

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



Mary Ann Admire,  
Main Street Coordinator  
Christophe Trahan,  
EDC Director

**NOTICE OF MEETING  
MAIN STREET ADVISORY BOARD  
July 22, 2025  
12:00 p.m.  
City Hall Conference Room  
504 N. Queen Street  
Palestine, Texas**

**Zoom Link:**

<https://us02web.zoom.us/j/81455712270?pwd=FJSaKLcpzagcXtswHdcKgMQcRxnPA1.1>

Meeting ID: 814 5571 2270  
Passcode: 681917

One tap mobile  
+13462487799,,81455712270#,,, \*681917# 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 Sign Ordinance Review Committee Report
  - 2. Review the Main Street Building Inventory Committee Report
  - 3. Review the Main Street Coordinator's Report
- F. **APPROVAL OF MINUTES**
  - 1. Consider approval of the minutes from the June 5, 2025, meeting.
- G. **DISCUSSION AND ACTION ITEMS**

1. Discussion and possible action regarding the schedule of Main Street Advisory Board meetings.
2. Discussion and possible action regarding the Main Street Christmas Ornament Fundraiser Update.
3. Discussion and possible action regarding establishing a recurring monthly meeting in the downtown area to engage with business owners, address local concerns, coordinate cleanup efforts, and enhance board member visibility within the business community.
4. Discussion and possible action regarding holiday season decorating contests and incentives for downtown businesses.
5. Discussion and possible action regarding selecting a beautification project to fund with proceeds from the concert fundraiser.

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, July 18, 2025, at 4:30 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](mailto:citysecretary@palestine-tx.org) or 903-731-8414.



Agenda Date: 07/22/2025  
To: Main Street Advisory Board  
From: April Jackson, City Secretary  
Agenda Item: Approval of Minutes from the June 5, 2025 MSAB Special Meeting  
Date Submitted: 06/20/2025

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**SUMMARY:**

Consider approval of the minutes from the June 5, 2025, meeting.

**RECOMMENDED ACTION:**

Staff recommends approval of the minutes of the June 5, 2025 Special Main Street Advisory Board Meeting.

**CITY MANAGER APPROVAL:**

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**Attachments**

MSAB Minutes 06.05.2025 Draft

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

The Main Street Advisory Board of the City of Palestine convened in a Special Meeting on Thursday, June 5, 2025, at 9:30a.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, Maricela Rangel, Katie Beth Henry, and Jonathan Rodgers.

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

Board member Ly Sath was absent. Jean Mollard joined the meeting at 10:02a.m.

**CALL TO ORDER**

With a quorum present, Ms. Shaner called the meeting to order at 9:31a.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**

There was none.

**APPROVAL OF MINUTES**

1. Consider approval of the meeting minutes from May 27, 2025. Motion by Ms. Giles, seconded by Ms. Henry 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 512 N. John St. – Thoroughfare Bakery as presented. The motion was seconded by Ms. Rangel. Upon vote, the motion was carried 5-0.
2. Heather Giles motioned to discontinue the glass Main Street Christmas ornament project. The motion was seconded by Katie Beth Henry and carried unanimously with a 5-0 vote. Following this, Katie Beth Henry volunteered to design a new Christmas ornament. A motion to proceed with this proposal was made by Maricela Rangel, seconded by Heather Giles, and approved with a 5-0 vote. Katie Beth will present a proposed design at the next meeting.
3. The Board discussed the possibility of launching a new Main Street fundraiser beginning with a single concert event. Following discussion, Katie Beth Henry made a motion to move forward with the planning and promotion of a concert to be held on September 4. The motion was seconded by Maricela Rangel and approved unanimously with a 6-0 vote.

**ADJOURN**

The meeting was adjourned by Ms. Shaner at 10:17a.m.

PASSED AND APPROVED THIS 10th DAY OF JULY 2025.

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April Shaner, Board Chair

ATTEST:

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Mary Ann Admire, Main Street Coordinator



Agenda Date: 07/22/2025

To: Main Street Advisory Board

From: April Jackson, City Secretary

Agenda Item: Discussion and Possible Action on Changing the Regular MSAB Meeting Schedule

Date Submitted: 07/03/2025

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**SUMMARY:**

Several board members have expressed that a morning meeting time would be more conducive to their availability and improve attendance. The board is asked to consider whether a change to the regular Main Street Advisory Board meeting schedule is appropriate at this time and, if so, to determine a new meeting time.

**RECOMMENDED ACTION:**

Staff recommends the board members discuss potential adjustments to the regular meeting time and take action to adopt a revised meeting schedule, if desired.

**CITY MANAGER APPROVAL:**

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Agenda Date: 07/22/2025  
To: Main Street Advisory Board  
From: April Jackson, City Secretary  
Agenda Item: Review and Consider Main Street Christmas Ornament Fundraiser Update  
Date Submitted: 06/20/2025

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**SUMMARY:**

Following the Board's decision to discontinue the glass Christmas ornament series, Katie Beth Henry volunteered to design a new ornament concept for consideration. She will present her ideas at this meeting for Board review and discussion. The Board may provide feedback and determine next steps for continuing the annual ornament fundraiser in a revised format.

**RECOMMENDED ACTION:**

Staff recommends the Board review the proposed ornament design(s) and, if in favor, authorize Katie Beth Henry to finalize the concept and bring back pricing and production options at the next meeting to keep the project on track for the 2025 holiday season.

**CITY MANAGER APPROVAL:**

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Agenda Date: 07/22/2025  
To: Main Street Advisory Board  
From: April Jackson, City Secretary  
Agenda Item: Review and Consider Downtown Business Engagement and Community Walks  
Date Submitted: 07/03/2025

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**SUMMARY:**

Discussion and possible action to establish a recurring monthly time in the downtown area for informal engagement with business owners, coordination of cleanup or improvement efforts, and increased visibility for Main Street Board members. This designated time would be open to the public, and Main Street board members, other city boards, and City Council members would be encouraged to participate. Activities may include walking tours, business check-ins, and identifying maintenance or beautification needs. In the event a quorum of the Main Street Board or other public bodies may be present, proper public notice will be posted in accordance with the Texas Open Meetings Act.

**RECOMMENDED ACTION:**

Staff recommends scheduling a recurring monthly time for downtown business outreach and community walks and will provide appropriate notice as required under the Texas Open Meetings Act.

**CITY MANAGER APPROVAL:**

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Agenda Date: 07/22/2025

To: Main Street Advisory Board

From: April Jackson, City Secretary

Agenda Item: Review and Consider Holiday Season Decorating Contests and Incentives for  
Downtown Businesses

Date Submitted: 07/03/2025

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**SUMMARY:**

As part of the Main Street program's efforts to enhance the downtown shopping and visitor experience during the holiday season, the board will consider implementing a storefront decorating contest and/or incentive program to encourage business participation. Ideas may include prizes, recognition, or other forms of support to promote festive displays.

**RECOMMENDED ACTION:**

Staff recommends discussing potential contest formats, prize structures, and incentive options, and taking action to approve a holiday decorating initiative for the 2025 season.

**CITY MANAGER APPROVAL:**

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Agenda Date: 07/22/2025

To: Main Street Advisory Board

From: April Jackson, City Secretary

Agenda Item: Review and Consider Selecting a Beautification Project to Fund with Proceeds from the Concert Fundraiser

Date Submitted: 07/03/2025

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**SUMMARY:**

The Main Street Board will consider selecting a specific project to fund with proceeds from the upcoming concert fundraiser. The selected project may be an item from the approved work plan or another beautification need that enhances the tangible downtown experience, such as planters, seating, informational signage, lighting or other streetscape and alley improvements.

**RECOMMENDED ACTION:**

Staff recommends reviewing current priorities and identifying a beautification project that aligns with the program's goals and available budget, and taking action to designate it as the funding recipient for the concert proceeds.

**CITY MANAGER APPROVAL:**

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