

Tara Farris, President
Lisa Priest, Vice President
Jean Mollard, Board Member
Martha Hunt, Board Member
Tish Shade, Board Member
Sandie Thompson, Board Member
Tracy Torma, Board Member

Mary Raum, Tourism Marketing Manager
Lisa Denton, EDC Director



**NOTICE OF MEETING
MAIN STREET ADVISORY
BOARD**

**August 25, 2020
12:00 p.m.
Council Chambers
504 N. Queen Street
Palestine, Texas**

Notice is hereby given in accordance with Order of the Governor issued March 16, 2020, the Main Street Advisory Board will conduct its meeting by telephone/video conference in order to advance the public health goal of limiting face-to-face meetings (also called "social distancing") to slow the spread of the COVID-19. There will be public access to the location described above. All attendees are required to wear a face covering.

Join Zoom Meeting:

<https://us02web.zoom.us/j/81108061546?pwd=dIUxeW5uc290YktkbDZZT2w0MHpydz09>

Meeting ID: 811 0806 1546
Passcode: 141506

One tap mobile
+13462487799,,81108061546#,,,,,0#,,141506# US

*Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands *6 for toggling mute/unmute and *9 to "raise your hand." [Learn more here.](#)*

Follow us live at: [facebook.com/palestinetx/](https://www.facebook.com/palestinetx/)

The public will be permitted to submit public comments electronically as provided by the agenda and as permitted by the presiding officer during the meeting.

A. **CALL TO ORDER**

B. **PROPOSED CHANGES OF AGENDA ITEMS**

C. **PUBLIC COMMENTS**

Members of the public may submit their comments by completing the required Request to Speak form by using the weblink below. All comments submitted by 11:30 a.m., the day of the meeting will be read during the meeting. All comments must be no more than five minutes in length.

<http://cityofpalestinetx.com/government/city-secretary/policies-forms/request-to-speak/>

D. **CONFLICT OF INTEREST DISCLOSURES**

E. **MAIN STREET MANAGER'S REPORT**

1. Staff Report

F. **APPROVAL OF MINUTES**

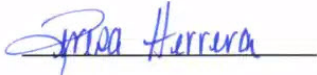
1. Review and consider approval of the Main Street Advisory Board Minutes from the July 28, 2020, meeting.

G. **DISCUSSION AND ACTION ITEMS**

1. Review and consider approval of Revised Main Street Strategic Plan 2020-21.
2. Update and discussion on Main Street events that are currently scheduled to proceed for the 2020-21 Fiscal Year and events that will not take place.
3. Update and discussion of business in the past month since the last board meeting in relation to COVID -19.
4. Discussion on 2020-21 Board Member Block Assignments.

H. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, August 21, 2020, at 1:30 p.m.**



Teresa Herrera, City Secretary

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT therrera@palestine-tx.org or 903-731-8414.



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Staff report on Code Enforcement Meeting
Date Submitted: 08/19/2020

SUMMARY:

Staff facilitated a meeting with Code Enforcement, Building & Standards, Economic Development and the Fire Department to determine a plan of action regarding buildings in the Main Street District and will present an overview of the discussion and next steps.

RECOMMENDED ACTION:

No action required.

CITY MANAGER APPROVAL:

No action required.



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Main Street Advisory Board Meeting Minutes 7/28/2020
Date Submitted: 08/19/2020

SUMMARY:

Review and consider approval of the Main Street Advisory Board Minutes from the July 28, 2020 meeting.

RECOMMENDED ACTION:

Review and consider approval of the Main Street Advisory Board Minutes from the July 28, 2020 meeting.

CITY MANAGER APPROVAL:

Review and consider approval of the Main Street Advisory Board Minutes from the July 28, 2020 meeting.

Attachments

MSAB Minutes 7.28.20

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Main Street Advisory Board of the City of Palestine, Texas convened in a Regular Meeting on Tuesday, July 28, 2020 at 12:00 PM. for the Regular Meeting in the Palestine City Council Chambers at 504 N. Queen Street, with the following people present:

Lisa Priest Tish Shade
Jean Mollard Sandie Thompson
Martha Hunt Tracy Torma
Staff present: Mary Raum, Rachel Nichols, Lisa Denton, Teresa Herrera

CALL TO ORDER – REGULAR MEETING

Lisa Priest called the Regular Meeting to order at 12:06 p.m.

PROPOSED CHANGES OF AGENDA ITEMS None

PUBLIC COMMENTS/ CITIZEN INPUT None

CONFLICT OF INTEREST DISCLOSURE None

MAIN STREET MANAGER’S REPORT

1. Staff reported that Hot Pepper Festival has been redirected to the management of the Palestine Area Chamber of Commerce for 2021 and that City Council has canceled the 2020 event due to COVID-19

APPROVAL OF MINUTES

1. Reviewed and approved minutes from the June 4, 2020 Main Street Advisory Board Meeting. Motion to approve by Tish Shade, second by Tracy Torma. All in favor, motion passed.

DISCUSSION & ACTION ITEMS

1. Staff presented the Sign Application for World Finance located at 215 W. Main Street. Staff presented the sign ordinance to the board with verification that the application was in compliance with the sign ordinance for Main Street. Tish Shade made a motion to approve the application for the sign update for World Finance, Tracy Torma second the motion. All in favor, motion passed.
2. Staff presented the Q1 & 2 Main Street report submitted to the Texas Main Street Program.
3. Discussion was held in regards to long-term beautification projects for Main Street for the 6-10 year portion of the Strategic Plan. Ideas presented included creating pedestrian areas (blocking off streets), mural projects (refurbish/new), alley projects, outdoor speaker systems (including looking into options for light pole mounting and lighting across the streets from pole to pole) and WiFi.
4. Board discussion on how to improve visitor and local traffic into retail stores and restaurants in the Main Street District. Board members shared that people are shopping but that the businesses need better communication amongst each other. Redlands reported that shopping in the boutique and dining was still down, but hotel occupancy was climbing. Old Town Vintage was doing very well. Ideas for improving traffic included a cash mob program and utilizing civic clubs to ask members to shop local.

ADJOURN

With no other business to come before the Main Street Advisory Board, the meeting was adjourned by Tish Shade, second by Sandie Thompson at 12.44pm.

PASSED AND APPROVED THIS ____ DAY OF _____, 2020.

ATTEST: _____ Mary Raum, Tourism Marketing Manager



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Review and consider approval of Revised Main Street Strategic Plan 2020-21
Date Submitted: 08/20/2020

SUMMARY:

Due to updated staffing within Palestine Main Street, the Main Street Strategic Plan has been revised to set achievable goals for the 2020-21 fiscal year in light of reduced staff.

RECOMMENDED ACTION:

Review and consider approval of Revised Main Street Strategic Plan 2020-21

CITY MANAGER APPROVAL:

Attachments

Main Street Strategic Plan 2020-21

Main Street

2019 – 2020 Accomplishments (October 1, 2019 – September 30, 2020)

Goal 1: Economic Vitality

- Four (4) new businesses or business expansions
- Raised \$8,000 with Wine Swirl event
- Raised \$13,000 with Hot Pepper Festival (not including staff time)
- Raised \$1,630 from Ornament Sales
- Reinvested \$80,405 into Palestine Main Street with matching grants through Palestine Economic Development Corporation
- Private sector reinvested \$121,000 into Main Street

Goal 2: Promotion

- Increased Social Media followers by (as of 7/21/20)
 - Facebook
 - 305 Main Street
 - 136 Farmers Market
 - 301 Hot Pepper
 - Instagram 189
- Hosted virtual Imagine the Possibilities Tour

Goal 3: Organization

- Created Farmers Market Handbook with more detailed guidelines on operations of the Palestine Farmers Market (pending leadership approval)
- Maintained Affiliation with Main Street Program
- Logged 66 volunteer hours in support of Palestine Main Street
- Created Main Street Business Connect Facebook group to share ideas, resources, and networking opportunities for our businesses
- Attended Real Places Conference, Texas Downtown Association Conference, and Economic Development Basic Training
- Hosted board training with Opportunity Strategies for Main Street Advisory Board

Goal 4: Design

- Created logo for Palestine Main Street that is in accordance with City logos
- Completed groundwork for permanent plots for Art Tracks Program

Year One Short-Term Goals (October 1, 2020 – September 30, 2021)

Goal 1: Economic Vitality

- Raise \$9,000 towards beautification through Ornament Sales and Wine Swirl
- Approve Main Street grants to 100% of budget to increase building occupancy, sales tax, and beautification in the Main Street District
- Attract two (2) new businesses to Main Street

- Explore and encourage business expansion in Main Street

Goal 2: Promotion

- Partner with Tourism on building tours to promote Main Street
- Partner with Tourism on Historic Architecture video series in the Main Street District
- Increase social media followers by
 - Facebook
 - Main Street 200
 - Farmers Market 50
 - Instagram 75
- Partner with Tourism to maximize a Main Street marketing campaign
- Partner with Tourism to host a photo walk with amateur and professional photographers
- Attend select trade industry shows
- Coordinate Art Tracks Program
- Attract more locals to Main Street

Goal 3: Organization

- Create a master list of all Main Street properties with contact information
- Create list of Main Street properties that are not up to current City Code requirements
- Update Main Street Advisory Board Handbook
- Begin to review and educate property owners on the Main Street ordinances
- Begin CTE/TDM Certification Process
- Host Zoom educational webinars for Main Street business owners
- Partner with HPO on education opportunities for Main Street building owners

Goal 4: Design

- Partner with Tourism to bring one (1) mural to Main Street
- Complete one (1) beautification project in Main Street
- Maintain the sculpture program throughout the district
- Partner with property owners to provide canvases for murals
- Begin surveying and evaluating pedestrian signage plan in the Main Street district

Years Two – Five Short-Term Goals (October 1, 2021 – September 30, 2025)

Goal 1: Economic Vitality

- Fill two (2) building vacancies in Main Street
- Research and apply to designate an Entertainment District within Main Street
- Become a designated Arts & Culture District by 2025

Goal 2: Promotion

- Continue to increase awareness through social media promotion through Facebook and Instagram

- Implement historic reenactment events and other small promotional events in Main Street that encourage shopping in our businesses
- Maintain annual Imagine the Possibilities Tour or special event related to National Preservation Month
- Attend select trade industry shows

Goal 3: Organization

- Continue to partner with HPO on education opportunities for Main Street building owners
- Continue to maintain the Master building directory as an evolving document as updates are needed and contacts are made
- Continue to partner with city departments to enforce Main Street Code of Ordinances
- Host Main Street Advisory Board Training every two years
- Complete CTE/TDM certification
- Host in person (when appropriate) educational webinars for Main Street business/property owners

Goal 4: Design

- Complete pedestrian signage in the Main Street district
- Complete (2) beautification projects
- Maintain Sculpture Arts Program
- Survey technical aspects of the design throughout Main Street as it pertains to ADA compliance

Years Six – Ten Long-Term Goals (October 1, 2025 – September 30, 2030)

Goal 1: Economic Vitality

- Develop outdoor mixed-use space near Courthouse Square
- Diversify businesses in Courthouse Square utilizing vacant spaces
- Network with PEDC to bring in national brands into the Main Street District and/or business expansions for regional small business into Palestine Main Street

Goal 2: Promotion

- Launch independent Main Street campaign for the district
- Continue to increase awareness through social media promotion through Facebook and Instagram
- Maintain annual Imagine the Possibilities Tour or special event related to National Preservation Month
- Attend select trade industry shows

Goal 3: Organization

- Continue to partner with HPO on education opportunities for Main Street building owners
- Continue to maintain the Master building directory as an evolving document as updates are needed and contacts are made

- Continue to partner with city departments to enforce Main Street Code of Ordinances
- Host Main Street Advisory Board Training every two years
- Host in person educational webinars for Main Street business/property owners

Goal 4: Design

- Execute technical aspects of the design throughout Main Street as it pertains to ADA compliance
- Create an inviting, inclusive atmosphere
- Foster ideas to create accessible people-centered public spaces
- Complete one (1) alley project in Main Street
- Complete three (3) beautification projects



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Discussion on 2020-21 Main Street Events
Date Submitted: 08/20/2020

SUMMARY:

Staff will present updates to Main Street events that are currently scheduled to proceed for the 2020-21 Fiscal Year and an update on events that will not take place.

RECOMMENDED ACTION:

Staff will present updates to Main Street events that are currently scheduled to proceed for the 2020-21 Fiscal Year and an update on events that will not take place. No action required.

CITY MANAGER APPROVAL:

No action required.



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: COVID -19 Main Street Business Update
Date Submitted: 08/19/2020

SUMMARY:

Staff would like to hear from board members on the status of business in the past month since the last board meeting in relation to COVID -19.

RECOMMENDED ACTION:

No action required.

CITY MANAGER APPROVAL:

No action required.



Agenda Date: 08/25/2020
To: Main Street Advisory Board
From: Mary Raum, Tourism Marketing Manager
Agenda Item: Discussion on 2020-21 Board Member Block Assignments
Date Submitted: 08/20/2020

SUMMARY:

During the 2020 Main Street Advisory Board Training, the board members pledged to select a block to engage on a monthly basis to foster relationships among the business and property owners. We will request that each board member chose an area to support for the 2020-21 fiscal year.

RECOMMENDED ACTION:

Discussion on 2020-21 Board Member Block Assignments

CITY MANAGER APPROVAL:
