

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, March 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** – 12:06 pm, Quorum made with Will Young, Heather Calhoun, Jean Mollard, and Bette Pollock. Other attendees included Greg Laudadio, Mike Hornes, Kelly Hughes, and Terry Johnson.
- B. **CITIZEN COMMENT**- None
- C. **APPROVAL OF MINUTES**
- 1) Approval of meeting minutes from the 2/6/2018 2018 meeting.
Motion to approve February 6, 2018 meeting minutes made by Jean Mollard with a second motion by Bette Pollock. Upon vote, motion passed unanimously.
- D. **BOARD DISCUSSION AND ACTION**
- 1) Discussion and possible action regarding historic fire truck restoration project – Palestine Fire Marshall Kelly Hughes stated the Fire Fighters Association, a non-profit, owns the 1957 fire truck, and members are seeking funds to refurbish the flathead engine, the tires, and make some cosmetic improvements to the paint job and other areas that need repair. The last time the fire truck was used in one of our Palestine Parades there were exhaust issues, which stopped the association from using the fire truck. The cost to refurbish the fire truck is unknown to date. The Fire Fighter's Association goal is to put the fire truck back in operation at the local parades and use when needed for publicity purposes. The fire truck is located a Station 2 in the Westwood area. Greg Laudadio will get price quotes for tire replacement and other repairs and submit information at a future Main Street meeting. There was no action taken in today's March 6th meeting on the fire truck restoration project.
 - 2) Discussion and possible action regarding sign permit applications - The new Railroad Heritage Center sign permit application with images was discussed and motion was made by Bette Pollock and seconded by Heather Calhoun to accept the sign application and images. The vote of approval was unanimous. Next, The Redlands application and sign images were presented. The vote will wait until next month since the Main Street Board could record of vote of three members, which did not have the quorum needed for the vote. Jean Mollard did not vote since the signage is for her business at The Redlands.
 - 3) Discussion and possible action regarding review of findings from Ennis, TX field day. – The people in attendance for the Ennis Main Street field day included Greg Laudadio, Will Young, Tracy Torma, and Sandie Thompson. Palestine City Council members and Historic Preservation Officer will be invited to the next Main Street visit location. Greg went over the Ennis Main Street Summary Report visit highlights, which included some of the following points that will be shared at the next City Council meeting:
 - Ennis became a Main Street City in 2015
 - Ennis EDC paid for a Downtown Master Plan
 - Ennis EDC made an investment in a public park that featured a gazebo and public restrooms. The gazebo is used for all kinds of events. One example is Farm to Table event, promoting locally grown food.
 - City of Ennis committed to replace infrastructure, sidewalks, streets and utilities through approximately eight million dollar bond

- Ennis has a Historic Preservation Grant program in addition to the Façade Improvement Grant Program
- Ennis currently has 27 assistance projects underway for revitalization
- Ennis property owners and private investors are encouraged to make renovations

City Manager Mike Hornes said he was excited about the Main Street trip to Ennis and the work the Main Street Board completed. His two priorities for the Main Street area include ADA compliant sidewalks and new water lines, and believes the City of Palestine must shoulder the costs of the start-up plan. Mike suggests taking the project block by block with an approximate cost of \$500,000 to \$800,000 per block. Possibilities for funding include a bond issuance, PEDC funding, grants, and individual or non-profit donor investors. Our city staff will be heavily involved in mapping the downtown Master Plan. The City of Palestine will pay for needed studies to move the project forward.

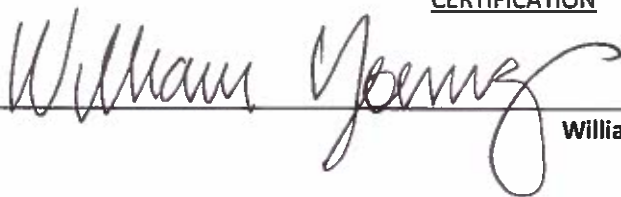
- 4) **Discussion and possible action regarding next field day location and date** – Greg Laudadio will research places for Main Street visits that provide insight into the best ways to approach downtown master planning for the Main Street area of Palestine. Some of the Main Street Board visit suggestions include Canton, Corsicana, Tyler, Lufkin, Nacogdoches, and Huntsville. The City Manager’s office would like to budget a City Council Retreat to one of these Main Street areas so council members can see firsthand what other cities are doing to revitalize their Main Street areas. The Main Street Board invites any city council members to make joint visits for upcoming trips.

E. STAFF REPORT

1. **Business openings, closings, renovations.** – Sparq bar area opened next to Red Fire Grille and Over Yonder moved their business to Main Street area located at 619 West Oak Street, across from Flower’s By Pat. This retail crafts store offers craft classes and great retail items.
2. **Project Updates** – Main Street will hold their second annual Imagine the Possibilities Tour again in May 2018. This event supports the lease and sale of commercial properties within our downtown area. Last year, some 70 plus people attended our information event at The Redlands Hotel where maps to available properties were handed out and tours of buildings in the Main Street area took place. The month of May is Historic Preservation Month and will be emphasized as well. The Palestine Main Street area is a state and nationally accredited Main Street area. New Main Street member training took place in Canton for Bette Pollock, Tracy Torma, and Sandy Thompson. The Palestine Main Street Board is known for the high attendance for new member training. Greg Laudadio reported part of their conversation included ideas shared for Farmer’s Market promotions.
3. **Upcoming Events** – The Christmas ornament Historic Building must be selected by June 2018 so that Main Street receives their discounts from vendor. We will begin talking about this at our April meeting. The FIP grant application and guidelines will be out by end of March and the PEDC Board will be asked whether they want to make any changes to the program before we release the 2018 details. Dogwood Trails 80th year in celebration begins March 23rd and continues through final day on April 7th. Also, there will be a downtown cleanup project after Dogwood Trails is completed.

F. ADJOURN – 1:27 pm

CERTIFICATION



William Young, Chairman