

April Shaner, Chair  
Heather Giles, Vice-Chair  
Jean Mollard, Board Member  
Maricela Rangel, 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  
January 28, 2025  
12:00 p.m.  
City Hall Conference Room  
504 N. Queen Street  
Palestine, Texas**

**Zoom Link:**

<https://us02web.zoom.us/j/86398237249?pwd=q63oKy4Vk0lamnaPr2G9CfpvRn31Eb.1>

Meeting ID: 863 9823 7249  
Passcode: 570548

One tap mobile  
+13462487799,,86398237249#,,,,\*570548# 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 2024 Program Highlights Report.

**F. APPROVAL OF MINUTES**

1. Consider approval of minutes from the December 3, 2024, meeting.

**G. DISCUSSION AND ACTION ITEMS**

1. Discussion and possible action regarding the Main Street Permit Application for VeraBank at 207 W. Spring Street.

2. Discussion and possible action regarding the 2024-2025 Transformation Strategy Work Plan.
3. Discussion and possible action regarding the proposed temporary pedestrian wayfinding signage for use during the Downtown Revitalization Construction Project.

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 24, 2025, at 4:30 p.m.**

A handwritten signature in blue ink that reads "April Jackson". The signature is written in a cursive style and is positioned above the printed name.

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](mailto:citysecretary@palestine-tx.org) or 903-731-8414.



Agenda Date: 01/28/2025  
To: Main Street Advisory Board  
From: Mary Ann Admire, Main Street Coordinator  
Agenda Item: Review the Main Street 2024 Program Highlights  
Date Submitted: 01/24/2025

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**SUMMARY:**

Main Street Coordinator's Report.

**RECOMMENDED ACTION:**

Review the Main Street 2024 Program Highlights Report presented by Ms. Admire.

**CITY MANAGER APPROVAL:**

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**Attachments**

2024 MS Program Highlights

**Contact:**  
Mary Ann Admire  
Palestine Main Street  
City of Palestine, TX  
903-516-2502  
mainstreet@palestine-tx.org



## **PALESTINE MAIN STREET PROGRAM ACCOMPLISHMENTS - 2024 OVERVIEW**

### **Organization**

- Hosted quarterly meetings fostering collaboration among downtown stakeholders.
- Launched a new social media campaign to promote businesses during construction, complemented by banners for the Hot Pepper Festival.
- Secured the Anice Read Grant for \$5,000 to improve the Farmers Market Pavilion as part of the Downtown Connectivity Enhancement Project.
- Promoted Main Street and downtown initiatives at events, including the Texas Downtown Conference, Governor’s Small Business Summit, and local civic club meetings.

### **Design**

- Provided support services for the Downtown Revitalization Project through construction Phases 1 & 2 which replaced aging underground utility infrastructure, rough streets and uneven sidewalks.
- Facilitated Oak Street flowerbed planting with volunteers, enhancing the streetscape.
- Coordinated downtown alley clean-up with Downtown Rotary Club volunteers, improving aesthetic and functional space.

### **Promotion**

- Organized and/or promoted major downtown events, including the Dogwood Festival, Hot Pepper Festival, Fall Bash at the Farmers Market, and Christmas on Main including the Christmas Parade of Lights.
- Offered a free Fall season photo opportunity at the Palestine Public Library in partnership with Visit Palestine and Great Harvest Farm.
- Organized and promoted our monthly Saturdays on Main shopping and activity event.
- Distributed Christmas flyers and event information to drive holiday shopping and engagement.

### **Economic Vitality**

- Connected businesses with grants and training resources, including Federal and State Tax Credit programs and local economic development incentives.
- Supported local leaders through PEDC scholarships for management workshops and introduced SCORE and SBDC mentorship opportunities.
- Welcomed new businesses: Curious Museum, Old Magnolia Drive-Thru, and Palestine Trade Days.

### **Community Serving & Placemaking Transformation Strategies**

Our Community Serving and Placemaking strategies have fostered an entrepreneur-friendly environment through relationship building, providing valuable business resources, and promotion of grant opportunities while enhancing downtown Palestine as a destination for community gatherings, commerce, and cultural celebrations.

**Contact:**  
 Mary Ann Admire  
 Palestine Main Street  
 City of Palestine, TX  
 903-516-2502  
 mainstreet@palestine-tx.org



## Palestine Main Street Social Media – 2024 Overview

Palestine Main Street Social Media Report							
Facebook							
Month of 01/01/2024 - 12/31/2024							
TOP 3 PERFORMING POSTS							
03/23/2024 - The 86th Annual Dogwood Festival	Reach: 23,771	Impressions: 24,650	Interactions: 255	Reactions: 255	Comments: 10	Shares: 20	
12/05/2024 - Parade Cancellation/Reschedule	Reach: 23,698	Impressions: 27,363	Interactions: 729	Reactions: 165	Comments: 182	Shares: 378	
06/28/2024 - Update: W Main St btwn N Magnolia & Ave A	Reach: 19,150	Impressions: 21,524	Interactions: 105	Reactions: 78	Comments: 2	Shares: 24	
REACH							
January 2024 Reach	15,055						
2024 Year End Total Reach	211,632						
Increased/Decreased	196,577	1405.73%					
FOLLOWERS							
Lifetime Follows:	7,286						
January 2024 Follows	6,534						
Net Follows for 2024	752	111.50%					
DEMOGRAPHIC							
AS OF 11/30/2024				AS OF 01/13/2025			
Women		Men		Women		Men	
18-24	1.70%	18-24	0.40%	18-24	1.60%	18-24	0.40%
25-34	10.80%	25-34	2.70%	25-34	10.90%	25-34	2.80%
35-44	19.30%	35-44	5.00%	35-44	19.10%	35-44	5.10%
45-54	17.80%	45-54	4.60%	45-54	17.50%	45-54	4.60%
55-64	14.60%	55-64	3.80%	55-64	14.80%	55-64	3.70%
65+	15.50%	65+	3.80%	65+	15.60%	65+	3.90%
TOP CITIES							
AS OF 11/30/2024		AS OF 01/13/2025		AS OF 11/30/2024		AS OF 01/13/2025	
	Percentage of Audience		Percentage of Audience		Percentage of Audience		Percentage of Audience
Palestine	20.00%	Palestine	18.60%	Palestine	29.70%	Palestine	30.70%
Arlington	12.90%	Arlington	13.60%	E lkhart	4.90%	Arlington	4.90%
E lkhart	5.00%	E lkhart	4.80%	Tyler	3.80%	E lkhart	3.80%
Tyler	1.90%	Tyler	2.20%	Houston	2.30%	Tyler	2.40%
Houston	1.50%	Houston	1.40%				

Palestine Main Street Social Media Report							
Instagram							
Month of 01/01/2024 - 12/31/2024							
TOP 3 PERFORMING POSTS							
09/23/2024 - 201 W Oak Street	Reach: 240	Impressions: 261	Interactions: 29	Reactions: 26	Comments: 0	Shares: 2	
08/31/2024 - Hot Pep Fest	Reach: 204	Impressions: 210	Interactions: 25	Reactions: 20	Comments: 1	Shares: 1	
10/17/2024 102 W Main St	Reach: 154	Impressions: 162	Interactions: 14	Reactions: 11	Comments: 2	Shares: 1	
REACH							
January 2024 Reach	0						
2024 Year End Total Reach	817						
Increased/Decreased	817						
FOLLOWERS							
Lifetime Follows:	7,286						
January 2024 Follows	6,534						
Net Follows for 2024	752	111.50%					
DEMOGRAPHIC							
AS OF 11/30/2024				AS OF 01/13/2025			
Women		Men		Women		Men	
18-24	1.90%	18-24	0.60%	18-24	1.70%	18-24	0.30%
25-34	10.40%	25-34	3.40%	25-34	10.30%	25-34	3.60%
35-44	22.70%	35-44	6.50%	35-44	22.90%	35-44	6.60%
45-54	19.90%	45-54	6.50%	45-54	20.00%	45-54	6.50%
55-64	13.30%	55-64	3.00%	55-64	13.20%	55-64	2.90%
65+	9.40%	65+	2.40%	65+	9.40%	65+	2.60%
TOP CITIES							
AS OF 11/30/2024		AS OF 01/13/2025		AS OF 11/30/2024		AS OF 01/13/2025	
	Percentage of Audience		Percentage of Audience		Percentage of Audience		Percentage of Audience
Palestine	29.70%	Palestine	30.70%	Palestine	29.70%	Palestine	30.70%
E lkhart	4.90%	Arlington	4.90%	E lkhart	4.90%	Arlington	4.90%
Tyler	3.80%	E lkhart	3.80%	Tyler	3.80%	E lkhart	3.80%
Houston	2.30%	Tyler	2.40%	Houston	2.30%	Tyler	2.40%

