

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, August 25, 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:

Tara Farris Tish Shade Jean Mollard Sandie Thompson
Lisa Priest Tracy Torma
Staff present: Mary Raum, Cori Conrad, Lisa Denton, Scott Fifer

CALL TO ORDER – REGULAR MEETING Tara Farris called the Regular Meeting to order at 12:00 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 due to changes, the new point of contact will be Cori Conrad as the Main Street/Heritage Development Coordinator. Cori reported on a meeting with Code Enforcement, Fire and Development Services. Packets will be created to provide all businesses with an overview of the requirements, code of ordinances and necessary information that is needed to be a Main Street business or property owner. These packets will be available at City Hall, Palestine Economic Development and the Visitor Information Center. All existing businesses and property owners will receive the packets as well. A survey is underway of businesses including living quarters as well as a tracking document for each touch base.

APPROVAL OF MINUTES

1. Reviewed and approved minutes from the July 28, 2020 Main Street Advisory Board Meeting. Motion to approve by Lisa Priest, second by Tish Shade. All in favor, motion passed.

DISCUSSION & ACTION ITEMS

1. Staff presented the updates Main Street Strategic Plan and held discussion with the board on the shifts from the originally proposed strategic plan. Upon reviewing the plan, with the addition of Maintain annual Imagine the Possibilities Tour or special event related to National Preservation Month to year 1 goals under Promotion. Tish Shade made a motion to approve the Strategic Plan with the revision, Lisa Priest second the motion. All in favor, motion passed.
2. Board discussion on Main Street events for 2020-21 fiscal year. Wine Swirl is expected to continue, Mardi Gras on Main will be canceled, Hot Pepper Festival is cancelled and transfer of management to the Chamber of Commerce. Still planning for Christmas Parade and Dogwood Festival.
3. Board discussion on business status since COVID 19. Old Magnolia business is good, dropped off a little after school started but a lot of out of town visitors coming through the shop. Jean reported the restaurant has dropped off a little and the hotel has been full. Sandie experienced a lot of out of town visitors and they are comfortable in Palestine. Her business has slowed down a little but thinks it is back to school related.
4. Discussion was held about having board members assigned to blocks to visit with 4 businesses in the district at least monthly. After discussion, the board wanted to be assigned businesses and property owners by the Main Street Coordinator.

ADJOURN With no other business to come before the Main Street Advisory Board, the meeting was adjourned by Sandie Thompson, second by Tish Shade at 12:59 pm.

PASSED AND APPROVED THIS 25 DAY OF August, 2020.

ATTEST: Mary Raum Mary Raum, Tourism Marketing Manager

Tara M. Farris