

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



Rona Lacey
Bette Pollock
Sandie Thompson

Main Street Department

MEETING MINUTES

Main Street Advisory Board Minutes

Tuesday, September 4, 2018 at Noon.

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

All agenda items are subject to action.

A. CALL TO ORDER - 12:06 pm quorum made with William Young, Tracy Torma, Bette Pollock, Jean Mollard, Rona Lacey, and Sandie Thompson. Other attendees included Greg Laudadio, Gayle Cooper and Terry Johnson.

B. CITIZEN COMMENT - None

C. APPROVAL OF MINUTES

Approval of meeting minutes from the 08/07/18 meeting.

Motion to approve August 7, 2018 meeting minutes made by Sandie Thompson; seconded by Rona Lacey, motion carried.

D. BOARD DISCUSSION AND ACTION

1.) Discussion and possible action regarding sign permit applications. – none to discuss during 8/7/18 meeting

2.) Discussion and possible action regarding “Featured Promotion” of Main Street buildings that are for sale or lease.

William Young discussed ideas to promote downtown building leases, sales and renovations. Bette Pollock made motion to have Main Street Manager promote one downtown building per month; motion seconded by Jean Mollard; motion carried. There was discussion of securing building renderings and creating a story about the featured building, demonstrating a past, present, and future look of the building.

3.) Discussion and possible action regarding recognition for “Beautification of the Month Award”.

Several businesses and downtown buildings were considered for the second monthly award. A motion was made by Tracy Torma; seconded by Jean Mollard, and motion carried to nominate “The Palestine Area Chamber of Commerce” for the September beautification award.

4.) Discussion and possible action regarding monthly recognition of a “Main Street Entrepreneur”.

There was no vote on item D4, but a decision to have Main Street Manager create a list of small businesses downtown and publish the business list in the Palestine Herald Press. This list will be categorized by retail, restaurant, and service businesses. Next, the Main Street Board would like to ask the downtown entrepreneurs to write an article about why they chose a building downtown and describe the type of business they have downtown. Jean Mollard will write about The Redlands building and her business, including a discussion about the recent interior renovation.

E. STAFF REPORT Updates provided by staff.

1. Business openings, closings, renovations.

93.5 Smooth Rock is the new radio station in The Redlands. A live morning show will take place inside the Art Gallery, and you will be able to watch the radio show from their window. All Main Street businesses will be able to promote their business on the radio show and will receive advertising discounts.

On Saturday, September 8th, the new Wirtshaus Brew Company will host free beer to the public at Palestine Sign Company. This is the first micro-brewery in Palestine, and they are planning an October 2018 grand opening date at their permanent address at Main & Sycamore.

Sandie Thompson reported her grand opening on Labor Day weekend was busy and well received. Her new location at 306

North Sycamore provides ample space for vendors. Visit the new location of Old Town Vintage & More soon.

The Wine Swirl is set for December 8 and Greg is working on the project now. Linda Dickens will serve on the Wine Swirl Committee.

2. Update on downtown infrastructure and 50/50 match program. (Gayle Cooper, PEDC Director)

Gayle Cooper, Economic Development Director, discussed PEDC participation in the City of Palestine's downtown revitalization program. The PEDC Board voted to fund \$250,000 for downtown infrastructure. The Board also voted for a \$250,000 grant match program that provides 50/50 grant participation between business owner and PEDC. PEDC also plans to apply for a Community Development Block Grant for Main Street infrastructure, and if we secure that grant, it means we can put up to \$500,000 towards Main Street infrastructure in the coming year. We must secure the CDBG grant to win the additional funding of \$250,000. Downtown infrastructure involves an engineering process which means the City of Palestine plans a block by block approach to fixing Main Street infrastructure problems from the ground up. We work on the water and sewer pipes first, and anything else that needs underground work prior to building roads or beautifying buildings. PEDC funded an engineering study to revitalize infrastructure downtown. The new processes in place for 50/50 grant match will give new and old business owners an incentive to improve their buildings downtown. City Council will vote on all these fund approvals and plans, but we anticipate a positive outcome from their vote. We had many meetings discussing all these items for several months now.

F. ADJOURN – 1:05 pm

CERTIFICATION

Tracy Torma
←William Young, Chairman
Tracy Torma