**Contact:**  
Mary Ann Admire  
Palestine Main Street  
City of Palestine, TX  
903-516-2502  
mainstreet@palestine-tx.org



## **Main Street Advisory Board Member Self-Reported Diversity Summary - 2024**

### **Participation**

The board is comprised of 7 members, and 10 individuals contributed time and expertise to the program in this capacity in 2024, volunteering over 250 hours.

### **Age Representation**

Of those who responded, most members were aged 45-54. The youngest age group represented was 35-44, and the oldest was 75-84.

### **Gender**

Predominantly women, with 2 men on the board.

### **Race/Ethnicity**

The majority of members identify as White, with representation from Hispanic/Latino/a/x and Asian or Asian American groups.

### **Representation Categories**

All members identify as community members. Several members are district business owners, with fewer representing district property owners or nonprofits.

### **Skills and Interests**

Strong representation in Economic Vitality, Design, Organization, and Promotion categories. Members bring varied expertise, with some contributing to "Other" unique skills and interests.

### **Personal Qualities**

Common traits include being a Connector, Leader, and Visionary, with a strong presence of Workers and Cheerleaders. Fewer members reported qualities like Strategist, Wisdom, or Worrier.

### **Community Connections**

Members were well-connected, particularly to the Chamber of Commerce, civic groups, and community/economic development sectors. There was also connection to corporations, neighborhood residents, schools, and other sectors.



Agenda Date: 01/28/2025  
To: Main Street Advisory Board  
From: Mary Ann Admire, Main Street Coordinator  
Agenda Item: Consider Approval of Minutes from the December 3, 2024 MSAB Meeting  
Date Submitted: 12/30/2024

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**SUMMARY:**

Consider approval of the minutes from the December 3, 2024 Main Street Advisory Board Meeting.

**RECOMMENDED ACTION:**

Staff recommends approval of the minutes of the December 3, 2024 Main Street Advisory Board Meeting.

**CITY MANAGER APPROVAL:**

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**Attachments**

MSAB Minutes 12.03.2024 Draft

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

The Main Street Advisory Board of the City of Palestine convened in a Special Meeting on Tuesday, December 3, 2024, at 12:00 p.m., in the City Hall Conference Room at City Hall, 504 N. Queen Street, Palestine, Texas, with the following people present: Vice Chair April Shaner, Board Members Jean Mollard, Ly Sath, Heather Giles, Katie Beth Henry, and Jonathan Rodgers.

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

Board member Maricela Rangel was 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**

1. Ms. Jean Mollard will recuse herself from Discussion and Action Item G.2. as the owner of the subject property.

**MAIN STREET COORDINATOR'S REPORT**

1. Main Street Coordinator's Report: Mary Ann Admire provided the Board with a review of the Q4 2024 Main Street Merchant Meeting Report including updates on staff and program activities, as well as upcoming events and opportunities for merchant education and financial growth, and a status update on the Downtown Revitalization Project.

**APPROVAL OF MINUTES**

1. Consider approval of the meeting minutes from May 28, 2024. Motion by Ms. Mollard, seconded by Mr. Rodgers to approve the item as presented. Upon vote, the motion was carried 6-0.
2. Consider approval of the meeting minutes from August 27, 2024. Motion by Ms. Henry, seconded by Ms. Mollard to approve the item as presented. Upon vote, the motion was carried 6-0.
3. Consider approval of the meeting minutes from October 22, 2024. Motion by Ms. Giles, seconded by Ms. Henry to approve the item as presented. Upon vote, the motion was carried 6-0.

**DISCUSSION AND ACTION ITEMS**

1. A motion was made by Heather Giles to deny the sign permit application for 112 E. Oak St – The Print Depot Downtown & Farris Executive Suites as presented. The motion was seconded by Ms. Henry. Upon vote, the motion was carried 6-0.
2. Ms. Mollard recused herself for this item at 12:46pm. A motion was made by Katie Beth Henry to approve the sign permit application for 400 N. Queen St. – The Gallery at the Redlands as presented. The motion was seconded by Ly Sath. Upon vote, the motion was carried 6-0. Ms. Mollard rejoined the meeting at 12:53pm.
3. The Board recognized Ms. Diane Davis for her years of dedicated volunteer service in organizing and coordinating the Christmas Parade of Lights. Her leadership, commitment, and countless hours of work have brought joy to our community and made the annual event a cherished tradition. As Ms. Davis was not present, Ms. Admire will deliver the Certificate of Appreciation to Ms. Davis.
4. Ms. Jackson called for Board nominations for the 2024-2025 Executive Board positions. Ms. Giles nominated April Shaner for Chairperson, and Ms. Henry nominated Heather Giles as Vice Chair. With no other nominations proposed, Ms. Mollard made a motion to appoint Ms. Shaner as Chair and Ms. Giles as Vice Chair. The motion was seconded by Ms. Sath. Upon vote, the motion was carried unanimously.



**ADJOURN**

With no other business to come before the board, the meeting was adjourned by Ms. Shaner at 1:01 p.m.

PASSED AND APPROVED THIS 28th DAY OF JANUARY 2025.

\_\_\_\_\_  
April Shaner, Board Chair

ATTEST:

\_\_\_\_\_  
Mary Ann Admire, Main Street Coordinator

DRAFT



Agenda Date: 01/28/2025  
To: Main Street Advisory Board  
From: Mary Ann Admire, Main Street Coordinator  
Agenda Item: Review and Consider Sign Permit Application for 207 W Spring St  
Date Submitted: 01/24/2025

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**SUMMARY:**

Review and consider a sign permit application for VeraBank at 207 W Spring St. to add a logo to the existing wall sign.

**RECOMMENDED ACTION:**

Staff recommends the Board take action on the sign permit application for VeraBank at 207 W. Spring St.

**CITY MANAGER APPROVAL:**

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**Attachments**

207 W Spring sign app



**SIGN PERMIT APPLICATION**

SIGN LOCATION AND CONTRACTOR INFORMATION		
Address of Sign:	207 W Spring St	Palestine, Texas
Proposed Advertisement:	Verabank Logo	
Sign Company Name:	Leon's Signs	
Contact:	cameron@leonssigns.com	
Sign Company Address:	851 ENE Loop 323 Tyler, TX 75708	
Phone #:	903-597-7731	Email: cameron@leonssigns.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:	3'-6 1/2" x 5'-3 1/8"		
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	
<p>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.</p>	
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

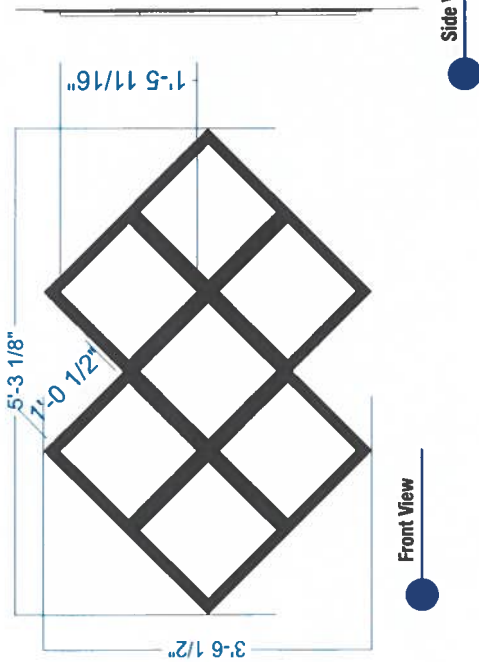
Main Street Manager Signature \_\_\_\_\_

WALL SIGN

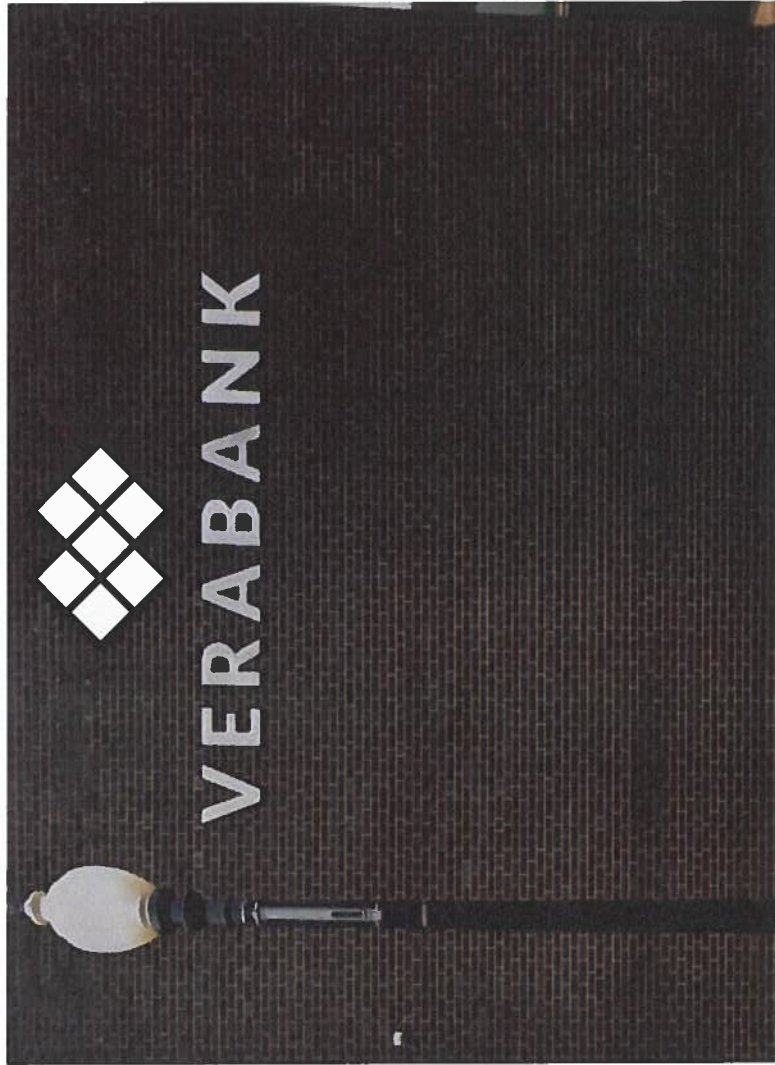
241323-01 SCOPE 3

QTY: 1

VENDOR



Paint Chips:	Vinyl Chips:	Misc. Chips:
<input type="checkbox"/> LSI 32156 BLACK	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> LSI 32071 WHITE	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**GENERAL SPECIFICATIONS:**

**LOGO - 18.63 SQ FT**

- 1 **FACES:** 3/16" PAINTED ALUMINUM (BACKER), 1/2" PAINTED ACRYLIC (LOGO)
- 2 **ATTACHMENT:** ALUMINUM STUDS - FLUSH MOUNTED

SCALE: 1:10 (8.5" x 11" PAPER)

**Leon's Signs**  
QUALITY SINCE 1963  
Leon'sSigns.com 3194  
903-597-7731 Fax: 903-597-1599  
Texas Electrical Sign Contractor  
License #18080

Accf. Mgr. :	Brayton P.	Revisions:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drawn By :	SMG		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completion Date :	10/24/2024		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

**VERABANK**  
207 W Spring St  
Palestine, TX 75801

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

Notes:

File Location: \\server\lms\Drawings\Production\Water Drawing\Verabank\Palstine\241323\241323.cdr



Agenda Date: 01/28/2025

To: Main Street Advisory Board

From: Mary Ann Admire, Main Street Coordinator

Agenda Item: Review and Consider Adopting the 2024-2025 Vision, Transformation Strategies and Work Plan

Date Submitted: 01/24/2025

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**SUMMARY:**

Review and Consider adopting the proposed 2024-2025 program vision, transformation strategies and work plan goals.

**RECOMMENDED ACTION:**

Staff recommends the Main Street Advisory Board members discuss and consider the adoption of the proposed 2024-2025 program vision, transformation strategies and work plan goals.

**CITY MANAGER APPROVAL:**

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**Attachments**

24-25 MS Transformation Strategies

Note: This is intended to be a working document throughout the year that will be finalized for annual accreditation by the Palestine Main Street Board.

# TRANSFORMATION STRATEGY WORK PLAN

## 2024-2025\*

\*Δ to calendar year from fiscal year

<b>Organization Name:</b> Palestine Main Street <b>City, State:</b> Palestine, Texas		<b>Date:</b> 10/1/2024 – 12/31/2025 <b>Completed by:</b> Mary Ann Admire	
<b>Vision:</b> Palestine Main Street envisions a culturally rich and economically vibrant downtown that is inclusive, accessible, and family-friendly.			
<b>Transformation Strategy #1:</b> <i>Family-Friendly Downtown</i>		<b>Transformation Strategy #2:</b> <i>Accessibility and Connectivity Enhancements</i>	
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 1</b>	<b>Goal 2</b>
<i>Create an inviting, accessible downtown environment with amenities and programming that attract families.</i>	<i>Establish downtown as a destination for both locals and tourists through family-oriented programming and accessible public spaces.</i>	<i>Improve pedestrian connectivity between key downtown destinations, including the Farmers Market, Railroad Heritage Center, Visitor Center, and park areas, ensuring safe, accessible pathways.</i>	<i>Promote and celebrate the Downtown Revitalization Project and Connectivity Enhancement Project as transformative initiatives that strengthen downtown’s accessibility and inclusivity.</i>
<b>Lead:</b> Ms. Admire	<b>Lead:</b> Ms. Admire	<b>Lead:</b> Ms. Admire	<b>Lead:</b> Ms. Admire
<b>Annual Responsibilities</b>			
<ul style="list-style-type: none"> <li>• <i>Saturdays on Main: Monthly event to showcase local businesses, free community activities, and downtown shopping/dining/culture.</i></li> <li>• <i>Sidewalk Flowerbeds: Partner with garden club and volunteers to maintain (4) 4’x8’ gardens in the Central Business District.</i></li> <li>• <i>Quarterly Main Street Meetings: Networking and educational opportunity hosted each quarter for businesses, residents &amp; owners.</i></li> <li>• <i>Downtown Map: Maintain changes to the map of places to shop, stay, eat, and play for downtown Palestine visitors.</i></li> <li>• <i>Main Street Advantages: Promote free marketing ops, tax credit eligibility, free design assistance, property tax abatements, and the PEDC Downtown Grant.</i></li> <li>• <i>Coordinator’s Report: A monthly publication summarizing the activities of the program and events within the district.</i></li> <li>• <i>Social Media: Post regularly to promote local businesses and activities; engage followers with interesting history-based programming related to Palestine; bring positive recognition to the Main Street program</i></li> </ul>			

Note: This is intended to be a working document throughout the year that will be finalized for annual accreditation by the Palestine Main Street Board.

<b>Transformation Strategy #1: Family-Friendly Downtown</b>					
<b>Goal 1:</b> <i>Create an inviting, accessible downtown environment with amenities and programming that attract families.</i>			<b>IS GOAL EXPECTED TO REMAIN ACTIVE BEYOND 2024-2025? YES</b>		
<b>Define Success:</b> <i>Introduce Family-Friendly Amenities</i> <i>Support Family-Centered Events</i>					
<b>SUCCESS IN 2024-2025:</b>					
<b>Partners:</b> Palestine local community, Tourism Dept, City Manager Teresa Herrera, Parks & Maintenance Dept, downtown retail businesses, Palestine Area Chamber of Commerce, Curious Museum board and staff, Railroad Heritage Center board and staff, Dogwood Arts Council, [other community partners]					
<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. Conduct a community survey to identify desired amenities (e.g., tours, seating, family restrooms).		Admire			0
2. Explore funding for a downtown community gathering space to increase family appeal.		Admire		Active	0
3. Develop a proposal for adding family-friendly infrastructure using grant funding and sponsorships.		Admire			0
4. Develop shaded seating, picnic areas, and ADA-compliant pathways in public spaces.		Admire, Herrera			TBD
5. Collaborate with local businesses to integrate family-friendly options (e.g., kids' menus, activity spaces).		Admire		Active	0
6. Expand programming for festivals and downtown events to include activities for children (e.g., crafts, games, performances).	Shaner	Admire, Trout		Active	0
7. Increase Main Street Advisory Board participation in events to strengthen community engagement.	Shaner, Giles	Admire		Active	0
8. Collaborate with local schools and organizations for event partnerships. Partner with local organizations to sponsor family-friendly activities like art days or STEM demonstrations at the Curious Museum.		Admire			0
<b>Total</b>					<b>0</b>



Note: This is intended to be a working document throughout the year that will be finalized for annual accreditation by the Palestine Main Street Board.

**Transformation Strategy #1: Family-Friendly Downtown**

**Goal 2:** Establish downtown as a destination for both locals and tourists through family-oriented programming and accessible public spaces. **IS GOAL EXPECTED TO REMAIN ACTIVE BEYOND 2024-2025? YES**

**Define Success:**  
*Seasonal Programming & Downtown Events Calendar*  
*Marketing for Family-Friendly Tourism*

**SUCCESS IN 2024-2025:**

**Partners:** Palestine local community, Tourism Dept, City Manager Teresa Herrera, Parks & Maintenance Dept, downtown retail businesses, Palestine Area Chamber of Commerce, Curious Museum board and staff, Railroad Heritage Center board and staff, Dogwood Arts Council, [other community partners]

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Reimagine seasonal and holiday activities with a focus on inclusivity and engagement.	Shaner, Giles	Admire, Ham, Trout	2025	Active	0
2. Encourage businesses to host family-friendly open houses and activities during peak tourism seasons.		Admire	2025	Active	0
3. Solidify board leadership in parade and festival organization and foster community involvement.	Shaner, Giles	Admire	Q1 2025	Active	0
4. Secure sponsorships and/or participation for parade floats, attractions, and events that highlight family engagement.		Admire	2025	Active	0
5. Collaborate with tourism partners to emphasize free/low-cost downtown attractions like the Art Walk, Railroad Heritage Center, Curious Museum, Farmers Market and other "edutainment" venues.	Shaner, Mollard	Admire, Ham, Trout	2025	Active	0
6. Develop a "Downtown for All"-type campaign highlighting activities and spaces that require no spending.	Shaner	Admire, Trout	2025		0
<b>Total</b>					<b>0</b>

Note: This is intended to be a working document throughout the year that will be finalized for annual accreditation by the Palestine Main Street Board.

<b>Transformation Strategy #2: Accessibility and Connectivity Enhancements</b>					
<b>Goal 1:</b> Enhance downtown’s infrastructure to ensure accessibility for all.			<b>IS GOAL EXPECTED TO REMAIN ACTIVE BEYOND 2024-2025?</b> YES		
<b>Define Success:</b> <i>Progression on Downtown Revitalization Project (DRP)</i> <i>Improve pedestrian connectivity between key downtown destinations.</i>					
<b>SUCCESS IN 2024-2025:</b> <ul style="list-style-type: none"> <li>Substantial completion of DRP Phase 2</li> </ul>					
<b>Partners:</b> Tegrity Contractors, SPI Engineering, City Manager Teresa Herrera, Public Works Dept, Texas Historical Commission TMSP Design Team, [other community partners]					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Continue implementing ADA-compliant sidewalks and crosswalks.	n/a	Admire, Shelton, Herrera	Q4 2025	Active	0
2. Engage community members with disabilities for feedback on accessibility improvements.		Admire	2025		0
3. Launch and maintain intentional social media campaign highlighting milestones and benefits of the project.	n/a	Admire, Trout	Q4 2024 - 2025	Active	0
4. Host community tours of the construction areas to showcase improvements.		Admire, Trout	2025		0
5. Develop alley/pedestrian wayfinding project, utilizing community input.	Katie Beth Henry	Admire, Herrera	Q1 2025	Active	0
6. Finalize and implement the pedestrian wayfinding project to link key downtown areas, ensuring clear signage for all abilities.	Katie Beth Henry	Admire	Q2 2025		700
7. Highlight connectivity improvements through social media and press campaigns.	n/a	Admire, Trout	monthly	On going	0
<b>Total</b>					700

Note: This is intended to be a working document throughout the year that will be finalized for annual accreditation by the Palestine Main Street Board.

<b>Transformation Strategy #2: Accessibility and Connectivity Enhancements</b>					
<b>Goal 2:</b> Expand and activate the Downtown Connectivity Enhancement Project (DCEP).			<b>IS GOAL EXPECTED TO REMAIN ACTIVE BEYOND 2024-2025? YES</b>		
<b>Define Success:</b> <i>Festival and Vendor Expansion Area</i> <i>Welcome and Cultural Hub Development &amp; Funding</i>					
<b>SUCCESS IN 2024-2025:</b>					
<b>Partners:</b> Palestine local community, Texas Historical Commission Design Team, Mike Searcy, TSRS Board, Curious Museum, Farmers Market management, Dogwood Arts Council, [other community partners]					
<b>Task</b>	<b>Volunteer Responsible</b>	<b>Staff Responsible</b>	<b>Due Date</b>	<b>Progress</b>	<b>Budget</b>
1. Develop plans for an outdoor music stage and additional vendor spaces in the DCEP area.	Searcy	Admire, Shelton, Herrera	Q2 2025		TBD
2. Create infrastructure to support larger festivals, including electrical upgrades and flexible seating layouts.	n/a	Admire, Shelton, Herrera	Q4 2025	Active	0
3. Apply for grants, sponsorships, and donations to sustain progress on enhancement projects.		Admire	monthly	Active	0
4. Develop and present detailed funding proposals, leveraging recent successes like the Railroad Heritage Center improvements.	Searcy	Admire	monthly	Active	0
5. Focus on integrating the Railroad Heritage Center with nearby attractions like the Curious Museum and Farmers Market to create a cohesive experience.	Searcy	Admire, Trout, Ham	Q3 2025	Active	0
6. Explore grant opportunities to develop cultural programming.		Admire	As avail	Active	0
7. Implement DCEP Project 2 - Farmers Market area electrical improvements.	Searcy, Shaner	Admire	Q1 2025	Active, Funding	5000
8. Seek and utilize community input to design pedestrian-friendly infrastructure.		Admire	2025		0
9. Promote the connectivity upgrades as a highlight of the overall downtown revitalization effort.		Admire, Trout	2025		0
				<b>Total</b>	<b>5000</b>



Agenda Date: 01/28/2025  
To: Main Street Advisory Board  
From: Mary Ann Admire, Main Street Coordinator  
Agenda Item: Review and Consider Construction Series Pedestrian Wayfinding Signage  
Date Submitted: 01/24/2025

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**SUMMARY:**

Review and provide feedback regarding the proposed temporary pedestrian wayfinding signage for use during the Downtown Revitalization construction project.

**RECOMMENDED ACTION:**

Staff recommends the Main Street Advisory Board members review and provide feedback regarding the proposed temporary pedestrian wayfinding signage for use during the Downtown Revitalization construction project.

**CITY MANAGER APPROVAL:**

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**Attachments**

Sample Ped Wayfinding Sign

# PEDESTRIAN DETOUR

Come Shop with Us



- City Shoe Shop
- Broken Boutique
- Old Magnolia
- Duncan Depot
- Shorin-Ryu
- BROTIQUE



