



**CITY OF DENISON
MAIN STREET ADVISORY BOARD MEETING
AGENDA**

Thursday, May 23, 2024

After determining that a quorum is present, the Main Street Advisory Board of the City of Denison, Texas will convene in a Regular Meeting on **Thursday, May 23, 2024, at 8:30 AM** in the Katy Depot Conference Room at the Katy Depot, 101 E. Main Street, Ste. 103, Denison, Texas at which the following items will be considered:

1. CALL TO ORDER

2. PUBLIC COMMENTS

Citizens may speak on items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the City Clerk upon arrival, prior to the Board reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law. Comments related to the Public Hearings listed below, will be heard when the specific hearing starts.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

A. Receive a report, hold a discussion and take action on approval of the Minutes from the meeting held on April 25, 2024.

4. SPECIAL PROJECT REPORTS

- A. Music Friendly
- B. TIRZ No. 3 and Designing Downtown Denison
- C. Ike Hike
- D. Doc Holliday Festival
- E. Eisenhower Birthday

5. COMMITTEE REPORTS

- A. Downtown Denison, Inc.
- B. Denison Area Chamber of Commerce

- C. Tourism/CVB
- D. Promotion Committee
- E. Economic Restructuring Committee
- F. Design Committee
- G. Organization Committee

6. DIRECTOR'S REPORT

7. ADJOURNMENT

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front windows of City Hall readily accessible to the general public at all times and posted on the City of Denison website on the 20th day of May 2024.

Karen L. Avery, Deputy City Clerk

In compliance with the Americans With Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending Main Street Advisory Board Meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk's Office at 903-465-2720, Ext: 2437.

MINUTES
City of Denison
Main Street Advisory Board
April 25, 2024

1) Call to Order

A Quorum being present, the meeting was called to order at 8:05 AM by Vice Chair Nitia Musico.

- Members attending: Nitia Musico, Lexi Rains, Derrick Roberts, Wendy Acosta, Kim Miller, Kurt Cichowski, Marq Hoil, and Mel Climer.
- Also attending:
 - Donna Dow - City of Denison, Main Street Director
 - Grant Yoder – City of Denison, Main Street Coordinator
 - Rachel Reinert – City of Denison, Tourism Manager
 - Diana Theall – Chamber of Commerce
- Members not in attendance: Kathy Pryor and Zac Duce.

2) No Public Comments.

3) Items for Individual Consideration:

a) Receive a report, hold a discussion, and take action on approval of the Minutes from the meeting held on March 28, 2024.

Derrick Roberts motioned to approve the minutes. Mel Climer seconded the motion. The motion passed.

b) Receive a report, hold a discussion, and consider the creation of a podcast with Split Window Studios featuring downtown business owners.

Donna spoke about a concept for a podcast featuring downtown business owners. She's thinking of interviewing three community members in one-hour episodes, either doing three separate 20-minute segments, or recording a full hour with altogether. The basic concept for the podcast would be getting to know the business owners – what they enjoy, what they're good at, what attracts them to Denison, etc. Donna spoke about wanting to cover "the essence" of Downtown. The Board discussed potential roadblocks as well as ideas that could increase audience interest. The host will be a big factor in retaining viewership, they'll need to be entertaining and ask the right questions. The various software and equipment options that could be used to facilitate the podcast were discussed. A few Board members recommended creating a podcast lineup to spark interest, with others saying we should research similar podcasts to get ideas for whether certain things are successful. Kurt suggested that the Promotions Committee could do the leg work and then bring it to the Board as a

more complete concept. Nitia made a motion to transfer the podcast planning to the Promotions Committee. Kurt seconded the motion. The motion passed.

4) SPECIAL PROJECT REPORTS:

a) Music Friendly

The Board spoke about passing out CDs featuring local artists at Music on Main. Creating a Spotify playlist featuring Music on Main/other local artists was also suggested.

b) Historic Assets, including Brick Streets and Catwalk

Various issues regarding Woodard's brick street were discussed, along with how to move forward and remedy those issues. The Board inquired into plans for the Catwalk and discussed the complicated matter of ownership and repair/maintenance.

c) TIRZ No. 3 and Designing Downton Denison

The Phase 2 of D3 Groundbreaking Ceremony is this morning at 9:30 AM in Heritage Park. No decision has been made yet regarding natural grass vs. artificial turf in the park, the Design Committee for D3 will be having a meeting to discuss pros and cons. Construction will start on the north alley of Main Street in the 300 block; it will last approximately 3-4 months.

d) Ike Hike

Donna said it is progressing. She's hoping that the design will be finished by next week, and then it can begin to be implemented.

e) Doc Holliday Festival

The festival is this Saturday. The weather for Friday predicts storms in the morning and late evening, impacting B3. Current radar shows bigger storms Saturday morning, so we may need to adjust vendors if lightning is spotted. If we must move entertainment inside, there are options that will work.

The Board commended Mel and Kurt for their efforts with History in the Hall; it was a huge success with between 44 and 57 people coming out each month!

f) Eisenhower Birthday

Grant and Donna passed out post cards for the Eisenhower Birthday Celebration.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Derrick spoke about Mom-mosas on Main, Dills with Dads, and they're talking about planning a cornhole tournament in July. It's time to start planning for tax-free weekend. The Board discussed ways to highlight places that aren't retail and don't benefit as much from Doc Holiday, etc. Donna passed on to Derrick that the Caboose was bought by DDI giving them the first right of refusal, so they need to discuss what they want to do.

b) Denison Area Chamber of Commerce

Diana reported they just had their Clay Shoot, and it was one of the most successful ever. There are two more ribbon cuttings this week. Hillwood Manor looks amazing. They are hosting their Graduation Luncheon for their leadership class on May 15th. The Memorial Day Parade is coming up soon. Grayson County is leading in Outstanding Women of Influence.

c) Tourism

Weather permitting Bandits, Bluegrass, and BBQ will go on this Friday. If there's rain, the event will move to the Green Growler. All meat was donated, so it'll be a great fundraiser for the Boys and Girls Club.

They awarded six tourism grants this cycle: 3 historic preservation grants and 3 events. There will be a second grant cycle in June or July.

d) Promotions Committee

Currently there are a couple events coming up: Mom-mosas on Main and Dumpster Painting Day on May 11th, as well as Shop Hop and Munchie Madness event on April 20th.

d) Economic Vitality Committee

Imagine the Possibilities Tour is coming up soon. The event is to showcase properties that are available for lease or sale and try to attract new tenants. Texas Main Street is marketing it statewide. The committee also intends to research how to go about creating a vacant building registry.

e) Design Committee

Dumpster Painting project will take place on May 11th at Heritage Park. First United North Texas Retail Lenders painted one by the Baptist church.

f) Organization Committee

The Big TX Volunteer Appreciation Breakfast was a success at the Eisenhower Birthplace once again this year.

6) Director Report

Donna reported that she is going to the national Main Street Now Conference from May 3-9. We are a semi-finalist for Great American Main Street Award again this year. The parking study has taken a while to get the contract back, but there is a conference call this morning to kick it off. Chris Gleaves has taken another job; Donna has interviews scheduled for this afternoon to fill the position. Kurt spoke to the Board about exterior lights on Main Street buildings in relation to recent cases seen in Historic Preservation.

7) Adjournment

There being no other old or new business for consideration, the meeting was adjourned at 9:16 AM by Vice Chair Nitia Musico.