

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



Rona Lacey
Tara Farris
Sandie Thompson

Main Street Department

MEETING MINUTES

Main Street Advisory Board Minutes

Tuesday, October 16, 2018 at Noon.

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

All agenda items are subject to action.

A CALL TO ORDER - 12:03 pm quorum made with Tracy Torma, Tara Farris, Jean Mollard, and Sandie Thompson. Other attendees included Greg Laudadio and Terry Johnson.

B. CITIZEN COMMENT – None but Tara Farris was welcomed as new board member for the Main Street Advisory Board.

C. APPROVAL OF MINUTES

Approval of meeting minutes from the 09/04/18 meeting.

Motion to approve September 4, 2018 meeting minutes made by Sandie Thompson; seconded by Jean Mollard, motion carried.

D. BOARD DISCUSSION AND ACTION

1). Discussion and possible action regarding sign permit applications. – none to discuss during 10/16/18 meeting.

2.) Discussion and possible action regarding recognition for "Beautification of the Month Award".

Several businesses and downtown buildings were considered for the third monthly award. A motion was made by Jean Mollard; seconded by Tara Farris, and motion carried to nominate Wells Creek Crossing for the October beautification award. There will be an award presentation at the October 22, 2018 City Council Meeting. Past winners have included His Grace African Market and Palestine Chamber of Commerce. Jean Mollard requested an 11 X 17 window sign be given to the monthly winner. Currently we provide an 8.5 X 11 framed award at the City Council meeting.

4.) Discussion and possible action regarding attending the Texas Downtown Association conference.

The conference is Tuesday through Friday, November 6 through 9 and cost is \$425. The Redland's Hotel is a finalist for the Presidents Award for Renovation and Restoration. The cost of the hotel is \$116 per night. The award ceremony is Wednesday night, November 7, and Greg has one extra ticket for the Wednesday night event. This \$45 ticket is available to any Board member that would like to attend the ceremony.

E. STAFF REPORT Updates provided by staff.

1. Business openings, closings, renovations.

The Wirtshaus Brew Company business opening is on hold. This was to be the first micro-brewery in Palestine and the building location was at Main & Sycamore.

Farris Burgers, Wings, Beer & Wine will open either October 25, 26, or 27. Gilbert Kelly will manage and partner in the business with the Farris's. The business will advertise their opening in the Hot Pepper Parade. Their initial days of operation will be Thursday through Sunday. Their Saturday hours will be 11 am to 11 pm and they will be open on Sundays for lunch only. The Thursday and Friday hours will be afternoon to early evening hours.

Farmer's Market offers the Market Days event each month on the third weekend of the month. For \$5, a vendor can set up and sell their goods. This event closes, December, January and February each year.

Recently, a downtown tour was given to a professional restoration person. The visitor was looking for a showroom space

where he plans to duplicate crown moldings with a drafting table on the first floor and live upstairs on the second floor. He has a contract on a local downtown building. This is a perfect example of how our downtown can grow into a retail and living area for city residents.

2. **Upcoming events. Hot Pepper Festival, TDA Conference, and Wine Swirl.**

Hot Pepper Festival is held on Saturday, October 27 from 9 to 4pm with entertainment in the Oldtown Hollow area at 4 pm. This year's event is run by PEDC and the Palestine Tourism Department, along with the many volunteers and Hot Pepper Committee members.

Sandie Thompson suggested an email go out to all the Main Street businesses for extended Christmas hours. Sandie will send emails suggesting Christmas decorations for the business windows downtown and extended hours. Terry to get email list to Sandie from Constant Contact.

Polar Express Texas State Railroad train rides begin November 17th.

Frost fest is always the first weekend in December, or December 1 this year. The Palestine Chamber of Commerce runs this event.

The Wine Swirl is set for December 8 and Greg is working on the project now. The Palestine Main Street Program and PEDC runs this event. We will sell up to 400 tickets and the event takes place from 4 pm to 8 pm. The VIP Reception starts at 7 pm and ends by 10 pm. All participating vintners will receive tickets to the VIP reception.

F. **ADJOURN -12:56 pm**

CERTIFICATION


William Young, Chairman