



Agenda Item Report

Legislative Board: Main Street Advisory Board
Date: April 8, 2026
Contact: Garret Hope
Agenda Item ID / Number: 2026-333- / G.1

ITEM TITLE: Staff Report regarding commission and committee trainings, meetings, and/or updates, 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

- Upcoming Events:
 - Buda's Birthday: April 11
 - Kickoff Parties
 - Blues Brunch
 - Bunting Banners
 - Buda in Bloom: April 19
 - Posters with business operating hours and specials to be printed and hung around town. Handed out to the public
 - Specialty drink Mudbugs (n/a Lavender Cajun Spritzer) offered to Downtown Buda shoppers
 - Wiener Dog Races: April 25-26
 - Discover Buda/Main Street booth to be set up on event grounds Saturday
 - Volunteers needed
 - Puppy Photo Booth or similar activation
 - Sip N Stroll, Downtown Disco: May 8
 - Tickets Released: March 6
 - Update for ticket sales, bag selection, glass selection, and gift item.
 - Main Street Monthly Meetup: Updates and Structure

- April 21: Roy Austin: Improve your Marketing Game
- May 19: Dagen Martinez-Vargas: How to Sell Without being Salesy
- June 16: Ryan Melendez: New options available to Fund Business Growth
- July 21: Shannon Black, Attract and Hire Employees in Today's Tight Job Market.

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: