



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

Thursday, June 27, 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, June 27, 2024, at 8:00 AM** in the Conference Room at the Katy Depot, 101 E. Main Street, Suite 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 May 23, 2024.
- B. Receive a report, have a discussion and consider the creation of a podcast featuring downtown business owners.
- C. Receive a report, hold a discussion, and consider support of application for Great American Main Street Award.

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 Vitality 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 21st day of June 2024.

Christine Wallentine, 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
May 23, 2024

1) Call to Order

A Quorum being present, the meeting was called to order at 8:38 AM by President Zac Duce.

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

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 April 25, 2024.

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

4) SPECIAL PROJECT REPORTS:

- a) Music Friendly

Grant told the Board the goal is to highlight local Denison artists through producing a CD to include with Music on Main T-shirt purchases. The hope is to begin to branch out into more genres. Emily Agans is working with him to create a Spotify playlist for Music on Main artists; she must talk to legal to sort out the details before we can proceed. The Board discussed additional uses for the CD and playlist beyond the Main Street department and events.

- b) TIRZ No. 3 and Designing Downton Denison

Donna led the discussion, stating she received a tentative construction schedule, though it has already been adjusted slightly. The plan is to spend three months on the 300-block alley, then go to the 400-block Depot (north) Alley. Construction on Main Street is set to start on September 1st of this year. The Board discussed implications of the construction, such as how the Fall Festival will likely proceed with the 300-block street fenced off, but all intersections/sidewalks open.

c) Ike Hike

No update.

d) Doc Holliday Festival

Grant reported, telling the Board that the committee hasn't had this year's wrap up meeting yet but the event went well on the day. According to data from PlacerAI, there were roughly 3000 more people in attendance than last year! Zac Duce reported on Bandits, Bluegrass, and BBQ. Due to predicted inclement weather that night, the event was moved to Green Growler, which ended up working out so well that they're considering hosting it there next year as well. He said they're working on a plan to optimize the event to be as successful as possible for everyone.

e) Eisenhower Birthday

Donna stated that the Birthday Celebration post cards were passed out at last month's meeting. She told the Board that Eisenhower Birthplace staff member Hayley is leaving their employment at the end of May, throwing a slight wrench in the plan; she was a major asset for them and had taken lead in the event planning. They still plan to host the D-Day documentary screening and director Q&A session in the Council Chambers on the 80th anniversary next month.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Derrick told the Board that Mother's Day-themed event, Mom-mosas on Main, did really well a couple weeks ago. They're now getting ready for Dads and Dills, their upcoming Father's Day event. DDI is also planning a cornhole tournament in July. Several downtown boutiques are doing a back-to-school promotion in August, around the same time as the Sales Tax Weekend. There will be an event tentatively titled Harvest Sweets on September 14th, hopefully complementing the event at the Red River Railroad Museum on the same day.

DDI held their annual meeting at Say When Brewery recently, which Derrick said had a great turnout. They've begun seeing an increase in board member and business participation.

b) Denison Area Chamber of Commerce

Diana reminded the Board that the Memorial Day Parade is on this coming Monday and passed out posters/parade route maps. The City will be shutting down Main Street at 9:45 AM for the parade. Denison Citizen's Police and Chamber of Commerce volunteers will be helping work traffic/street closures to prevent accidents. They plan to be a lot more flexible this year in allowing downtown folks through to their business/homes/where they need to be while the streets are closed, rather than causing further issues and traffic jams by refusing those wanting to just pass through. They hope that by working with those individuals, they can increase overall event safety and community enjoyment.

Diana reported on upcoming Chamber events as follows:

- New Teacher Luncheon on July 29th
- Denison Teacher Welcome Back Breakfast on August 6th
- Quarterly Coffee and Chat on June 12th at Landon Winery

She also told the Board that there are a lot of ribbon cuttings coming up, including Preston Harbor.

The Chamber of Commerce office will be closed 6/24-26

c) Tourism

Zac Duce reported that there was no CVB meeting held this month. At their last meeting, they approved grant applications. As previously discussed, Bandits, Bluegrass, and BBQ went well; not as well as last year, but they have plans for how to improve next time.

Grant told the Board about him and Rachel attending the Travel Information Day at the Denison Travel Information Center; Rachel is there now, with Grant heading that way at the conclusion of this meeting. They will each have tables for their departments promoting downtown and Denison in general. They also have plans to film a downtown dining video this afternoon with the help of a photographer, which will run during Music on Main livestreams. The goal is to promote downtown restaurants and encourage concertgoers to grab dinner while on Main Street.

d) Promotions Committee

Mel began the discussion, saying that, as previously discussed, Mom-mosas went well and had good community turnout. The committee is looking forward now to Dads and Dills and the upcoming cornhole tournament. In July there will be a warehouse sale. DDI will be at Landon Winery on July 21st, they want to advertise it more this time since many people didn't know last year. Derrick mentioned that the committee needs to start thinking about the ever-nearer Tax-Free weekend.

The Board also discussed how some have said we should put the quarterly events on less-busy weekends to bring in visitors on off-days, saying it's something to consider when creating next year's calendar.

e) Economic Vitality Committee

The Imagine the Possibilities Tour took place this past weekend. Grant took the lead on the event day as Sam was unable to attend. He reported that the event exceeded his expectations, saying there seemed to be a ton of people, many of which seemed genuinely interested in the properties. The tour received great news coverage! It was an excellent way to promote downtowntx.org as a resource for the public.

f) Design Committee

The committee recently assisted the Arts Council with their Dumpster Painting event. Grant reported that the event went very well and resulted in 5 dumpsters freshly painted. TCOG came and did a recycling event. Matt and Cindy did a great job and got good exposure for the Arts Council and the downtown community. They are considering painting a few more at the upcoming NTX Arts Fest. There are plans to paint another round of dumpsters in the fall, tentatively scheduled for some time in October.

A few members stated that recently, there have been contractors doing work in downtown buildings who have begun filling up businesses' dumpsters with their construction refuse, leaving tenants nowhere to dispose of their waste. The Board discussed the current standard which states that contractors are not permitted to utilize tenants' dumpsters and are responsible for their own waste disposal.

Note: Grant Yoder left the meeting at this point to attend the Texas Travel Information Day.

g) Organization Committee

Sam told the Board about Grant's intentions to do volunteer interviews as a promotional/recruitment tool to attract more individuals to the downtown community. His hope is that we will gain a fresh perspective by interviewing volunteers versus business owners/employees.

6) Director Report

Donna told the Board that she and Grant will be attending the Texas Main Street Training in San Angelo during the first week of June.

The Board briefly touched on the recent homeless issues in downtown.

The Main Street Department has been out of the office a fair bit recently for various reasons. Donna reported that the national Main Street Now Conference in Birmingham, AL was fantastic. She, Grant, and Sam recently recorded a podcast episode at Split Window Studios about their experience and what they learned, which is on the DowntownDenisonTX Facebook page.

The Promotions Committee was meant to discuss plans for a downtown podcast, but with all the recent absences, Donna said she'd like to briefly go over the project's vision, but no action is needed. The Board wants the podcast to be a more intimate discussion, getting personal but on a business level. There was discussion about the pros/cons of different recording location options. The Board considered framing the podcast by featuring three business for 20 minute segments each; if a story is too long, it can always be finished up in a second part at their business. The plan is to be thoughtful about transitions, with each episode recorded, edited, and released later rather than be live every time, allowing for a slightly more professional feel.

7) Adjournment

There being no other old or new business for consideration, the meeting was adjourned at 9:47 AM by President Zac Duce.