

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
February 25, 2025
12:00 p.m.
City Hall Conference Room
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/86249632719?pwd=Ze46pFvWVPaZXvGJDwuFKhD1Mwyqhc.1>

Meeting ID: 862 4963 2719

Passcode: 695193

One tap mobile

+13462487799,,86249632719#,,, *695193# 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/

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 January 28, 2025, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion regarding the significance of the Dogwood Festival in supporting and promoting the downtown area. Angela Fields, Chamber of Commerce
2. Discussion and possible action regarding the Main Street Permit Application for Warrens Barber Shop at 307 W. Oak Street.

3. Discussion and possible action regarding community engagement opportunities.
4. Discussion and possible action regarding the formation of a Main Street Sign Ordinance Review Committee.

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, February 21, 2025, at 5:00 p.m.**

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

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: 02/25/2025
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Consider Approval of Minutes from the January 28, 2025 MSAB Meeting
Date Submitted: 02/21/2025

SUMMARY:

Consider approval of the minutes from the January 28, 2025, Main Street Advisory Board Meeting.

RECOMMENDED ACTION:

Staff recommends approval of the minutes of the January 28, 2025, Main Street Advisory Board Meeting.

CITY MANAGER APPROVAL:

Attachments

MSAB Minutes 01.28.2025 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, January 28, 2025, 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: Chair April Shaner, Vice Chair Heather Giles, Board Members Jean Mollard, Ly Sath, and Maricela Rangel.

Staff present: Main Street Coordinator Mary Ann Admire, City Manager Teresa Herrera, and City Secretary April Jackson.

Board members Katie Beth Henry and Jonathan Rodgers were absent. Maricela Rangel exited the meeting at 12:40pm.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:03p.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 a review of the 2024 Main Street Program Highlights and provided updates on staff and program activities relating to the Downtown Connectivity Enhancement Project and the Downtown Revitalization Project.

APPROVAL OF MINUTES

1. Consider approval of the meeting minutes from December 3, 2024. Motion by Ms. Mollard, seconded by Mr. Rodgers to approve the item as presented with a correction to the number of votes on Item 2 of the Discussion and Action Items. Upon vote, the motion was carried 5-0.

DISCUSSION AND ACTION ITEMS

1. A motion was made by Heather Giles to approve the sign permit application for 207 W. Spring St – VeraBank as presented. The motion was seconded by Ms. Mollard. Upon vote, the motion was carried 5-0.
2. A motion was made by Ms. Mollard to approve the 2024-2025 Palestine Main Street Program vision, transformation strategies, and work plan goals as presented by Ms. Admire. Ms. Giles seconded the motion. Upon vote, the motion was carried 4-0.
3. Ms. Admire presented, on behalf of Ms. Henry, a sample of the preliminary design for temporary pedestrian wayfinding signage for use during the Downtown Revitalization Construction Project. Ms. Giles made a motion to approve the creation and temporary installation of the temporary pedestrian wayfinding signage. 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 12:43 p.m.

PASSED AND APPROVED THIS 25th DAY OF FEBRUARY 2025.

April Shaner, Board Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator



Agenda Date: 02/25/2025
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Guest Speaker – Angela Fields, Chamber of Commerce
Date Submitted: 02/21/2025

SUMMARY:

The Main Street Advisory Board will welcome Angela Fields from the Chamber of Commerce to discuss the significance of the Dogwood Festival in supporting and promoting the downtown area. Angela will share insights into how the festival aligns with the Chamber's mission and provides valuable opportunities for downtown businesses and the community.

RECOMMENDED ACTION:

No formal action is necessary. The Main Street Advisory Board will welcome Angela Fields from the Chamber of Commerce to discuss the significance of the Dogwood Festival in supporting and promoting the downtown area. Angela will share insights into how the festival aligns with the Chamber's mission and provides valuable opportunities for downtown businesses and the community.

CITY MANAGER APPROVAL:



Agenda Date: 02/25/2025
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Sign Permit Application for 307 W Oak St
Date Submitted: 02/21/2025

SUMMARY:

Review and consider a sign permit application for Warrens Barber Shop at 307 W Oak Street for a new projecting sign.

RECOMMENDED ACTION:

Staff recommends the Board take action on the sign permit application for Warrens Barber Shop at 307 W. Oak Street.

CITY MANAGER APPROVAL:

Attachments

307 W Oak Sign Permit App



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION			
Address of Sign:	307 W Oak	Palestine, Texas	
Proposed Advertisement:	Warren's Barber Shop		
Sign Company Name:	Palestine Sign Company		
Contact:	Sarah Lee		
Sign Company Address:	112 E Oak St		
Phone #:	903 724 1252	Email:	palestinesigncompany.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 type="checkbox"/>	Canopy	<input type="checkbox"/>	Awning	<input type="checkbox"/>	Directory Sign
<input type="checkbox"/>	Signboard	<input type="checkbox"/>	Window Sign	<input checked="" 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: See attached							
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, up to 100sq.ft.-\$50.00
2. Sign Permit, Over 100sq.ft.- \$100.00

STAFF USE ONLY

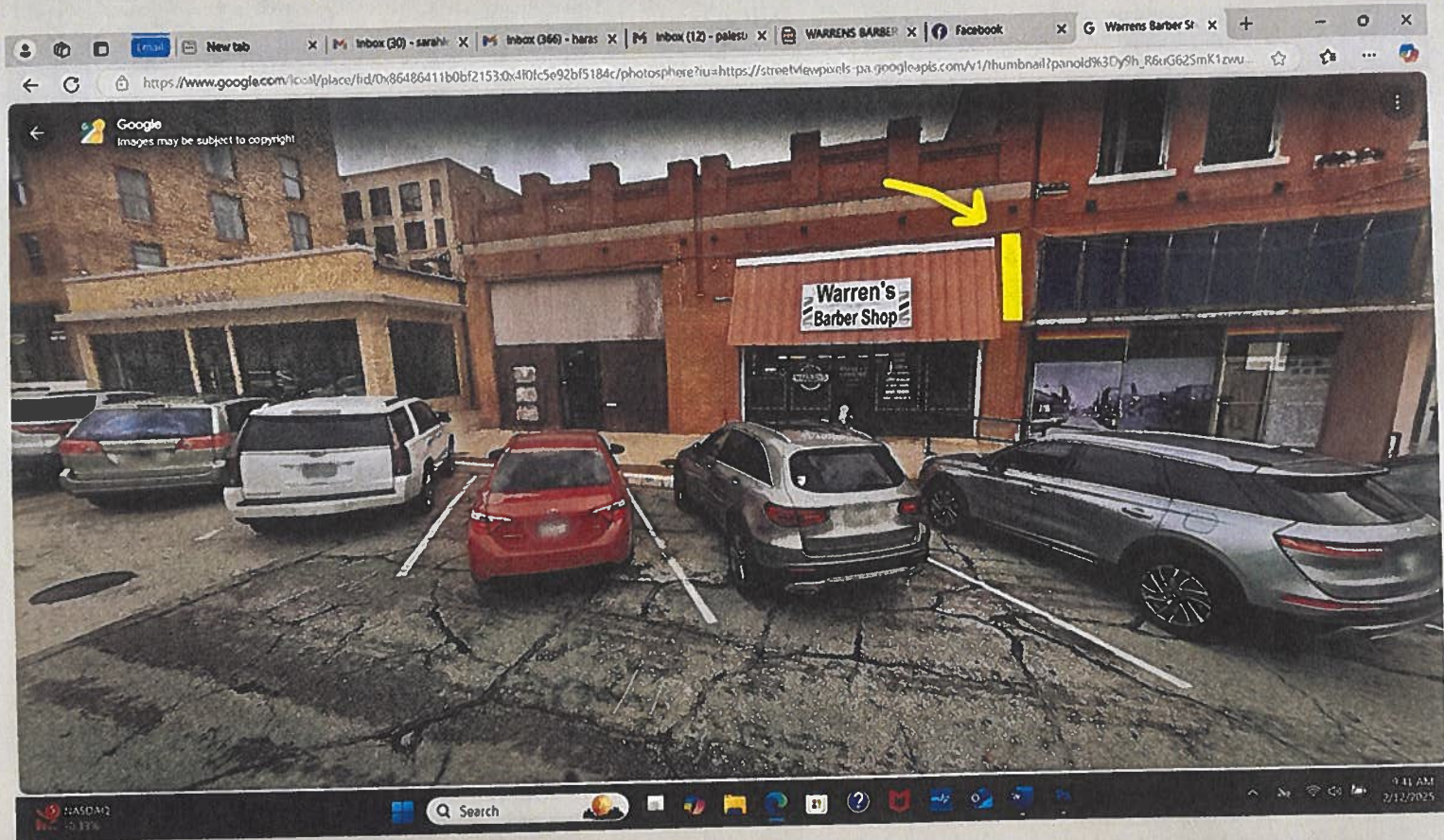
Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

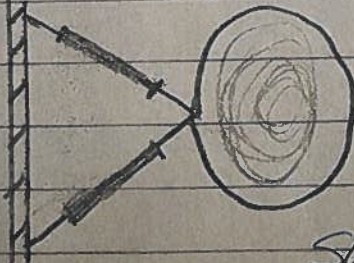
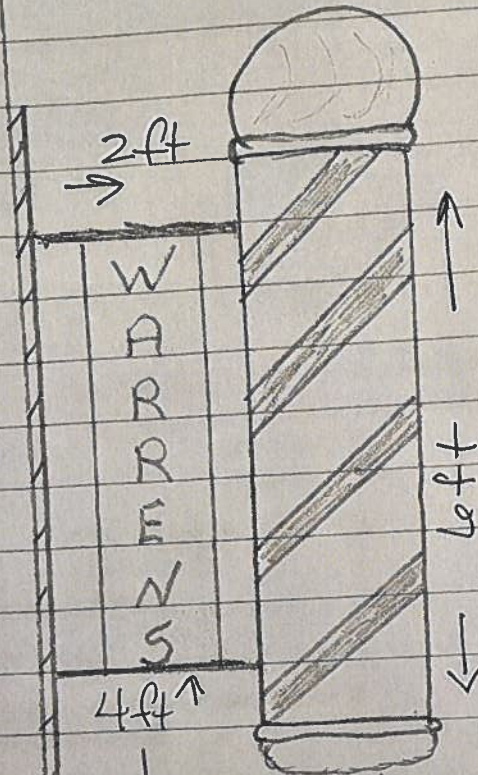
Main Street Manager Signature _____

curving to be replaced with lettering.
drawing of proposed sign by owner attached.



903-922-2500

Palestine
Sign Co.



Sandra
VASQUEZ SANDRA 903 922-2500

City Approval -



Agenda Date: 02/25/2025
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Discussion and Possible Action Regarding Community Engagement Opportunities
Date Submitted: 02/21/2025

SUMMARY:

Discuss potential opportunities for collaboration between the Main Street Advisory Board and other stakeholders to maximize the benefits of events and activities for downtown growth and community engagement.

RECOMMENDED ACTION:

Staff recommends that the Board members review upcoming activities and events for opportunities for community engagement and downtown promotion and growth. Activities to consider include Saturdays on Main, Dogwood Festival & Celebration, Horsey Derby, monthly Bike Nights, Imagine the Possibilities Tour, Hot Pepper Festival, community tables at the Farmers Market, Historic Marker Day, and Preservation Month (May). Consider how the events align with the goals of transforming downtown into a family-friendly community space. Explore the role of Board participation in supporting the promotion and celebration of ongoing downtown construction efforts and infrastructure development.

CITY MANAGER APPROVAL:



Agenda Date: 02/25/2025
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Formation of Main Street Sign Ordinance Review Committee
Date Submitted: 02/21/2025

SUMMARY:

The Board will discuss and consider the formation of a project-based committee tasked with reviewing the current Main Street Sign Ordinance.

RECOMMENDED ACTION:

Staff recommends the formation of a project-based committee, led by 1-2 Board members, tasked with reviewing the current Main Street Sign Ordinance. The committee will evaluate the ordinance's effectiveness and provide recommendations for necessary updates to ensure compliance with current standards and enhance its functionality for downtown businesses.

CITY MANAGER APPROVAL:
