

William Young, Chairman
Tracy Torma, Vice Chair
Heather Calhoun
Mary Jean Mollard



Jordan Byrd
Bette Pollock
Sandie Thompson

Main Street Department

MEETING Minutes

Main Street Advisory Board Agenda

Tuesday, January 30, 2018 at Noon.

Public Works/City Hall Conference Room, 504 N. Queen St., Palestine, Texas 75801

All agenda items are subject to action.

A. **CALL TO ORDER** – 12:07 pm, Quorum made with Will Young, Tracy Torma, Jean Mollard, and Sandie Thompson

B. **CITIZEN COMMENT**- None

C. **APPROVAL OF MINUTES**

1) Approval of meeting minutes from the December 5, 2017 meeting.

Motion to approve December 5, 2017 meeting minutes was made by Jean Mollard with a second motion by Tracy Torma.

Upon vote, motion was passed unanimously.

D. **BOARD DISCUSSION AND ACTION**

1). Welcome new board member Sandie Thompson. – Sandie Thompson welcomed at her first meeting & Jean Mollard recognized with plaque for many years of service on Main Street Board serving as President and Board Member.

2.) Discussion and possible action regarding sign permit applications. - None

3.) Discussion and possible action regarding 2018 training opportunities. – Greg Laudadio presented all the Main Street training opportunities that can be found at Texas Historical Commission website <http://www.thc.texas.gov/get-involved/training-consulting> and said Main Street Board members can be reimbursed for their travel. The annual new Board Member training takes place in Amarillo for year 2018. Greg must attend two trainings per year to keep our Main Street designation.

Will Young suggested that the Main Street Manager and Board members complete field trips to targeted cities similar to Palestine to learn how they revitalized their Main Street areas so that we don't have to hire outside consultants to do the study for us. He would like to take the information learned to Palestine City Council Work Session, complete quarterly visits and have quarterly City Council Work Sessions, and finish with a yearly report, or final assessment for City Council. Will suggested a visit to Ennis for the first quarter because the city took an interesting approach to revitalizing their downtown area. Greg Laudadio said these field visit costs could be reimbursed under his travel budget. Jean Mollard asked that the four points of Main Street Mission Statement be part of the quarterly work session reporting and final report to City Council. Greg will email the Main Street Manager of Ennis, Texas to get the Main Street Board's first site visit under way. Jean suggested Taylor, Texas Main Street Program as another place to visit in 2018.

4.) Discussion and possible action regarding the 2018 Work Plan. – Discussions are under way for a total of 11 projects which include:

Mural Project - ongoing projects for mural paintings with local artists

Alley Project/String Light Project - a way to make alleys and sidewalks interesting

Clean Up Project - a yearly project for PISD or Westwood students, & Greg will contact schools for 2018 project

Planter Box Project - there is a \$500 budget for planter box maintenance, & Greg will contact garden clubs and past contacts for this spring project

Pop Up Art Project – A July & December event with art sales inside vacant buildings

Pop Up Retail Project – Small businesses using vacant buildings and this could happen alongside the dates for Pop Up Art Project

The last three projects will be discussed at the next meeting: Downtown Music Project, Retail Impact Project, and Historic

meeting

Preservation Project.

5.) Discussion and possible action regarding Mission and Vision Statements. – Jean Mollard made first motion, and seconded by Tracy Torma with unanimous board approval to approve the Main Street Board Mission Statement as follows:

Main Street Palestine works to make downtown a vibrant and prosperous center of the community by utilizing historic buildings and structures for living, shopping, dining, and entertaining residents and visitors.

This will be accomplished by using the Main Street Four-Point approach:

Providing opportunities and education for historically correct rehabilitation (Design)

Providing interaction with stakeholders to build on successes (Organization)

Creating imaginative, fun, and educational promotions to attract residents and visitors (Promotion)

Boosting efforts and availability for new and existing entities to acquire funding and tailored support for existing businesses (Economic Restructuring)

6.) Discussion and possible action regarding upcoming Council Work Session. – was tabled for next meeting

E. STAFF REPORT

1. Business openings, closings, renovations. - none
2. Project Updates – Wine Swirl Recap – skipped due to time restraints
3. Upcoming Events – Taste of New Orleans – held on Feb. 3, 2018 from 11:30 to 5:30 pm with Mardi Gras Parade at 5:30. At next week's city council meeting, members will discuss and possibly vote to reduce the permit fee from \$60 to \$25 per day for food trucks. Look for future information on Dogwood Trails, the Farmers Market Bizarre, and new Cinco de Mayo celebrations.

F. ADJOURN – 1:12 pm

CERTIFICATION



William Young, Chairman

In compliance with the Americans with Disabilities Act, the City of Palestine will provide for reasonable accommodations for persons attending City Council meetings. Requests for accommodations or interpretive services must be made 48 hours prior to the meetings. Please contact the City Secretary's office for further information at 903-731-8414.