

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
April 29, 2025
12:00 p.m.
City Hall Conference Room
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/83288636117?pwd=KJjgefFQ6Weblon6gGotWEb1ukaSYe.1>

Meeting ID: 832 8863 6117
Passcode: 358367

One tap mobile
+13462487799,,83288636117#,,, *358367# 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/palestinetx/](https://www.facebook.com/palestinetx/)

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 Q1 2025 Report.

F. APPROVAL OF MINUTES

1. Consider approval of the minutes from the February 25, 2025, Main Street Advisory Board Meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding the Main Street Sign Permit Application for Brotique at 101 W Main Street.
2. Discussion and possible action regarding upcoming activities and events supporting and promoting the downtown area.
3. 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, April 25, 2025, 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: 04/29/2025
To: Main Street Advisory Board
From: April Jackson, City Secretary
Agenda Item: Review the Main Street Q1 2025 Report
Date Submitted: 04/17/2025

SUMMARY:

Main Street Coordinator's Report.

RECOMMENDED ACTION:

Review the Main Street Q1 2025 Report presented by Ms. Admire.

CITY MANAGER APPROVAL:

Attachments

2025 Q1 Report

Q1 2025

MAIN STREET QUARTERLY MEETING



MEETING DATE 03/27/2025

AGENDA

- | | |
|--------|--|
| 8:30am | Welcome & Donuts |
| 8:35am | Introduction of Attendees & Networking |
| 8:40am | Main Street Coordinator Notes |
| 8:50am | Construction: Downtown Revitalization Project – Phases 3 & 4 |
| 9:00am | Construction: Block Grant Project – Tennessee Ave |
| 9:10am | Construction: Downtown Connectivity Enhancement Project – Railroad Heritage Center & Farmers Market Pavilion |
| 9:20am | Dogwood Festival/Parade Feedback & Economic Impacts Discussion |



PALESTINE MAIN STREET'S ADOPTED TRANSFORMATION STRATEGIES

Family-Friendly Downtown:

Goal 1: Create an inviting, accessible downtown environment with amenities and programming that attract families.

Goal 2: Establish downtown as a destination for both locals and tourists through family-oriented programming and accessible public spaces.

Accessibility and Connectivity Enhancements:

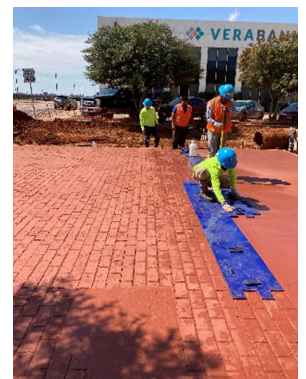
Goal 1: Enhance downtown's infrastructure to ensure accessibility for all.

Goal 2: Expand and activate the Downtown Connectivity Enhancement Project (DCEP).

MAIN STREET COORDINATOR NOTES:

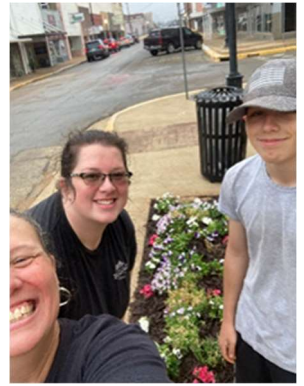
District Highlights

- Phases 3 & 4 of the Downtown Revitalization Project
- Tennessee Ave Block Grant Project
- Applications for PEDC Downtown Grants
- Martin Luther King Day Parade, Mardi Gras Parade, Dogwood Festival & Parade
- Railroad Heritage Center Improvements/DCEP Project
- Farmers Market Pavilion Improvements/DCEP Project



Main Street Program Highlights

- MSAB approved new Main Street Vision and Transformation Strategies
- Assisted with planning for 2025 monthly Bike Nights
- Attended THC Regional Design Meeting in Waxahachie
- Preparations for Dogwood Festival, VIP Art Event & other Dogwood Celebration Events
- Utilized the Anice Read Grant for \$5K towards improvements at the Farmers Market Pavilion as part of the Downtown Connectivity Enhancement Project
- Organized the Oak St flowerbed planting and Downtown Clean Up Day – thank you to our community volunteers!
- Promoted downtown and the Main Street Program
- Potential downtown investor/developer tours
- Applied for Project for Public Spaces Community Placemaking Grant for DCEP
- Partnered with Dogwood Arts Council to fund, design and install improvements at the Farmers Market Pavilion
- Preparations for Imagine the Possibilities Tour - May 2, 2025



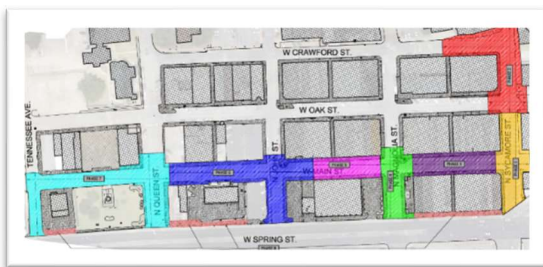
1. Saturdays on Main

Please send items for the flyer to Mary Ann via email (mainstreet@palestine-tx.org) or tag on Facebook (@PalestineMainStreet). Get them in early – we are meeting new deadlines for lengthier promotions!

2. Main Street Advisory Board

Apply online at <https://www.cityofpalestinetx.com/FormCenter/Government-20/Board-or-Commission-Application-79> or to request an application, contact the City Secretary's office at 903-731-8414 or citysecretary@palestine-tx.org. We are always accepting applications!

DOWNTOWN REVITALIZATION PROJECT: CONSTRUCTION UPDATES – PHASES 3 & 4



SCOPE: In the work areas defined, replace underground utilities including storm drains, sanitary sewer, and waterlines; demo and replace street surfaces, curbs, and sidewalks; add ramps and handrails to provide safe and accessible pedestrian walkways.



Phase 3 – W Main Street from N Sycamore to N Magnolia



Phase 4 – N Magnolia from W Spring St to W Main St

CONSTRUCTION: BLOCK GRANT PROJECT – TENNESSEE AVE

SCOPE: Demolish and replace curbs and sidewalks; add ramps and handrails to provide safe and accessible walkways.



Retaining wall at Tennessee Ave and W Main

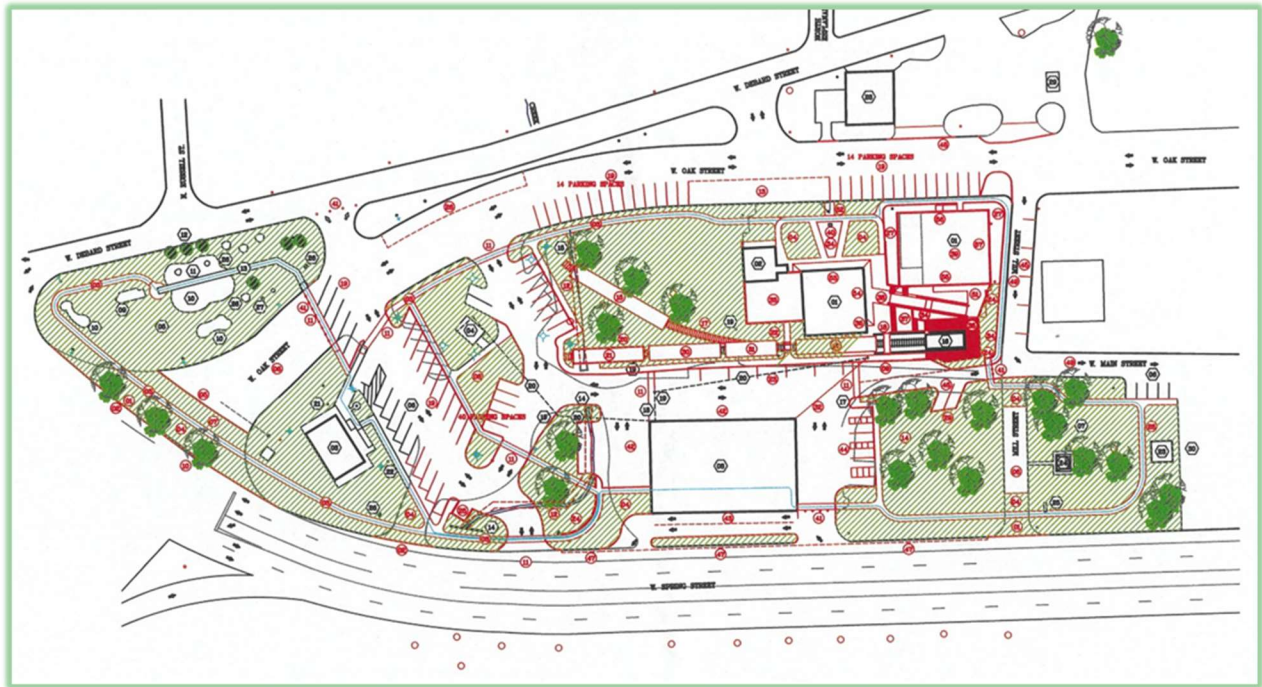


W Oak St at Tennessee Ave



W Main St retaining wall and ramp

DOWNTOWN CONNECTIVITY ENHANCEMENT PROJECT – PAVILION & RHC



Farmers Market Pavilion

- Electric service upgrade to 400A
- Two new electrical panels
- LED overhead lights
- Perimeter LED lights
- Ceiling fans
- Rain gutter and drainpipe replaced
- Additional rain gutter installed
- 250 tons of asphalt
- Eight 50A & 30A food truck outlets
- Eight freeze proof water hydrants for food trucks
- Replaced all screws on metal roof and sealed holes
- Conduits installed for future streetlamps or lighted bollards along food truck lane



Railroad Heritage Center

- Sliding barn door evaluation and repair
- Window elimination
- Front window repairs
- Structural repairs
- Removed the metal siding on all four sides of the building
- Installed wall insulation
- Installed exterior-grade OSB and house wrap
- Applied Hardi-panel siding with vertical trim boards to create a board-and-batt appearance
- Added trim board around the building's perimeter to anchor a future flat awning
- Caulk and seal all joints to prep for painting
- Exterior wall and trim paint applied



Before – with painted galvanized siding



Installation of insulation and OSB



Prepping for paint

DOGWOOD FESTIVAL/PARADE FEEDBACK & ECONOMIC IMPACTS DISCUSSION

Open discussion to receive merchant and organization feedback.

SAVE THE DATE:

- Farmers Market Season Opener– March 29, 2025 + new Sunday hours!
- National Historic Marker Day – April 25, 2025
- Historic Preservation Month – May 2025
- Imagine the Possibilities Tour - May 2, 2025
- Juneteenth Festival & Parade – June (date TBD)
- Hot Pepper Festival & Parade – October 25, 2025

BUSINESS RESOURCES



TRINITY VALLEY SMALL BUSINESS DEVELOPMENT CENTER offers confidential, one-on-one business consulting for *startups* and *existing businesses*. Make an appointment for the rep to meet you in Palestine; they can help you evaluate your financial position to see if you are ready to start or grow a business, help you with a business plan, and lots of other advice! **Call 903-675-7403**

Browse **SBA On-Demand Training** for a selection of webinars and exercises relevant to your business tvccsbdc.org

The SBDC can assist with common small business issues like financial stability, customer acquisition and retention, operational efficiency, and employee management!



SCORE

SCORE Dallas
Dallas, TX 75201



(214) 987-9491

At **SCORE**, we believe anyone can successfully start a business with the right support. Whether you're just starting, or you've been in business for decades, connect with SCORE today and get the guidance you need to grow and thrive. Partnering with entrepreneurs one-on-one, SCORE's mentors support small business success by providing experienced advice, consulting on best practices, and education on business topics. score.org

SCORE mentoring is a free service offered to any aspiring or established owners of a U.S.-based business.

Main Street can assist you with more information and connections to resources on these programs:

1. Federal Rehabilitation Tax Credit Program - a 20% tax credit for the costs associated with substantially rehabilitating income-producing properties that are certified historic structures; or 10% tax credit for non-historic, income producing buildings built before 1936.
2. State of Texas Historic Preservation Tax Credit - a 25% business franchise tax credit for non-profit or income-producing certified historic properties.
3. Texas Main Street Design Assistance - limited free assistance from Texas Historical Commission's professionals including topics such as building investigation, preservation consultation, façade renderings, tax credit assistance, ADA accessibility consultations.
4. Economic Development Downtown Grant - the max award per address per year is \$75K; it is a 75/25 matching grant (so if you have a project that will cost \$100K, PEDC could grant \$75K and your portion would be \$25K); a portion of the grant money will be made available to you up front, the rest will still be by reimbursement; first come-first serve...start with a call to the Palestine Economic Development office.
5. Economic Development Community Development Grant - must be a non-profit entity to qualify and funding is limited. Call the Palestine Economic Development office for more information.
6. Economic Development Assistance – for certain circumstances with requirements for the level of investment and number of jobs created; requires a meeting with the Economic Development Director.
7. HOT Grant – reimbursement grant amounts vary and applications must be submitted by the assigned deadline to be eligible; funds are sourced from local Hotel Occupancy Tax and must be used as outlined by Federal statutes such as marketing, hosting major events, and historic building preservation that will attract visitors and increase overnight stays. Contact Cassie Ham (tourism@palestine-tx.org) at the Palestine Visitor Information Center for questions.



Agenda Date: 04/29/2025
To: Main Street Advisory Board
From: April Jackson, City Secretary
Agenda Item: Approval of Minutes from the February 25, 2025 MSAB Meeting
Date Submitted: 04/09/2025

SUMMARY:

Consider approval of the minutes from the February 25, 2025, meeting.

RECOMMENDED ACTION:

Staff recommends approval of the minutes of the February 25, 2025 Main Street Advisory Board Meeting.

CITY MANAGER APPROVAL:

Attachments

MSAB Minutes 02.25.2025 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, February 25, 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, and Jonathan Rodgers.

Staff present: Main Street Coordinator Mary Ann Admire (via Zoom) and City Secretary April Jackson.

Board members Katie Beth Henry, Ly Sath, and Maricela Rangel were absent. Jean Mollard exited the meeting at 12:40pm.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:12p.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 January 2025 Main Street Program activities, especially relating to the Downtown Connectivity Enhancement Project and the Downtown Revitalization Project.

APPROVAL OF MINUTES

1. Consider approval of the meeting minutes from January 28, 2025. Motion by Mr. Rodgers, seconded by Ms. Mollard 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. Ms. Admire read a statement provided by Ms. Angela Fields of the Chamber of Commerce, regarding the significance of the Dogwood Festival to the downtown business and the Chamber organization. Ms. Fields was unable to be present for the meeting.
2. A motion was made by Heather Giles to table the item for the sign permit application for 307 W. Oak St – Warrens Barber Shop to get clarification on the design. The motion was seconded by Mr. Rodgers. Upon vote, the motion was carried 4-0.
3. Ms. Admire reviewed a list of upcoming community engagement and volunteer opportunities and encouraged board member participation.
4. Item 4 was not addressed due to lack of quorum.

ADJOURN

The meeting was adjourned by Ms. Shaner at 12:40 p.m. due to lack of quorum.

PASSED AND APPROVED THIS 22nd DAY OF APRIL 2025.

April Shaner, Board Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator



Agenda Date: 04/29/2025
To: Main Street Advisory Board
From: April Jackson, City Secretary
Agenda Item: Review and Consider Sign Permit Application for 101 W Main St
Date Submitted: 04/09/2025

SUMMARY:

Review and consider a sign permit application for Brotique at 101 W Main Street for a new projecting sign.

RECOMMENDED ACTION:

Staff recommends the Board take action on the sign permit application for Brotique at 101 W Main Street for a new projecting sign.

CITY MANAGER APPROVAL:

Attachments

101 W Main St Sign App



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION	
Address of Sign:	101 W Main Palestine, Texas
Proposed Advertisement:	Sign
Sign Company Name:	CEM Fab, LLC
Contact:	
Sign Company Address:	12474 Opal Lane, Kaufman, TX 75142
Phone #:	Email:

TYPE OF SIGN				
☐ Freestanding (Pole Sign)	☐ Freestanding (Monument)	☒ New Sign Face	☒ Hanging Sign	
☐ Wall Sign	☐ Canopy	☐ Awning	☐ Directory Sign	
☐ Signboard	☐ Window Sign	☐ Projecting Sign	☐ Sidewalk Sign	
☐ Historic Sign	☐ Spectacular Sign	☐ Ghost Sign	☐ Landmark Sign	
☐ Other (specify):				
Sign Dimensions:				
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, 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 _____





Agenda Date: 04/29/2025
To: Main Street Advisory Board
From: April Jackson, City Secretary
Agenda Item: Discussion Regarding Upcoming Community Activities
Date Submitted: 04/17/2025

SUMMARY:

Discuss opportunities for collaboration between the Main Street Advisory Board and other stakeholders for upcoming activities and events.

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.

CITY MANAGER APPROVAL:



Agenda Date: 04/29/2025
To: Main Street Advisory Board
From: April Jackson, City Secretary
Agenda Item: Review and Consider Formation of Main Street Sign Ordinance Review Committee
Date Submitted: 04/09/2025

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:
