

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, February 6, 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** – 12:05 pm, Quorum made with Will Young, Tracy Torma, Heather Calhoun, Jean Mollard, Bette Pollock, and Sandie Thompson
- B. **CITIZEN COMMENT**- None
- C. **APPROVAL OF MINUTES**
- 1) Approval of meeting minutes from the January 30, 2018 meeting.
Motion to approve January 30, 2018 meeting minutes was made by Tracey Torma with a second motion by Jean Mollard. Upon vote, motion was passed unanimously.
- D. **BOARD DISCUSSION AND ACTION**
- 1) Discussion and possible action regarding sign permit – No action
 - 2) Discussion and possible action regarding the 2018 Work Plan – Discussions are under way for a total of 11 projects, and the last three projects were discussed in the February 6, 2018 meeting: Downtown Music Project, Retail Impact Project, and Historic Preservation Project.
Downtown Music Project – Locations discussed were Pavilion at Farmers Market, The Sawdust Stage behind Oxbow Bakery, the open space around the fire pit near Oxbow Bakery, Pint N Barrel open space, and Hal Hamm’s space at Hambones. The entertainment discussed included Open Mic Nights, Palestine’s Got Talent Night, Classic Cars and the 50’s, Karaoke Night and Amateur Night. May or early summer is the targeted time for our first public engagement and music event.
Retail Impact Project – The types of activities suggested were downtown strolls after hours, story-tellers downtown and a partnership with Palestine Library, a Night Out with bands in front of the stores, face painting, and multiple activities at one time. A discussion of more restaurants and food downtown was made by Heather Calhoun and all the Board members were in agreement. In February or early March, Palestine City Council will vote on changing the food truck price from \$60 to \$25 per day permit fee. This will help the immediate need for food in the Main Street area per Greg Laudadio.
Historic Preservation Project – The Main Street Board will work with City Historic Preservation Officer, Jacob Morris, to beautify the windows of empty buildings with historic window picture project. The Main Street Board would like the windows to depict a progressive history of Palestine that will enhance a historic walking tour of downtown Palestine. Will Young made the suggestion to place a digital bar code inside the pictures that provides a link to information about the window image and the historic down town project. Printing large signs for Historic Downtown Palestine were suggested as a way to draw attention to historic aspects and events in the Main Street area. Greg Laudadio suggested we focus on Spring Street as our entry way to downtown Palestine and Jean Mollard suggested Main Street complete the lighting project that Hugh Summers started by finishing the lights on rooftops project. Everyone on the Main Street Board agreed finishing the current light project was the right decision. Greg Laudadio suggested the Main Street Board apply for Community Development funds in 2018 to help fund some of these projects.
 - 3) Discussion and possible action regarding upcoming Council work Session – On Monday, February 12, Greg Laudadio and Will Young will talk about Main Street plans to partner with other cities to solicit their ideas on ways they improved their Main Street District.

4) Discussion and possible action regarding board field trip to Ennis Main Street – The first Field Trip will be to Ennis Texas, shortly after the February 12 Council Work Session.

E. STAFF REPORT

1. Business openings, closings, renovations. – The Platinum Club, a new night club, opened last Saturday, January 27th, 2018. Robert Bridges purchased the former Bright Minds building and plans to open a resale business.
2. Project Updates – Wine Swirl Recap – The Wine Swirl made over \$14,000 in ticket sales, and our portion of Santa's Workshop over the four Christmas weekend periods was \$1,800. Taste of New Orleans was a free event to the public and it was successful this past weekend. The Main Street area also had a successful Mardi Gras Parade following Taste of New Orleans.
3. Upcoming Events – Taste of New Orleans – Dogwood Trails 80th year in celebration begins March 23rd and continues through final day on April 7th. Board Member Sandie Thompson is planning a Youth Arts & Crafts Fair on Saturday, April 21st behind her shop, Old Town Vintage & More. The event is open from 10 am to 3 pm for youth 18 years and under. The Dogwood Trails will also have an art show. Jean Mollard asked for volunteers to judge the sculptures for this year's entries so that we have a winner now instead of waiting to the end of the season. There is a form that should be completed and Jean has someone to tally the scores. Will Young will organize this effort and Greg Laudadio will assist when needed.

F. ADJOURN – 1:12 pm

CERTIFICATION



William Young, Chairman

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