

Jodi Trout, Chair
April Shaner, Vice-Chair
Jean Mollard, Board Member
Maricela Rangel, Board Member
Heather Chancellor, Board Member
Ly Sath, Board Member
Langdon Elliott, Board Member



Mary Ann Admire,
Main Street Coordinator
Cassie Boyd,
Tourism Marketing Manager

**NOTICE OF MEETING
MAIN STREET ADVISORY BOARD
January 23, 2024
12:00 p.m.
City Hall Conference Room
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/86531575869?pwd=aEcwMmxmdmRGYXBqb0yWT09>

Meeting ID: 865 3157 5869
Passcode: 977558

One tap mobile
+13462487799,,86531575869#,,, *977558# 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.](#)

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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 during this section of the agenda. 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 COORDINATOR'S REPORT

1. Review the Main Street Promotions Committee Report. Jodi Trout, Chair
2. Review the Main Street Economic Vitality Committee Report. Heather Chancellor, Board Member
3. Review the Main Street Coordinator's Report. Mary Ann Admire, Main Street Coordinator

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the November 28, 2023, meeting.

G. **DISCUSSION AND ACTION ITEMS**

1. Discussion and possible action regarding the appointment of the Main Street Advisory Board Chair and Vice-Chair.
2. Presentation regarding design assistance request from the Texas Main Street Program through the Texas Historical Commission.
3. Discussion and possible action regarding upcoming 2024 Main Street events.

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, January 19, 2024, at 4:00 p.m.**



April Jackson, 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 citysecretary@palestine-tx.org or 903-731-8414.



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Promotions Committee Report
Date Submitted: 01/18/2024

SUMMARY:

Review the Main Street Promotions Committee Report presented by Ms. Jodi Trout.

RECOMMENDED ACTION:

Review the Main Street Promotions Committee Report presented by Ms. Jodi Trout.

CITY MANAGER APPROVAL:



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Economic Vitality Committee Report
Date Submitted: 01/18/2024

SUMMARY:

Review the Main Street Economic Vitality Committee Report presented by Ms. Heather Chancellor.

RECOMMENDED ACTION:

Review the Main Street Economic Vitality Committee Report presented by Ms. Heather Chancellor.

CITY MANAGER APPROVAL:



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Main Street Coordinator's Report
Date Submitted: 01/18/2024

SUMMARY:

Review the Main Street Coordinator's Report presented by Ms. Admire.

RECOMMENDED ACTION:

Review the Main Street Coordinator's Report presented by Ms. Admire.

CITY MANAGER APPROVAL:



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: MSAB Meeting Minutes 11.28.2023
Date Submitted: 01/18/2024

SUMMARY:

Consider approval of meeting minutes from November 28, 2023.

RECOMMENDED ACTION:

Consider approval of meeting minutes from November 28, 2023.

CITY MANAGER APPROVAL:

Attachments

MSAB Minutes 11.28.23 Draft

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

The Main Street Advisory Board of the City of Palestine convened in a Regular Meeting on Tuesday, November 28, 2023, at 12:00 p.m., in the Council Chambers Conference Room at City Hall, 504 N. Queen Street, Palestine, Texas, with the following people present: Board Chair Jodi Trout, Board Vice Chair April Shaner, Board Members Jean Mollard, and Maricela Rangel.

Staff present: Main Street Coordinator Mary Ann Admire and City Secretary April Jackson.

Board Members Heather Chancellor, Langdon Elliott, and Ly Sath were absent.

CALL TO ORDER

With a quorum present, Ms. Trout called the meeting to order at 12:11 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

Ms. Admire proposed to strike Item E.2. (Main Street Economic Vitality Committee Report) and part of Item E.3. (the October 2023 Main Street Coordinator's Report) from the agenda.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MAIN STREET COORDINATOR'S REPORT

1. Ms. Trout reviewed the activities of the Promotions Committee including organizing increased holiday events with the downtown merchants such as extended hours of shopping after the Christmas parade.
2. Main Street Coordinator Mary Ann Admire reviewed the September 2023 Main Street Report. The staff projects for September included completion of the annual Christmas ornament fundraiser ordering process, training on the Visit Palestine website ticketing system, event planning for Whiskey & Wine Swirl, planning for Small Business Saturday, Christmas event coordination, revisions to the PEDC Downtown Grant, and promotions of downtown businesses and jobs.

APPROVAL OF MINUTES

1. Consider approval of the meeting minutes from October 3, 2023. Motion by Ms. Mollard, seconded by Ms. Rangel to approve the item as presented. Upon vote, the motion carried 4-0.

DISCUSSION AND ACTION ITEMS

1. Ms. Mollard made a motion to table the election of the Main Street Advisory Board Chair and Vice Chair until more members could be in attendance. The motion was seconded by Ms. Shaner. The motion carried 4-0.
2. Ms. Admire presented the Christmas in Palestine flyer that has been circulated throughout the county and published on all the tourism channels and highlighted the information regarding the upcoming Parade and other downtown events.
3. Main Street purchased 10 dogwood trees from the Master Gardeners with Beautification Funds to be planted in the green space near the Visitor Center. Board members listed additional downtown lighting and/or temporary event lighting as a project for future consideration.

ADJOURN

With no other business to come before the board, the meeting was adjourned by Ms. Trout at 12:32 p.m.

PASSED AND APPROVED THIS 23rd DAY OF JANUARY 2024.

Jodi Trout, Board Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator

DRAFT



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Selection of Board Chair and Vice Chair
Date Submitted: 01/18/2024

SUMMARY:

Main Street Advisory Board members will nominate and vote for this year's Board Chair and Vice Chair.

RECOMMENDED ACTION:

Main Street Advisory Board members will nominate and vote for this year's Board Chair and Vice Chair.

CITY MANAGER APPROVAL:



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Presentation on THC Design Assistance
Date Submitted: 01/18/2024

SUMMARY:

Presentation by Ms. Admire - Requesting design assistance from the Texas Historical Commission through the Main Street program.

RECOMMENDED ACTION:

Presentation by Ms. Admire - Requesting design assistance from the Texas Historical Commission through the Main Street program.

CITY MANAGER APPROVAL:



Agenda Date: 01/23/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Main Street 2024 Dates
Date Submitted: 01/18/2024

SUMMARY:

Review and consider dates for 2024 Main Street events presented by Ms. Admire.

RECOMMENDED ACTION:

Review and consider dates for 2024 Main Street events. No action required.

CITY MANAGER APPROVAL:
