



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

Thursday, February 22, 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, February 22, 2024, at 8:00 AM** in the Katy Depot Conference Room at the Katy Depot, 101 E. Main Street, 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 January 25, 2024.
- B. Receive a report, hold a discussion, and consider the resignation of Jimmay Mundine from the Board.
- C. Receive a report, hold a discussion, and consider updating the Vision Forward document to include our Mission and Vision and reflect completed items.

4. SPECIAL PROJECT REPORTS

- A. Music Friendly
- B. Historic Assets including Brick Streets and Catwalk
- C. TIRZ No. 3 and Designing Downtown Denison
- D. Entrepreneurial Discussion Group, etc.

- E. Ike Hike
- F. Doc Holliday Festival
- G. 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 16th day of February 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
January 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, Mel Climer, and Zac Duce.

- Also attending:

- (a) Donna Dow - City of Denison, Main Street Director

- (b) Grant Yoder – City of Denison, Main Street Coordinator

- (c) Samantha Patterson – City of Denison, Main Street Management Assistant

- (d) Rachel Reinert – City of Denison, Tourism Manager

- (e) Chris Wallentine – City of Denison, City Clerk

- (f) Emily Akins – City of Denison, Communications and Media Director

- (g) Diana Theall – Ex Officio Member; Chamber of Commerce

- Members not in attendance: Kathy Pryor and Jimmay Mundine

A. Administer Statements of Officer and Oaths of Office for reappointed members.

Chris Wallentine led the attending board members through their Oaths of Office. Donna asked for guidance on how to proceed with members unable to be present at today's meeting.

Note: Chris Wallentine left the meeting at 8:15 AM at the conclusion of the Oaths of Office.

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 December 21, 2023.

Nitia reported on the minutes. Wendy Acosta motioned to approve the minutes. Kim Miller seconded the motion. The motion passed.

b) Receive a report, hold a discussion, and take action on approval of the Transformation Strategies Work Plan.

Note: Kurt Cichowski, Mel Climer, and Zac Duce arrived during this discussion.

Donna led discussion of over the new Transformation Strategy Work Plan and explained how Transformation Strategies differ from the Four Point Approach. She went over each Transformation Strategy and broke down the Work Plan's format, with the Board using the Vision Forward document within the binders as a reference. Kurt explained how we took the Vision Forward results and turned it into MSA's format to create an action plan for Denison that can be viewed as a living document. Donna went on to go through the rest of the Work Plan with the Board to ensure they understood its contents, emphasizing that details can be changed as we move forward to make it even more precise. Wendy Acosta made a motion to approve the Transformation Strategy Work Plan. Derrick Roberts seconded the motion. The motion passed.

c) Board Photograph

Attending Board members and staff went to the reception area of the Main Street office to have a group picture taken by Emily Akins.

Note: Emily Akins left the meeting at 8:55 AM after taking the Board photograph.

Note: at this point, the Board went ahead to Special Projects

4) SPECIAL PROJECT REPORTS:

a) Music Friendly

Grant led the discussion. The Music Friendly tab on downtowndenison.com is now live, and it contains events on the calendar that extend to locations outside of Main Street. Grant explained how to filter the map to show locations and how business owners can add their own events to the website's calendar as well. Donna showcased the new Music Friendly: Local Legends wall of fame in the Main Street office.

b) Historic Assets, including Brick Streets and Catwalk

Donna reported that the City has a contract with a company to come fix the pothole that has appeared near the Post Office and Rusk St. It will be marked off by cones until repairs are made.

c) TIRZ No. 3 and Designing Downton Denison

Donna reported that the City had its 90% Meeting last week. The timeline is still not set in stone, but the plans are going to City Council on March 4th. The earliest predicted date construction could begin is March 25th. The updated plans for Heritage Park were shown at the meeting, with the contractor noting that they intend to submit bids for both artificial turf and

natural grass. Donna reported that while it's possible Heritage Park will be available for use during the Doc Holliday Festival, there's no guarantee that Main Street itself won't be fenced off at that stage. It was also pointed out that during the meeting, City leadership stated it is in their contracts that at no point should the alleys and Main Street be closed for construction at the same time.

d) Entrepreneurial Discussion Group, etc. (EDGE)

No update.

e) Ike Hike

Donna said there are a few little finishing touches that she's missing on matters such as parade route, signage, etc. She reported that consultants are coming today to check it out and work on it in person. It should hopefully be finished by the end of April. Donna noted that the sidewalk from the Katy Depot to the Eisenhower Birthplace will be another part of the Ike Hike, so that will be completed as well. When asked how the Hike will be represented along its route, Donna said she believes there will be little medallions in the center of sidewalk (south side), about three per block, and Phase 1 is to be retrofitted with them.

f) Doc Holliday Festival

Donna reported that we had a very successful first History in the Hall event of the year last week with about 44 people in attendance. Kurt told the Board details about the three upcoming events in the series. Rachel talked a little about Bandits, Bluegrass, and BBQ, saying they are working on their inclement weather plan to hopefully avoid any cancellations. Donna and Grant shared that we held a very successful Committee meeting this week. Donna told the Board we've partnered with Frontier Village for the festival. They'll be doing demonstrations at the 700 block, alongside the Farmers Market opening day. The Texoma Quilt Guild also came to the meeting. Grant discussed how they'll have period-correct replicas on display and are considering doing live sewing demonstrations. Kurt mentioned he knows a Bass Reeves reenactor who might participate in the festival as well.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Derrick reported that the Sweetheart Sweepstakes is coming back next month (2/3-2/14) with about 25-30 businesses participating. They are also planning their Pub Crawl scheduled for March.

The Hot Chocolate Frolic last Saturday went well, with lots of businesses running out of hot chocolate before the day was over. Many people commented on the huge amount of positive feedback they'd seen online following the event.

Derrick also discussed their hopes to bring more participants into DDI, especially businesses that are new to downtown.

DDI wants to work with Main Street on signage for D3; balloons, flags, things to show customers that the businesses are still open when the fences go up.

b) Denison Area Chamber of Commerce

Diana reported that the Chamber Awards Gala is almost sold out. There are sixteen restaurants signed up and two more pending. Lexi and Shawnda Rains are working on the youth performance at Gala, and there will be games, etc. at the event as well. She also reported that the Chamber now has the full year on the calendar, except for Coffee & Chat event dates. The Chamber currently plans to have a Grayson Assessor come to one of the events, with another being a Meet the Candidates presentation as elections draw nearer.

Diana also reported that with their new membership director Susan Hamilton, they have already seen two new members this month.

The Clay Shoot is around the corner, so the Chamber is preparing for that as well.

c) Tourism

Rachel led the discussion. She discussed the Bandits, Bluegrass, & BBQ, saying that they are working on an inclement weather plan to hopefully avoid any cancellations. She also said they voted to approve a Tourism Grant that will be coming available. They are fine tuning the application and want to promote the grant so that people know to apply. She said there will be two application cycles, which will hopefully bring some urgency. There are three qualifying categories, with the basic premise being things that promote longer/overnight stays in Denison. The first round of applications will be due March 1.

Rachel also reported that they are working to build deeper relationships with local venues, and that she is officially working with Texas Monthly for a new Denison Visitors Guide.

As for the 2024 Sister Cities trip to Cognac, Rachel told the Board that there were six students selected, and that she and Emily Akins will be co-chaperoning the trip.

January 30th is National Plan for Vacation Day. Rachel told the Board she will be promoting planning vacations to Denison. She discussed working with third parties to create sponsored ads. There are also fun Denison Stories videos coming out.

d) Promotions Committee

Grant talked about North Texas Coffee Fest happening this coming Saturday. It was organized by Alex from Ethos Coffee Co. and will feature all the main coffee spots along Main Street, with more vendors spread out in different locations throughout downtown. In practice it will function a lot like a wine walk but is a free public event that doesn't require tickets to participate.

National Fun Day at Work is this coming Friday. Grant reported he has a video coming out of downtown business showing what having fun at work means in their day-to-day routines.

Donna and Grant also told the Board that Main Street received the 2024 Downtown Directory and have slowly begun to distribute them to local businesses.

e) Economic Vitality Committee

Donna led a review of the Economic Summit and 2023 Q4 Quarterly Report data and statistics of overall downtown visits for 2023. It was reported that there were 2.6 million total visits to downtown last year and that downtown is currently at 87% occupancy.

f) Design Committee

Grant reported that the Arts Council is heading the painted dumpster project and are planning an event to get more of them painted. Currently the plan is to paint dumpsters either in the alleys or a parking lot, with the event being a sort of 'block party' with all the artists working on the same day. The first area of focus is the 300-400 blocks. The Arts Council is thinking of doing one event this spring and another one in fall. They are working to expand the event with the goal of highlighting alley access to businesses, especially during the upcoming construction. The spring event will partner with a recycling/trash event. The tentative date is May 11th but is subject to change.

g) Organization Committee

Kurt and Donna discussed the Transformation Strategy Work Plan earlier in the meeting, but both expressed the intent to further break it down into even more actionable steps.

The Downtown Awards are approaching. The award nomination deadline is tomorrow, and a reminder will be sent out later to businesses encouraging them to submit nominations. Grant reported that Stafford House Provisions will be providing a large grazing board for attendees, along with a cash bar including select wines, a non-alcoholic option, and a specialty drink they will create specifically for the event. The Board considered instituting a small fee for entry and decided it would be good for both attaining commitment from attendees and the overall quality of the event.

Note: at this point, the Board went back to Item 3D.

3) d) Distribute Board Notebooks and provide education/training.

Donna gave the Board an overview of the entire Main Street Advisory Board Notebook to familiarize them with its contents. She asked that they read and sign the Role Responsibility Acknowledgement at the beginning of the binder and give it to Sam for record keeping, emphasizing that she will return them at the next meeting.

6) Director Report

No additional information to be reported.

7) Adjournment

There being no other old or new business for consideration, the meeting was adjourned at 10:13 AM by Board President Zac Duce.