

Jean Mollard, Board Member
Maricela Rangel, Board Member
Joe Fife, Board Member
John Elliott, Board Member
April Shaner, Board Member
Jodi Trout, Board Member



Cori Conrad, Main Street/Heritage
Mary Raum, Tourism Marketing Manager
Lisa Denton, EDC Director

**NOTICE OF MEETING
MAIN STREET ADVISORY
BOARD**

**July 27, 2021
12:00 p.m.
Council Chambers
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/88698622912?pwd=RWdvOTNxbk9vZDJyM2R4NWtsVTZ2UT09>

Meeting ID: 886 9862 2912

Passcode: 569033

One tap mobile

+13462487799,,88698622912#,,, *569033# 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/palestinetcx/](https://www.facebook.com/palestinetcx/)

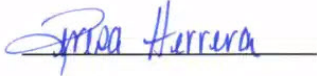
- A. **CALL TO ORDER**
- B. **PROPOSED CHANGES OF AGENDA ITEMS**
- C. **PUBLIC COMMENTS**

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so after completing the required Request to Speak form. All comments must be no more than five minutes in length. Any comments regarding items not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.
- D. **CONFLICT OF INTEREST DISCLOSURES**
- E. **MAIN STREET MANAGER'S REPORT**
 - 1. Main Street Coordinator's Report
- F. **APPROVAL OF MINUTES**
 - 1. Consider approval of the minutes from April 27, 2021, Main Street Advisory Board meeting.
- G. **DISCUSSION AND ACTION ITEMS**
 - 1. Discussion of current and future beautification projects.

2. Discuss and take action on applying for a state-designated Arts and Cultural District.
3. Review and take action on Main Street Sign Applications.

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, July 23, 2021, at 2:00 p.m.**

A handwritten signature in blue ink, reading "Teresa Herrera", is written over a horizontal line.

Teresa Herrera, City Manager

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: 07/27/2021
To: Main Street Advisory Board
From: Cori Conrad, Economic Development
Agenda Item: Main Street Coordinator's Report
Date Submitted: 07/22/2021

SUMMARY:

Main Street Coordinator's Report

RECOMMENDED ACTION:

Main Street Coordinator's Report

CITY MANAGER APPROVAL:

Attachments

Quarter Two Report



2021 Quarterly Local Program Activity Overview

Submit with each quarter's Reinvestment Report

PROGRAM NAME:

Palestine Main Street

THIS REPORT COVERS:

- ☐ QUARTER 1 (covering January-March, due April 10th)
- ☒ QUARTER 2 (covering April-June 2020, due July 10th)
- ☐ QUARTER 3 (covering July-September, due October 10th)

(Your QUARTER 4 Activity will be part of the annual report/ Community Accreditation Standards that will be due in December 2021.)

This Activity Report aligns with the national office's new Community Accreditation Standards (the former 10 Criteria), which Main Street communities nationwide will now submit to their coordinating programs as the annual report at the end of each year. That evaluation is now a strong component of determining National Accreditation. Using this activity template, local programs should briefly summarize activity as they relate to the revised standards, which outline general guidelines for performance:

- 1. Broad-based Community Commitment**
- 2. Leadership & Organizational Capacity**
- 3. Diverse and Sustainable Funding**
- 4. Strategy-Driven Programming (Community Transformation Strategies)**
- 5. Preservation-Based Economic Development**
- 6. Demonstrated Impact & Result**

Using this new Quarterly Activity template, you should be able to more efficiently and effectively complete the annual self-evaluation (to be distributed in late fall 2020). Completion of these quarterly activity reports, and the annual report, should be a joint effort of both staff and board. This template should not just list activities or board/staff meetings; it should show how the program's work/activities in its plan of work drives strategies and alignment with the standards (or working toward that). For those that have not yet adopted transformation strategies, this report should help in that process. Regardless of your program structure or process (i.e. traditional committees, task forces etc.) evidence that your program adheres to the Main Street Four Point Approach™ should be evident, as this remains the foundation of our work and the nationwide success of the Main Street movement.

<https://www.mainstreet.org/mainstreetamerica/theapproach>

"The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy."

We have adopted and articulated our Main Street Transformation Strategy or strategies ☐ Yes ☐ No

Please summarize your strategy or strategies:

Goal 1: Economic Vitality

- PEDC grants to 100% of budget to increase building occupancy, sales tax, and beautification in the Main Street District **Ongoing**
- Attract two (2) new businesses to Main Street **Completed: three new businesses as of 3/31/2021**
- Explore and encourage business expansion in Main Street
- Create a business inventory list **Ongoing**
- Maintain Downtown, TX **Ongoing**

Goal 2: Promotion

- Partner with Tourism on building tours to promote Main Street (ongoing – launched 3 scavenger hunts that have been uploaded to the Visit Palestine app)
- Partner with Tourism on Historic Architecture video series in the Main Street District Ongoing – IMPT
- Increase social media followers by (Updated each Quarter)
 - Facebook 200 Achieved - 580
 - Instagram 75 Achieved - 246
- Partner with Tourism to maximize a Main Street marketing campaign
- Partner with Tourism to host a photo walk with amateur and professional photographers
- Maintain annual Imagine the Possibilities Tour or special event related to National Preservation Month Completed
- Attend select trade industry shows Ongoing
- Attract more locals to Main Street Ongoing
- Establish quarterly networking event Achieved – Main Street Meet & Greets are regular occurrences

Goal 3: Organization

- Create a master list of all Main Street properties with contact information Ongoing
- Create list of Main Street properties that are not up to current City Code requirements Completed and a system has been set in place to encourage City departments to follow through with notifications
- Create Main Street Advisory Board Handbook Completed
- Begin to review and educate property owners on the Main Street ordinances Ongoing – coordinated with City of Palestine's Development Services so that every new business in the downtown area seeking permits receives a welcome packet with information on Main Street and City ordinances
- Host Zoom educational webinars for Main Street business owners
- Partner with HPO on education opportunities for Main Street building owners
- Establish Main Street Advisory Board Volunteer Committees In progress

Goal 4: Design

- Partner with Tourism to bring one (1) mural to Main Street In progress
- Complete one (1) beautification project in Main Street In progress – planning stages for curb repainting and lighting upgrades
- Partner with property owners to provide canvases for murals In progress

Begin surveying and evaluating pedestrian signage plan in the Main Street district

Our work is completed through: _____ Traditional four-point committee model x Task forces/Project committees
_____ Other _____ Combination

Please provide a brief description of activity below. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if needed. (not required).

ECONOMIC VITALITY

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies

Palestine Economic Development Corporation awarded Shearz and Beerz with a matching façade grant.

The Historic Event Center opened and created two new jobs.

The Palestine Farmer's Market hosted a Young Entrepreneurs Day at the market inviting young farmers, artists, and craftsmen to showcase and sell their work.

DESIGN

Please provide images/descriptions on separate pages for any physical improvements completed during the quarter (before/after). The data should also appear in your reinvestment reports.

Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Main Street coordinated with Code Enforcement, Development Services, and the Fire Marshal to ensure City ordinances are enforced. In addition, Main Street developed a system to inform City departments as complaints or visible violations arise and report updates to City Council for accountability.

Shearz and Beerz painted their façade. Flowers by Pat built an awning for their porch area and added planters. Blanca's Salon installed a new awning/patio cover.

Four new business signs were added:

- Bloodlines Tattoo
- Lemon Meadow Hair Salon
- Gallery at the Redlands
- Redlands Annex

Palestine Church added updated their landscaping.

PROMOTION

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Palestine Main Street created a downtown day where the first Saturday of each month we promote businesses that are offering events, activities, and specials to encourage locals and visitors to spend time downtown.

Dogwood Arts Council started a monthly art walk downtown that features local artists in downtown businesses.

The Palestine Area Chamber of Commerce reinstated the Summer Concert Series. A once-a-month concert series held at a downtown restaurant.

ORGANIZATION

Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Hosted TDA members to conduct a downtown assessment in May.

Submit to: mainstreet-reports@thc.texas.gov



Agenda Date: 07/27/2021
To: Main Street Advisory Board
From: Cori Conrad, Economic Development
Agenda Item: Meeting Minutes for 4/27/2021
Date Submitted: 07/22/2021

SUMMARY:

Consider approval of the minutes from April 27, 2021, Main Street Advisory Board meeting.

RECOMMENDED ACTION:

Consider approval of the minutes from April 27, 2021, Main Street Advisory Board meeting.

CITY MANAGER APPROVAL:

Attachments

Minutes 4/27/2021

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, April 27, 2021 at 12:00 PM. for the Regular Meeting in the Palestine City Council Chambers at 504 N. Queen Street, with the following people present:

Jodi Trout

Joe Fife

Jean Mollard

John Elliott

Staff present: Cori Conrad, Lisa Denton, Mary Raum, Teresa Herrera

CALL TO ORDER – REGULAR MEETING Jean Mollard 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 Jean Mollard disclosed a conflict of interest with the action item of a sign permit from her property.

MAIN STREET MANAGER'S REPORT

1. Cori updated the board of the board seat changes. The Main Street welcome sign will be added to the wayfinding signage package. Updated board on possible future projects of curbs and parking. Updated the board on Mystery Weekend results and the expansion of the Wine Swirl to include whiskey.

APPROVAL OF MINUTES

1. John made a motion to approve, Jodi seconded, approved.

DISCUSSION & ACTION ITEMS

1. Review and take action on Main Street Sign Permit Applications
 - a. Bloodlines Tattoo Application: Two signs. The non-traditional sign 'Bloodlines' was approved. The neon sign 'Tattoo' split the board John and Jodi approved with Jean and Joe disapproving. Cori requested permission from Teresa to approve 'Bloodlines' and table 'Tattoo' until a clear decision could be made. Teresa gave permission to do so.
 - b. Lemon Meadow Application: Approved.
 - c. Queen Street Application: Jean excuses herself. Approved.
 - d. Redlands Annex Application: Jean excuses herself. Approved.
2. Discuss Founder's Day and the Sesquicentennial Celebration

ADJOURN With no other business to come before the Main Street Advisory Board, the meeting was adjourned by Jean Mollard at 12:42 pm.

PASSED AND APPROVED THIS ____ DAY OF _____, 2021.

ATTEST: _____
Cori Conrad, Main Street/Heritage Development Coordinator



Agenda Date: 07/27/2021
To: Main Street Advisory Board
From: Cori Conrad, Economic Development
Agenda Item: Discussion of Palestine Main Street Beautification Projects
Date Submitted: 07/22/2021

SUMMARY:

Discussion of current and future beautification projects.

RECOMMENDED ACTION:

Discussion of current and future beautification projects.

CITY MANAGER APPROVAL:



Agenda Date: 07/27/2021
To: Main Street Advisory Board
From: Cori Conrad, Economic Development
Agenda Item: Arts and Cultural District
Date Submitted: 07/22/2021

SUMMARY:

Discuss and take action on applying for a state designated Arts and Cultural district.

RECOMMENDED ACTION:

Discuss and take action on applying for a state designated Arts and Cultural district.

CITY MANAGER APPROVAL:



Agenda Date: 07/27/2021
To: Main Street Advisory Board
From: Cori Conrad, Economic Development
Agenda Item: Review Sign Permits
Date Submitted: 07/22/2021

SUMMARY:

Review and take action on Main Street Sign Applications.

RECOMMENDED ACTION:

Review and take action on Main Street Sign Applications.

CITY MANAGER APPROVAL:

Attachments

Bloodlines
Palestine Sign Company
The Historic



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION

Address of Sign:	<u>315 W Main St</u>	Palestine, Texas	<u>75801</u>
Proposed Advertisement:	<u>Blood lines tattoo</u>		
Sign Company Name:	<u>N/A</u>	Contact:	<u>N/A</u>
Sign Company Address:			
Phone #:	<u>903-574-4170</u>	Email:	<u>Sethblood13@gmail</u>

TYPE OF SIGN

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Freestanding (Pole Sign) | <input type="checkbox"/> Freestanding (Monument) | <input type="checkbox"/> New Sign Face | <input type="checkbox"/> Hanging Sign |
| <input checked="" type="checkbox"/> Wall Sign | <input type="checkbox"/> Canopy | <input checked="" type="checkbox"/> Awning | <input type="checkbox"/> Directory Sign |
| <input type="checkbox"/> Signboard | <input type="checkbox"/> Window Sign | <input type="checkbox"/> Projecting Sign | <input type="checkbox"/> Sidewalk Sign |
| <input type="checkbox"/> Historic Sign | <input type="checkbox"/> Spectacular Sign | <input type="checkbox"/> Ghost Sign | <input type="checkbox"/> Landmark Sign |
| <input type="checkbox"/> Other (specify): _____ | | | |

New monument or ground signs require additional landscaping requirements.


The Main Street Advisory Board has authority over signage located on properties located in the Main Street Overlay District. Also, detached signage such as freestanding pole signs are only allowed within the Commercial Corridor Overlay District.

DESCRIPTION OF WORK

<input checked="" type="checkbox"/> New Sign	<input type="checkbox"/> Replace Existing Sign	<input type="checkbox"/> New Sign Face	<input checked="" type="checkbox"/> Additional Sign
<input type="checkbox"/> Other: _____			
Sign Dimensions:	<u>Blood lines 20 1/2" tall 12 1/2" wide Neon Tattoo 2 feet tall 8 feet wide</u>		
Is the Sign Illuminated?	<input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> Yes		
**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.			

APPLICANT ACKNOWLEDGEMENT AND SIGNATURE

By signing this application, you acknowledge that the property owner is aware of the application for a sign permit and that all of the information is accurate.

	<u>9-19-20</u>
Sign Company Representative Signature	Date

Application Continued on Second Page.

BLOOD LINES

TATTOO

TATTOOS



TATTOO

OPEN





SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION

Address of Sign:	213 W. OAK ST.	Palestine, Texas
Proposed Advertisement:	Logo & design on canopy	
Sign Company Name:	PSC	
Contact:	RICHARD FARRIS JR	
Sign Company Address:	213 W. OAK ST	
Phone #:	903-972-2500	Email: palestine sign company@gmail.com

TYPE OF SIGN

<input type="checkbox"/> Freestanding (Pole Sign)	<input type="checkbox"/> Freestanding (Monument)	<input type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input type="checkbox"/> Wall Sign	<input checked="" type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input type="checkbox"/> Signboard	<input type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			

Sign Dimensions: 20' x 3'

Is the sign illuminated? ☐ Yes ☒ No

**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.

*New monument or ground signs require additional landscaping requirements.

*The Main Street Manager reviews signage in the Main Street Overlay District.

APPLICANT SIGNATURE

I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.

Owner or Agent's Signature



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____



903-922-2500

SIGNS • BANNERS
VINYL GRAPHICS
T-SHIRTS • CAPS
VEHICLE LETTERING
CANVAS PRINTING
SCREEN PRINTING
FULL COLOR PRINTING



MON - FRI
10 AM - 5 PM

213 W. OAK



Kevin Fuhr
903-922-2605
KRF572@gmail.com

SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION	
Address of Sign:	201 W Crawford Palestine, Texas
Proposed Advertisement:	The Historic Palestine Rent Center
Sign Company Name:	Print Barn
Contact:	Robert Lane
Sign Company Address:	
Phone #:	903-393-9724
Email:	

TYPE OF SIGN			
<input type="checkbox"/> Freestanding (Pole Sign)	<input type="checkbox"/> Freestanding (Monument)	<input type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input checked="" type="checkbox"/> Wall Sign	<input type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input type="checkbox"/> Signboard	<input checked="" type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			
Sign Dimensions:			
Is the sign illuminated?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.			
*New monument or ground signs require additional landscaping requirements.			
*The Main Street Manager reviews signage in the Main Street Overlay District.			

APPLICANT SIGNATURE	
I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.	
Owner or Agent's Signature	

Window 4' x 4'
Wall 2' x 35'



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
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STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____



