

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, May 8, 2018 at Noon.

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

All agenda items are subject to action.

- A. CALL TO ORDER** 12 Noon - quorum made with Will Young, Tracy Torma, Jean Mollard, and Sandie Thompson. Other attendees included Greg Laudadio, Gayle Cooper, Danielle Shultz, and Terry Johnson.
- B. CITIZEN COMMENT**- None
- C. APPROVAL OF MINUTES**
- 1) Approval of meeting minutes from the 4/3/2018 meeting.
Motion to approve April 3, 2018 meeting minutes was made by Sandie Thompson; seconded by Tracy Torma, and motion carried.
- D. BOARD DISCUSSION AND ACTION**
- 1.) Discussion and possible action regarding sign permit applications.
Per Greg Laudadio, there are no new sign applications for Main Street area to approve. There are two new businesses on Main Street that will require sign applications and approvals in the future: Market on Main and Crimson Room Hidden Treasures.
 - 2.) Discussion and possible building selection for 2018 ornaments.
Tracy Torma made a motion to approve a building for the 2019 Christmas ornament; seconded by Sandie Thompson, and motion carried. The particular building name will be announced at a later date.
 - 3.) Discussion and possible action regarding temporary/vinyl downtown signs/banners.
The Main Street Board requested a list of temporary signs in the Palestine Main Street area to be turned into City of Palestine Code Enforcement Department for handling. No action.
 - 4.) Discussion and possible action regarding food truck and commissary ordinances.
Main Street continues to investigate commissaries with commercial kitchens for downtown partnerships within local churches and restaurants. Will Young requested Greg Laudadio get specific details for two requirements to obtain a food permit for mobile food establishments, which includes: all water tanks must be permanently mounted to unit and waste water tank clean-out valve must be located on the exterior of unit; diameter of clean out must be 1" in diameter or larger, and must be located at height below clean water fill up valve.

The Board agreed to call the commissary a central prep facility, which is the most common name used today. The City of Tyler, Texas is pursuing a specific food truck area. Gayle Cooper will check on particulars of their plan and report back to the Main Street Board. Gayle also mentioned a Winnsboro fire truck the sells pizza would be a good food truck study. Gayle has witnessed the success of this food truck.
 - 5.) Discussion and possible action regarding Imagine the Possibilities Tour 2018.
The second annual Imagine the Possibilities Tour will take place on May 25, 2018, a Friday, from noon to 4 pm. The initial kickoff will start at The Redlands where our Historic Preservation Officer, Jacob Morris, will be on hand to answer questions. From there, interested parties will be escorted by a volunteer to the building of their choice. A press release

for this event will be released to the public soon.

We will show properties that leased or sold from the 2017 Imagine the Possibilities event at four locations below.

Bo Junction located at 213 West Oak
Club Platinum Zone located at 201 West Oak
101 West Oak, Calhoun building, and former Lee Loveless Photography
Palestine Sign Company located at 105 North Main

The 2018 Imagine the Possibilities event will focus on the following properties for sale or lease shown below.

312 West Oak, McDonald building
301 West Oak, Granny Muffins Wines
223 West Crawford, formerly Wings & Wraps
213 West Oak
105 West Oak, O' Sweet Pea

E. STAFF REPORT

1. Business openings, closings, renovations.

Main Street Market Place located at 501 North Mallard
Crimson Room Hidden Treasures located at 206 West Oak
Fringe Salon relocated to The Redlands. Jessica Kane, hair stylist, will move into 102 West Crawford
Indian Trading Company is moving out of their building and a new business will soon be announced
O' Sweet Pea is closing her business but plans pop-up shops for the holidays. The owner may entertain three month pop-up shops in the future.
Artifacts Boutique has been sold to Redlands Hotel and will carry hotel items and keepsake items representing Palestine and our surrounding area

2. Project Updates

Curb Appeal – The estimated cost to paint downtown 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. As of 5/8/8, we continue to wait on the bids for the curb concrete fixes.

Light Up Main Street – No progress to report as of 5/9/18.

Field Trips – Nacogdoches and Winnsboro downtown tours have been recommended. Gayle Cooper pointed out that even though Winnsboro is a very small town and their Main Street is small, it took ten years to make it a very special place. Wine Swirl in Palestine might be interested in learning what the Wine & Art Festival in Winnsboro can offer our community. Their 2018 event takes place on November 9 & 10. Gayle also pointed out that small cities in the US are in good shape for community planning. Gayle talked about the various conferences and associations available as resources to the Main Street Board and Palestine Economic Development. Those organizations are ICSC, or International Council of Shopping Centers and IEDC, the International Economic Development Council. An organization called the Urban Land Institute covers historic developments. A good economic development website resource is Economic Development Now which provides news and case studies. The conference called P3C, the public, private, partnership conference brings cities and the developers together. Sugarland is a primary example of developer partnerships in Texas.

Farmers Market – Danielle Schultz provided an update on the goings on at Palestine's Farmer's Market. The Hidden Treasures upscale garage sale event took place Saturday, May 5, and was a great success. Another Hidden Treasures event will take place sometime in October 2018. Some of the Market Days vendors could possibly move into a pop-up shop situation similar to what Heather Calhoun will be providing. Danielle provided a Farmer's Market packet that included details of this Main Street program. Hot Pepper Festival will be held on Saturday, October 28th this year. Last year saw 178 vendors and Danielle already has 45 confirmed vendors returning for Hot Pepper Festival thus far.

Upcoming Events – Downtown Merchant Meeting – The Imagine the Possibilities event is scheduled for Friday, May 25th from noon to 4 pm. Complete details shown in Item 5 above.

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F. ADJOURN – 1:04 pm

CERTIFICATION

A handwritten signature in cursive script that reads "William Young".

William Young, Chairman