN OBJECTIVES
Active and Vibrant Downtown

7. PROS AND CONS
Not Applicable

8. ALTERNATIVES
Not Applicable

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION
Not Applicable

Attachments: