

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



Jordan Byrd
Bette Pollock
Sandie Thompson

Main Street Department

NOTICE OF MEETING

Main Street Advisory Board Agenda

Tuesday, April 3rd, 2018 at Noon.

Conference Room, 504 N. Queen St., Palestine, Texas 75801

All agenda items are subject to action.

- A** CALL TO ORDER 12:04 pm, quorum made with Will Young, Tracy Torma, Jean Mollard, Bette Pollock and Sandie Thompson. Other attendees included Greg Laudadio, Mike Hornes, Gayle Cooper, Danielle Shultz, Terry Johnson, and Jacob Morris.
- B.** CITIZEN COMMENT- None
- C.** APPROVAL OF MINUTES
- 1) Approval of meeting minutes from the 3/6/2018 meeting.
Motion to approve March 6, 2018 meeting minutes was made by Jean Mollard and seconded by Tracy Torma. Upon vote, motion passed unanimously.
- D.** BOARD DISCUSSION AND ACTION
- 1). Discussion and possible action regarding sign permit applications.
 - The Redlands Hotel – Tracy Torma made first motion, seconded by Sandie Thompson, with unanimous vote to accept signage application for The Redlands Hotel. Jean Mollard recused herself from vote since she owns The Redlands Hotel.
 - ASAP Roofing – Sandie Thompson made first motion, seconded by Tracy Torma, with unanimous vote to accept signage application for ASAP Roofing.
 - 2.) Discussion and possible action regarding Historic Preservation Month Proclamation.
Greg Laudadio read the National Preservation Month Proclamation that stated This Place Matters as the theme for Palestine's 2018 Preservation Month. Jean Mollard made motion to accept the proclamation, seconded by Bette Pollock, with unanimous vote of approval from Main Street Board.
 - 3.) Discussion and possible action regarding Lights for Main Street district.
Greg Laudadio discussed the visit to Lufkin Main Street District and the Lufkin Lights Project. Tracy Torma made a motion for Palestine Main Street Board support and pursuit of a Palestine Main Street District lights project similar to Lufkin Program. Jean Mollard made the second motion, and the Board voted unanimously to support a lights project that would include LED lights, light poles that support music downtown, and free Wi-Fi. Partial funding for this project will likely come from City of Palestine and PEDC.
 - 4.) Discussion and possible action regarding Historic Photo Window Project.
Greg Laudadio discussed the recent Palestine Main Street Historical Photo Window Project. Bette Pollock made the motion to continue the Window Project provided we use the vinyl outside window images that have long-term use, and provided the Board use the funds from past Main Street events. Sandie Thompson seconded the motion and a unanimous vote for the motion was made by the Main Street Board.
 - 5.) Discussion and possible action regarding Imagine the Possibilities Tour 2018.
No action taken. Jacob Morris entered the Main Street building information into the website <https://downtowntx.org> and Greg Laudadio stated this program was developed to make the public aware of downtown historic buildings available for sale or lease. Ambassadors will walk the people to the buildings and the local realtors will be available to provide

details and prices for the property. The May date on a Friday will be set soon for Imagine the Possibilities Tour 2018. Greg needs volunteers and property listings for this May event.

E. STAFF REPORT

1. Business openings, closings, renovations.

ASAP Roofing located at the southwest corner of Courthouse Square with three employees

Over Yonder located at 619 West Oak Street

Main Street Market Place located at 501 North Mallard

2. Project Updates –

Curb Appeal – The estimated cost to paint the curbs is \$10,000 and PEDC will fund 50% of the painting cost if the City will fix the broken down curb areas prior to the paint job.

Historic Preservation Grant – PEDC voted to take the Asbestos Abatement Grant and expand that grant to include the inside parts of building that qualify for historic preservation grant. This newly defined grant is a matching grant up to \$50,000. Surety bonds can provide up-front money to the building owner or lessee instead of waiting on funds after the invoices come in for payment.

Downtown Clean Up – Greg Laudadio will work with Judy Middleton to schedule the downtown cleanup project with PISD students.

Field Trips – The last field trip was to Lufkin Main Street District and Greg asked Board to think about where they would like to visit next for discussion at upcoming meeting.

Farmers Market – The Annual Spring Farm & Flower Market changed to a monthly Farm & Flower Market, then changed back to an annual event while adding Market Days, a two day event, held the third Friday and Saturday of each month. All future events will be held beginning in April or May through November in order to attract more buyers and sellers to the Palestine Farmers Market. There are 30 total spaces for vendors to sell. On Saturday, April 7, Market Madness will be held which allows Direct Sellers to sell their products. In the past, vendors could only sell homegrown fruits, veggies, plants, trees, flowers, handmade or homemade items on a daily basis, or home & garden themed goods could be added during Market Days. Hidden Treasures is another new event that focuses on the citizens of Palestine and surrounding areas who want to clear out their attics or garages and sell some of their household items that they no longer have a need for, but are still in excellent condition. Hidden Treasures is planned to take place twice per year.

Upcoming Events – Downtown Merchant Meeting – This meeting will most likely take place on Monday, April 23, 2018, 8:30 am at Eilenberger's Bakery. Mike Hornes, City Manager, requested the arts and entertainment district be a part of the agenda for the downtown merchant's meeting.

F. ADJOURN – 1:04 pm

CERTIFICATION

 5/8/18
William Young, Chairman