



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

**Thursday, December 21, 2023**

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, December 21, 2023, 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 November 16, 2023.
- B. Receive a report, hold a discussion, and take action on the 2024 Main Street Advisory Board Meeting dates.
- C. Receive a report, hold a discussion, and consider Board Officers for the Main Street Advisory Board for 2024.
- D. Receive a report, hold a discussion, and consider proposed signage and graphics for Designing Downtown Denison Phase 2.

**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

**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 15<sup>th</sup> day of December 2023.

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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. 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  
September 28, 2023

- 1) A Quorum being present the meeting was called to order at 8:22 a.m. by Zac Duce.
  - a) Members attending: Zac Duce, Derrick Roberts, Wendy Acosta, Kurt Cichowski, Mel Climer, and Kim Miller.
  - b) 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
  - a) Members not in attendance: Lexi Rains, Nitia Musico, Kathy Pryor, and Jimmay Mundine
- 2) No Public Comments.
- 3) Items for Individual Consideration:
  - a) Zac Duce reported on the minutes for October 19, 2023. Mel Climer motioned to approve the minutes. Kim Miller seconded the motion. The motion passed.
  - b) Receive a report, hold a discussion regarding potential board members. Zac read the item and Donna led the discussion. Donna said Kurt, Zac, Nitia, and Wendy’s terms are held through next year, while Derrick, Lexi, Kim, and Mel’s terms all expire at the end of this year. Derrick said he would serve again, as did Kim and Mel. Donna said Lexi had told her she was willing to serve again. Donna said she spoke with Jimmay, and he will be able to serve next year. Kathy will be serving DDI and will serve next year. Donna wants to get more people involved in committees.
- 4) SPECIAL PROJECT REPORTS:
  - a) Designing Downtown Denison/TIRZ No. 3  
Donna led the discussion. She spoke about a 60% completion of plans business owner meeting that had 20 business owners at each of two meetings. The November meetings were come-and-go to look at the designs. Many business owners commented there was one week’s notice of the meeting, and there was a retail event that night so a lot of people couldn’t attend. Donna said it is hard to find a time where the mayor, Main

Street, the consultants, and business owners' schedules all line up. Wendy asked if they'll have access to the information provided in the meetings, and Donna said anyone who missed can come and talk to her for more information. We recorded the meeting. Mel asked if there would be more D3 meetings. Donna said there will be one more meeting over D3 at 90% completion, probably around December.

Two business owners from Phase 1 met with Donna and mentioned they hadn't been asked for feedback. Donna agreed we should have done that to see what was missed or what could be improved moving forward.

There will be a follow up business owners meeting in January involving Phase 1 businesses and the opportunity to share their experiences or ways we can improve on signage.

Donna said the design committee talked about Heritage Park, the stage specifically, and said the new designs have it moved back to where it currently. She is relieved because she was worried about the negative effects on the sound from the earlier plan to relocate the stage. Donna talked about how the new sound system will be permanently installed for small events and music. For larger events, it will be set up for bigger companies to "plug and play". Kim asked if the stage would stay the same and Donna said it would be reconstructed. Mel asked if they could see the designs and Donna said it's not on paper yet, and that she needs to contact the designer for the design that was shown. Donna said they usually take the plan door-to-door to show everyone, but she'll need to get with the designer to make a plan for that. Mel asked if the spokes and lights were still happening and Donna said yes, but it has changed slightly. DDI had concerns about the turf. Derrick said their biggest concerns were dog poop. She explained that it will be event turf and can be washed down and a drainage system will allow it to quickly recover for usage. Donna asked Derrick if that would be received well, and he said yes. Donna mentioned there were also concerns about heat and said the event turf would be hotter than grass but cooler than regular AstroTurf. Mel said there are lots of places in Frisco, The Colony, McKinney, etc. that might be a good spot to look at and reference for information, and that the supplier probably posts more information online. Derrick mentioned there are no

real grass areas on Main Street, and a lot of the concerns for using turf at Heritage Park come from the fact that you can't tell a dog to 'hold it' until Forest Park. Kim said there will be minimal mud and the turf would help with general maintenance and upkeep. Donna said fortunately the designers were able to listen to the feedback about moving the stage.

b) Entrepreneurial Discussion Group, etc. (EDGE)

Derrick mentioned the next meeting is this coming Tuesday (11/21/23) and that they haven't met since the previous one. He said there's a chance their meeting will be postponed due to the holiday.

c) Historic Assets

Donna took off the brick streets because it's been taken care of and is going as hoped. There are talks of bringing in a crew/contractor to fix a patch by the Post Office. Mel and Kim mentioned a big sink hole by St. Luke's. Kim said it's right by the funeral home. Wendy said there's no room to go around it and is too big to straddle with a car. Donna said she needs to check what all is being fixed and where. It passed through the City Council and has been contracted. The Catwalk is being addressed slowly but surely, and the Likarish's have been trying to get bids for it. Donna anticipates that to come soon. Mel asked if there was more to it than fixing the broken windows and Donna said there's more, including a leakage that should be taken care of soon. The structure is sound, but the appearance needs to be addressed with an agreement to maintain it. Mel asked if the city is going to pay for repairs and Donna said that has not been agreed upon. The Likarish's have agreed to take responsibility for upkeep, but the city needs to bring it up to an aesthetics standard with no agreement yet.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Derrick reported that Chad stepped down in their last meeting, and now Derrick is chair. He plans to have four events, two involving alcohol and two without. Donna clarified that the two with alcohol would be the St. Patrick's Pub Crawl and the Zombie Crawl. Derrick confirmed and said that both crawls have been successful. He said the first non-alcohol event would be the Sweetheart Sweepstakes, and the other would come later. Donna said it's smart to do one a quarter, and that the sweepstakes would serve as the event for the first quarter.

b) Denison Area Chamber of Commerce

Zac reported they had 134 new members this year, with the potential to reach 150 by the end of the year. He said there are 582 members in total. Only 34 dropped so there should be a net increase of over 100 members for this year. Their next event is the gala on February 10<sup>th</sup> at the Hilton, with the theme of 'Boots and Bling.' Derrick reminded Zac about the hot cocoa and Christmas parade on December 7<sup>th</sup> at Heritage Park. There are 5 teams, and he thinks they could beat the \$20,000 fundraising mark. 'Christmas Around the World' is the parade theme. The organizations for hot cocoa includes: 4 Rivers, DAWG, Goodwill, Women Rock, and the Children's Advocacy Center. Kurt inquired about an effort to hold a menorah lighting, and Donna said the discussion was being run through legal for guidance. Derrick asked when the tree is being built, and Donna said after this weekend.

c) Promotion Committee

Mel said the last meeting was mostly about the event calendar and the event names. Donna mentioned carriage rides at Shop Small and at Twilight Shopping. Donna asked how everyone felt about sponsoring the carriage rides to keep them free for the public. Derrick liked what chamber did with \$100 for the main stage, but on the wagons. There was discussion about incentives for the businesses to sponsor the wagon rides, and Mel brought up putting 'Sponsored By' signs at the pickup and drop off spots. The group landed on \$100 for a sponsor spot. Mel said they also renamed a couple events on the calendar for next year, including 'Old Fashioned Christmas.' Derrick said if we give the businesses enough notice he thinks they'd agree to try to follow the theme.

g) Tourism

Rachel led the discussion. Arts and Jazz Fest is this Saturday, with performances at Heritage Park and Ivanhoe Ale Works, free wagon rides, vendors between Heritage Park and the Sully mural. Saturday is also the first day of Denison on Ice. Rae of Sunshine is also doing a holiday market on Saturday. Rachel mentioned all the fliers on the table recounting the weekend/holiday season events should be taken and handed out to business owners. Derrick asked if the 300 block would be closed and Rachel said there wouldn't be any closures on Main Street, just a few parking spots in front of Heritage Park will be taken. She also reported that the Sister City Applications are open until 11/30. Rachel is redoing and revising the visitor guide for 2024.

d) Economic Vitality Committee

Donna reported that we got our Quarterly Main Street Reinvestment Report in. Taylor'd Trends and The Briar Collective have moved in at 430 W. Main and are open and doing well. The Chase building now houses The Balancing Act, Plummer and Associates, Bill Douglass, and Josh Holley. Deviled Eggs Co. is about to open at 231 W. Main, where they're starting to make progress on construction. Sam said she thinks she saw they're opening sometime in January.

e) Design Committee

A couple murals have been approved. Grant said he's seen the red train mural at F & I Pawn has been started; not finished, but off to a great start. The back of 2 Chicks' building has a mural as well. Donna showed the Board pictures of both murals.

f) Organization Committee

Grant and Donna reported that we talked about downtown awards in the last meeting. Donna asked Kurt and Mel if they had any more info about History in the Hall. They said they have 2 speakers confirmed. Kurt said Ms. Baughman is doing a ghost tour ending at the Green Growler, and that Brian Hander will speak about Skiddy Street at Ivanhoe Ale Works. Donna said History in the Hall dates are on next year's calendar. Grant said we want do a theme and a photobooth for the Main Street Awards. There was discussion about food options in the last meeting, whether it be food trucks or something else. The date is set for 2/22/24. Grant said he will reach out to Mel for a graphic once we have a theme. The location will be the Katy Depot rotunda. Derrick asked about food for the event, and Donna said last year was Frank and Lola's and Cafe Blackbird. She said both places had to somewhat donate it, which defeats the purpose of supporting local businesses. One option would be to have people eat before they come and start the event later. There was a discussion of what kind of food could be served, in which case Mel said the starting time could still be 6 to allow for hors d'oeuvre and mingling before the awards actually begin. Grant and Sam mentioned that Kayla came to the last meeting and was helpful.

6) Director Report

Donna introduced Sam to the board and emphasized how much Grant and Donna appreciate having her on board. Everyone said she's been great so far and Mel mentioned how well she's worked on the downtown directory. Donna

attended the Sounds & Cities Conference and they talked about the Texas Music Office Rebate program. She said she had previously reached out to venues but made another effort so they could recoup their liquor sales taxes. Donna also went to the Texas Downtown Awards with Renee Waggoner and Mayor Gott, where Denison won Best Public Improvement for Phase 1 of D3. Donna and Grant went to a design workshop in Mesquite on Monday. We are now working on Small Business Saturday. Grant said his focus is on the Tour of Trees, saying he sent out emails to all the schools but plans to call to finalize today. Mel asked if just schools participate and Grant said yes, schools or school organizations. Mel suggested daycares if more participation is needed. Donna suggested reaching out to Grayson College and Grant said he thinks he did but he'll check.

- 7) There being no other old or new business for consideration, the meeting was adjourned at 9:30 a.m. by Zac Duce.





**2024 MAIN STREET ADVISORY BOARD/MAIN STREET INC.  
MEETING DATES**

<b>January</b>	<b>July</b>
25 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month	25 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month
<b>February</b>	<b>August</b>
22 <sup>nd</sup> – 4 <sup>th</sup> Thursday of the Month	22 <sup>nd</sup> – 4 <sup>th</sup> Thursday of the Month
<b>March</b>	<b>September</b>
28 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month	26 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month
<b>April</b>	<b>October</b>
25 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month	24 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month
<b>May</b>	<b>November</b>
23 <sup>rd</sup> – 4 <sup>th</sup> Thursday of the Month	21 <sup>st</sup> – 3 <sup>rd</sup> Thursday of the Month
<b>June</b>	<b>December</b>
27 <sup>th</sup> – 4 <sup>th</sup> Thursday of the Month	19 <sup>th</sup> – 3 <sup>rd</sup> Thursday of the Month



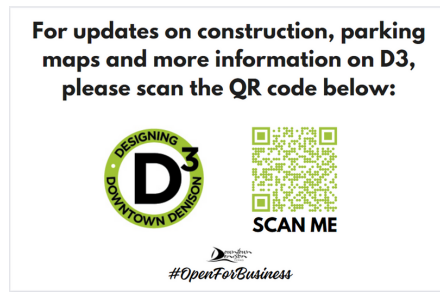
# D3 Designing Downtown Denison - Phase Two

## Branding:

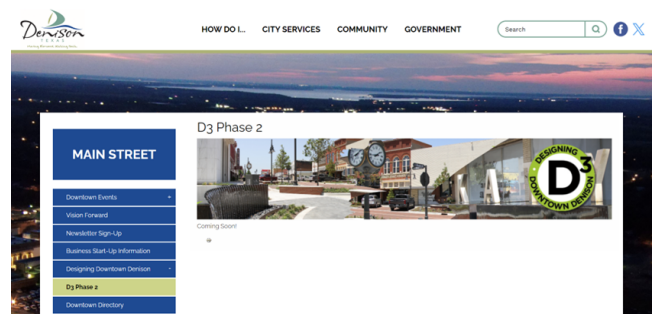


*#OpenForBusiness*

## Window Cling / Register Cards:



## Phase 2 Construction/Parking:



# Phase 2 Signage:

