

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, May 27, 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, Katie Beth Henry and Jonathan Rodgers.

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

Board members Ly Sath and Maricela Rangel were absent.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:02p.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 brief review of the 2025 Q1 Report from the Quarterly Merchant Meeting held in March. Ms. Admire also provided updates on Main Street Program activities including recognition for 2025 Accredited Main Street Program status, progress on 3 downtown construction projects, and a re-cap of the Dogwood Festival, May's Imagine the Possibilities Tour, and grant applications.

APPROVAL OF MINUTES

1. Consider approval of the meeting minutes from February 25, 2025. Motion by Ms. Henry, seconded by Ms. Giles to approve the item as presented. 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 101 W. Main St – BROtique as presented including the size variation to extend slightly past the awning. The motion was seconded by Ms. Henry. Upon vote, the motion was carried 4-1.
2. Ms. Admire discussed the upcoming community outreach and engagement opportunities for the year and encouraged the Board to represent the Main Street Program by getting involved. Ms. Admire also reminded the Board of a need to gather volunteer for the annual Christmas Parade. No action was needed at this time.
3. Ms. Admire discussed the current Main Street fundraising program benefitting downtown beautification projects and provided the Board with options for future consideration. The Board will decide at a future meeting whether to continue the Main Street glass ornament project and the dogwood jar sales, and the Board will select a replacement fundraising event/activity for the retired Whiskey & Wine Swirl event. Items for future consideration included alternate materials for Christmas ornaments, continuation of dogwood jar sales, supplementing/developing tourist-centric merchandise in the Visitor Center gift shop in partnership with Visit Palestine, and a proposal for an outdoor music concert series. Ms. Mollard suggested inquiring with local service organizations about project partnership opportunities.
4. April Shaner and Heather Giles volunteered to lead the Main Street Sign Ordinance Review Committee. Jonathan Rodgers volunteered to assist with research. The committee leader will provide project updates at future Main Street Advisory Board meetings. The tasks include a line-by-line review of the current Main Street Sign Ordinance in comparison with other cities' ordinances, compatibility with other Palestine city

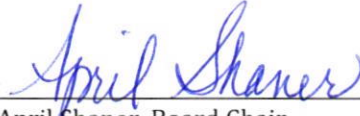
ordinances, as well as proposing modifications to the sign permit application and associated process for sign applications.

5. Jonathan Rodgers volunteered to lead the Main Street Building & Business Inventory Committee and will provide project updates at future Main Street Advisory Board meetings. The committee will be tasked with developing and maintaining quarterly updates to the inventory.

ADJOURN

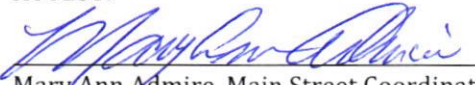
The meeting was adjourned by Ms. Shaner at 1:01 p.m.

PASSED AND APPROVED THIS 5th DAY OF JUNE 2025.



April Shaner, Board Chair

ATTEST:



Mary Ann Admire, Main Street Coordinator