

April Shaner, Vice-Chair
Jean Mollard, Board Member
Maricela Rangel, Board Member
Heather Giles, Board Member
Ly Sath, Board Member
Katie Beth Henry, Board Member
Jonathan Rodgers, Board Member



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

**NOTICE OF MEETING
MAIN STREET ADVISORY BOARD
October 22, 2024
12:00 p.m.
City Hall Conference Room
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/89577014241?pwd=8bIRJkMXNYz0sCRGTuiDpLw9yH1m65.1>

Meeting ID: 895 7701 4241
Passcode: 980269

One tap mobile
+13462487799,,89577014241#,,, *980269# 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/palestinetc/](https://www.facebook.com/palestinetc/)

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

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the March 26, 2024, meeting.
2. Consider approval of minutes from the April 23, 2024, meeting.
3. Consider approval of minutes from the September 24, 2024, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding Main Street Permit Application for 502 N. Queen Street - Palestine Public Library.
2. Discussion and possible action regarding the appointment of the Chair and Vice-Chair of the Main Street Advisory Board.

3. Discussion and possible action regarding Main Street Advisory Board meeting dates for November and December 2024.

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, October 18, 2024, at 4:45 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: 10/22/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Consider Approval of Minutes from the March 26, 2024 MSAB Meeting
Date Submitted: 10/16/2024

SUMMARY:

Consider approval of the minutes from the March 26, 2024, Main Street Advisory Board Meeting.

RECOMMENDED ACTION:

Staff recommends approval of the minutes of the March 26, 2024, Main Street Advisory Board Meeting.

CITY MANAGER APPROVAL:

Attachments

03.26.24 MSAB Minutes

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, March 26, 2024, 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, Vice Chair April Shaner, Board Members Jean Mollard, Maricela Rangel, and Langdon Elliott.

Staff present: Main Street Coordinator Mary Ann Admire, City Secretary April Jackson, Administrative Assistant Casey Debord, and Tourism Marketing Manager Cassie Boyd.

Board members Heather Chancellor and Ly Sath were absent.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:05 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MAIN STREET COORDINATOR'S REPORT

1. Main Street Promotions Committee Report: Main Street is placing a temporary hold on fundraising event activities.
2. Main Street Economic Vitality Committee Report: There were no items to report.
3. Main Street Coordinator's Report: Mary Ann Admire provided the Board with a review of the February staff and program activities.

DISCUSSION AND ACTION ITEMS

1. Ms. Admire familiarized the Board with the National Main Street work plan format. The members were asked to utilize the new template to generate project goals that support the Transformation Strategies for discussion at a future date.

ADJOURN

With no other business to come before the board, the meeting was adjourned by Ms. Shaner at 12:58 p.m.

PASSED AND APPROVED THIS 22nd DAY OF OCTOBER 2024.

April Shaner, Board Vice Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator



Agenda Date: 10/22/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Consider Approval of Minutes from the April 23, 2024 MSAB Meeting
Date Submitted: 10/17/2024

SUMMARY:

Consider approval of the minutes from the April 23, 2024, Main Street Advisory Board Meeting.

RECOMMENDED ACTION:

Staff recommends approval of the minutes of the April 23, 2024, Main Street Advisory Board Meeting.

CITY MANAGER APPROVAL:

Attachments

04.23.24 MSAB Minutes

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, April 23, 2024, 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, Vice Chair April Shaner, Board Members Jean Mollard, Heather Chancellor, and Langdon Elliott.

Staff present: Main Street Coordinator Mary Ann Admire and Administrative Assistant Casey Debord.

Board members Maricela Rangel and Ly Sath were absent.

CALL TO ORDER

With a quorum present, Ms. Trout called the meeting to order at 12:15 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

Ms. Admire requested tabling Item G.1. to review a sign permit application for 320 W Main St – Capital Gaines due to lack of requested additional information from the applicant.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MAIN STREET COORDINATOR'S REPORT

1. Main Street Promotions Committee Report: There were no items to report.
2. Main Street Economic Vitality Committee Report: There were no items to report.
3. Main Street Coordinator's Report: Mary Ann Admire provided the Board with a review of the March staff and program activities including the Dogwood Celebration and Festival, the Railroad Heritage Center outdoor exhibit dedication, Farmers Market opening day, configuring a new traffic pattern at the Farmers Market pavilion, and the purchase of 6 new wooden picnic tables from Main Street Beautification Funds for the green space near the Farmers Market.

APPROVAL OF MINUTES

1. A motion was made by Langdon Elliot to approve the minutes of the February 27, 2024 Main Street Advisory Board meeting as presented. The motion was seconded by Ms. Mollard. Upon vote, the motion was carried 5-0.

DISCUSSION AND ACTION ITEMS

1. The item to consider a sign permit application for 320 W Main St – Capital Gaines was tabled.

ADJOURN

With no other business to come before the board, the meeting was adjourned by Ms. Trout at 12:28 p.m.

PASSED AND APPROVED THIS 22nd DAY OF OCTOBER 2024.

April Shaner, Board Vice Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator



Agenda Date: 10/22/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Consider Approval of Minutes from the September 24, 2024 MSAB Meeting
Date Submitted: 10/17/2024

SUMMARY:

Consider approval of the minutes from the September 24, 2024, Main Street Advisory Board Meeting.

RECOMMENDED ACTION:

Staff recommends approval of the minutes of the September 24, 2024, Main Street Advisory Board Meeting.

CITY MANAGER APPROVAL:

Attachments

09.24.24 MSAB Minutes

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, September 24, 2024, at 12:00 p.m., in the Council Chambers at City Hall, 504 N. Queen Street, Palestine, Texas, with the following people present: Vice Chair April Shaner, Board Members Jean Mollard, Katie Beth Henry, and Langdon Elliott.

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

Board members Maricela Rangel, Heather Chancellor, and Ly Sath were absent.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:09 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MAIN STREET COORDINATOR'S REPORT

1. Main Street Coordinator's Report: Mary Ann Admire provided the Board with updates on staff and program activities including the 3rd Quarter Main Street Merchant Meeting, marketing and training opportunities for downtown businesses, and preparations for the upcoming Hot Pepper Festival and holiday season. The staff offered congratulations to Ms. Rangel and Ms. Shaner on their Board re-appointments and many thanks to our departing Board members Langdon Elliot and Heather Chancellor, for volunteering their time and talents. We will welcome new Board members Heather Giles and Jonathan Rogers at our October meeting.

DISCUSSION AND ACTION ITEMS

1. A motion was made by Langdon Elliot to approve sign permit application for 112 E Oak St – Old Magnolia Drive Thru as presented with the stipulation that the sign must be installed at least 10' above the sidewalk to comply with the Main Street Sign Ordinance for projecting signs. The motion was seconded by Ms. Mollard. Upon vote, the motion was carried 4-0.
2. Ms. Admire presented a selection of slides and discussed the expectations for participating in a working board, what is required of a Main Street manager, and the major tenets of the Main Street Program.
3. A motion was made by Ms. Mollard and seconded by Mr. Elliott to dissolve all Main Street Advisory Board 4-Points-based Committees: Economic Vitality, Design, Promotion, and Organization. Upon vote, the motion passed 4-0. Staff recommended that future committees be formed as task forces around the Work Plan items.
4. Ms. Admire presented a draft outline of suggested Work Plans for the Board to consider for the 2024-2025 term. No action was required.

ADJOURN

With no other business to come before the board, the meeting was adjourned by Ms. Shaner at 1:08 p.m.

PASSED AND APPROVED THIS 22nd DAY OF OCTOBER 2024.

April Shaner, Board Vice Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator



Agenda Date: 10/22/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Sign Permit Application for 502 N Queen St
Date Submitted: 10/16/2024

SUMMARY:

Review and consider a sign permit application for a new wall sign above the West entrance of the Palestine Public Library at 502 N. Queen St.

RECOMMENDED ACTION:

Staff recommends the Board take action on the sign permit application for the Palestine Public Library at 502 N. Queen St.

CITY MANAGER APPROVAL:

Attachments

502 N Queen Sign Permit App



Rec'd 10-15-24

SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION			
Address of Sign:	502 N. Queen Street	Palestine, Texas	
Proposed Advertisement:	"Palestine Public Library" Letter sign		
Sign Company Name:	Leon's Signs, Inc.		
Contact:	Brayton Pierce-Account Manager		
Sign Company Address:	851 E NE Loop 323, Tyler TX 903-574-0049		
Phone #:	903-574-0049	Email:	brayton@leonsigns.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 checked="" type="checkbox"/> Wall Sign	<input 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: 1'-2" height letter expand 25'-8 1/2 " wide-see attached proposal			
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	



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

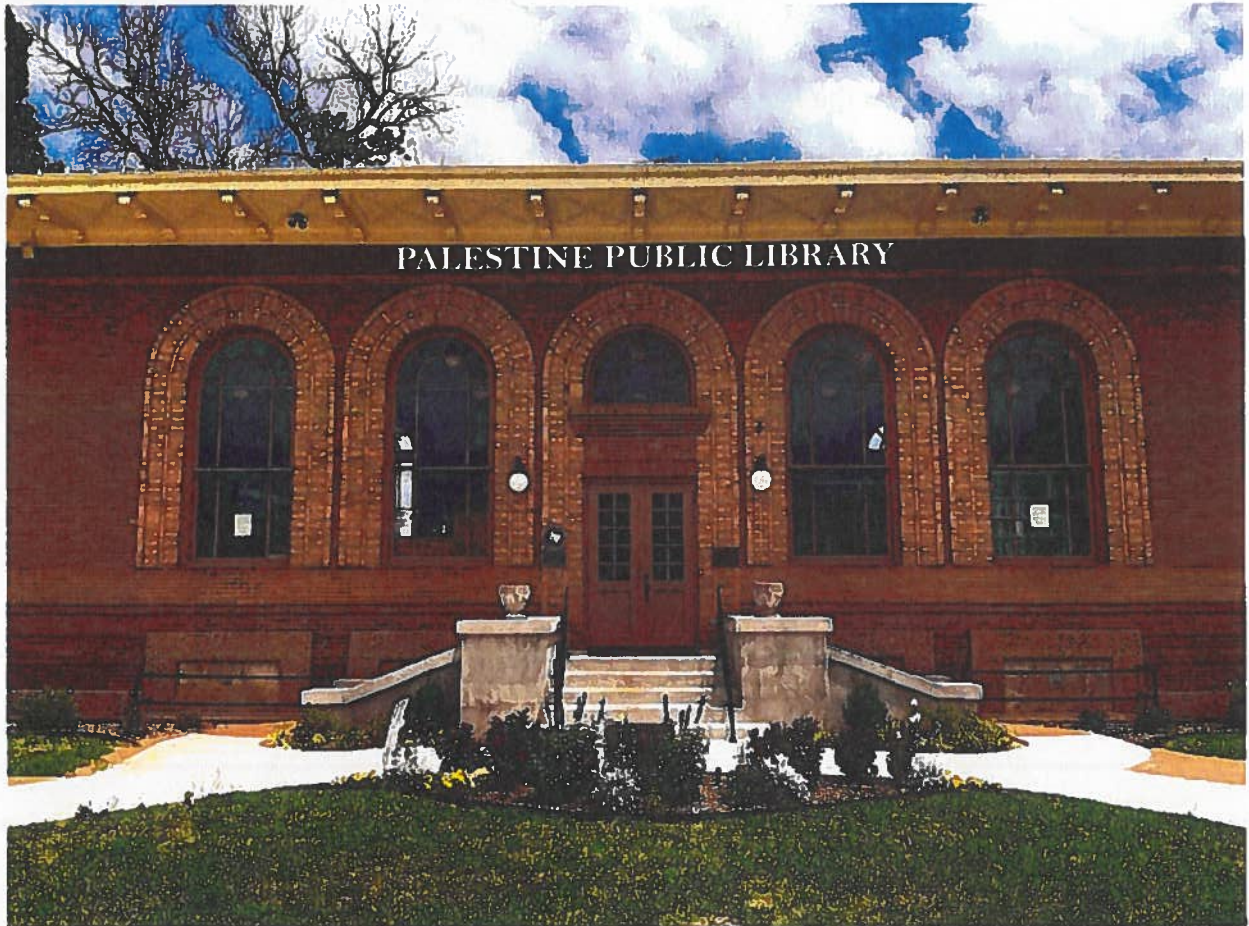
Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____

WEST FACING ELEVATION - FLAT CUT LETTERS

QTY: 1

240753-01 SCOPE 1



Accl. Mgr. : Brayton P.

Drawn By : CS

Accl. Mgr. Approval :

All Artwork Created by Leon's Signs Inc. remains the sole property of Leon's Signs and cannot be reproduced, transmitted or used without written permission.

Job # : 240753-01

SOW / # : Flat Cut Letters / Scope 1

Date : 05/08/2024

Client Approval :

Approval Date :

PALESTINE PUBLIC LIBRARY

502 N Queen St.
Palestine, TX 75801

*** DO NOT APPROVE THIS PROOF UNTIL ARTWORK IS 100% CORRECT ***

Notes:	Revisions:

File Location: H:\www\240753-01 & Production\240753-01 Palestine Public Library\240753-01



Agenda Date: 10/22/2024

To: Main Street Advisory Board

From: Mary Ann Admire, Main Street Coordinator

Agenda Item: Consider the appointments of the Chair and Vice Chair to the Main Street Advisory Board

Date Submitted: 10/17/2024

SUMMARY:

Consider making appointments for the Chair and Vice-Chair positions on the Main Street Advisory Board.

RECOMMENDED ACTION:

Staff recommends the Main Street Advisory Board members discuss and consider making appointments for the Chair and Vice-Chair positions.

CITY MANAGER APPROVAL:



Agenda Date: 10/22/2024
To: Building and Standards Commission
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Meeting Dates for November and December 2024
Date Submitted: 10/17/2024

SUMMARY:

Discussion and possible action regarding the regular meetings of the Main Street Advisory Board for November and December 2024.

RECOMMENDED ACTION:

Staff recommends moving the regular meeting of the Main Street Advisory Board for November 2024 and canceling the December 2024 meeting due to the upcoming holidays.

CITY MANAGER APPROVAL:
