



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

**Thursday, November 16, 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, November 16, 2023 at 8:00 AM** in the Council Chambers at City Hall, 300 W. 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 or Board Secretary 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.

**3. ITEMS FOR INDIVIDUAL CONSIDERATION**

- A. Receive a report, hold a discussion and take action on approval of the Minutes from the regular meeting held on October 19, 2023.
- B. Receive a report and hold a discussion regarding potential board members for Main Street Advisory Board.

**4. SPECIAL PROJECT REPORTS**

- A. Designing Downtown Denison/TIRZ No. 3.
- B. Entrepreneurial Discussion Group, Etc. (EDGE)
- C. Historic Assets.

**5. COMMITTEE REPORTS**

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

D. Economic Vitality Committee

E. Design Committee

F. Organization Committee

G. Tourism.

**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 10<sup>th</sup> day of November 2023.

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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. 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  
October 19, 2023

- 1) A Quorum being present the meeting was called to order at 8:11 a.m. by Zac Duce.
  - a) Members attending: Zac Duce, Kim Miller, Derrick Roberts, Lexi Rains, Kurt Cichowski, Mel Climer and Kathy Pryor.
  - b) Also attending:
    - (a) Donna Dow - City of Denison, Main Street Director
    - (b) Grant Yoder – City of Denison, Main Street Coordinator
  - a) Members not in attendance: Wendy Acosta, Nitia Musico and Jimmay Mundine
- 2) No Public Comments.
- 3) Items for Individual Consideration:
  - a) Zac Duce reported on the minutes for September 28, 2023. Mel asked for his attendance to be corrected to reflect he wasn't there. Zac mentioned Kim's name was misspelled on an item. Kathy Pryor motioned to approve the minutes pending the changes be reflected. Derrick Roberts seconded the motion. The motion passed.
  - b) Hold discussion on potential board members for Main Street Advisory Board. Zac read the item and Donna led the discussion. Donna said she had 3 names turned in. One from the Rotary club from Zac who suggested John Gaulding would be glad to serve. Mell from Mell's Grill was another. Nitia recommended a title company on Chestnut. Kathy confirmed the name was Jesse Keefer and said he's from Denison. Derrick suggested Maddie next door to him and suggested that she has good ideas. Derrick asked who is rolling off. Donna said Jimmay hasn't been able to maintain attendance requirements. Donna would really like him to be on the board but he needs to be committed. Donna mentions we need to be fully inclusive. Donna

really feels like we should really pursue Jimmay if he can serve committed. She is interested in trying to get new people to join committees first to test commitment and involvement. She mentioned how Kim from Fyr Flower has been committed to Promotion Committee. Derrick mentioned we don't have a restaurant owner represented. Donna mentioned we need to be well represented between types of businesses. Derrick asked when we need to provide a recommendation. Donna said she wants it to be on the December council meeting. Derrick suggested we give Jimmay time to grieve and then give him the first opportunity to join again before reaching out to new people. Donna asked if Mel wanted to rejoin and Mel said he does. Attendance is the only reason previously that someone has been asked not to come back. Derrick asked if it was 2 year terms. Zac mentioned he will join Economic Vitality.

- c) Hold discussion on Vision Forward document progress after report from previous month. Item was read by Zac. Donna said she didn't have anything else but said we can discuss anything anyone wanted to bring back. Kurt said this is a very good aspirational document. He asked if this is the Main Street Advisory Board document and Donna said we took it to council and they approved it. Kurt asked if the council is aware of what our vision is. Donna said not necessarily everyone. Kurt asked who is responsible for letting the council be aware and Donna answered the board as a whole. Donna said her role is to make sure our goals are implemented because their jobs are too plentiful to be aware of everything. Donna feels it's up to herself to make sure they know we want a civic center and farmers market on the 700 block etc. and that we have needs for an event space, a bigger concert space and the infrastructure for Fall Fest to be down towards the 700 block. We need downtown to be a complete project. Not everyone is aware of the street scape master plan. Kurt has expressed bringing in new council members who share our vision. Kurt talked about dividing all points to make sure they all get accomplished. Donna mentioned in the past they have done real well focusing on the top 3. Kurt mentions discussion about #5 and that right now would be a great time to tackle that before phase 2 starts.

He thinks we should start with that. Kurt said the goals are aspirational and there's nothing under them to ensure they get accomplished. Donna agreed there's no road map to get there. She feels we've made good progress on the top 3 but agrees we need to work on others. We need more volunteers to get more done. Sidewalk dining was discussed. Mel asked about the binder that was worked on by Elsie and Kim and asked if it can be dispersed and Donna said she has it but it's very lengthy. She says she hasn't fit in the time to edit the whole notebook. Her base guide that is given to business owners needs to be updated and given to every business owner. Historic Preservation Ordinances has had to take priority. Mel asked if we can update the form and send to the block captains. Donna said she can work on it after Historic Preservation Ordinances is completed. Donna and Kurt agreed an action plan is needed next and a way to evaluate progress. Mel asked if some of these goals can be put on agendas for the committees. Donna said yes they've been addressing them and said maybe if we relook at it and do an excel list and spread them out where it's appropriate is a good idea. Mel said that may be a way to tackle an action plan. Kurt volunteered to bring a framework on how we may tackle the goals on behalf of the Organizational Committee.

#### 4) SPECIAL PROJECT REPORTS:

- a) Doc Holliday Festival - Grant reported that construction will determine where we go and that Jerry is no longer doing the old west encampment. Kim asked why he's no longer doing it and Donna mentioned he wanted to go out on a high note and that the number of volunteers and getting them to sign the volunteer form was a struggle.
- b) History In the Hall - Donna mentioned she found out at the Eisenhower birthplace that the library is going to have a book club on one Thursday a month. We could use that to schedule History in the Hall. Kurt said they want to do a strolling History in the Hall at different businesses. Invite Brian or a panel at the Horse's Axe with western theme. Second would be at Ivanhoe for entertainment. 3rd one would be a ghost tour walk and end at Say When etc. Lastly talk

about the KATY and have a trivia contest at Green Growler all building up to Doc Holiday. Kurt showed off Mel's graphic he has made. Mel said Brian has agreed to speak at one of them and specifically mentioned entertainment. Kurt said Natalie Bowman is agreeable on the idea just depends on the date. Kurt wants to build up Doc Holiday as well as businesses downtown. Every third Thursday was the date chosen.

- c) Eisenhower Birthday - Donna discussed the birthday celebration and brick dedication. She thanked Kurt for his speech at the brick dedication. Donna has asked Chris to get the flags updated at the head since in the past another department had taken care of it. She mentioned the birthplace had better attendance with it not being on the Texas/OU weekend. Zac asked if Scott scholars showed up and she said yes.
- d) EDGE – Donna said they met at Rae of Sunshine and it was a good meeting. The group talked in the past of having an Air BnB experience, but determined they are taking no new Air BnB experiences at this time. Derrick said Facebook events do well. Derrick asked if we can do more marketing for downtown as a whole.
- e) Music Friendly – Grant reported on the website updates.

#### 5) COMMITTEE REPORTS:

- a) Downtown Denison, Inc. – Kathy reported nothing new but Zombie Crawl is October 28<sup>th</sup>. Mel asked if dressing up as zombies was being encouraged for photo reasons etc. and Kathy said yes.
- b) Denison Area Chamber of Commerce – Zac brought up the 4th Quarter Luncheon and After Hours events.
- c) Promotion Committee - Donna said Monsters on Main Is October 31st. Winter Warmer Wander was discussed. Mel said it's about a hot drink walk to get people in businesses on January 20th from 11am-4pm. Ethos mentioned he can get a lot of coffee shops up for the event at heritage park. Small business Saturday is next month.
- d) Economic Vitality Committee - Kathy mentioned Stafford house is expanding as a venue space and wine tastings. Main Street Candy sold. Goodyear sold. Peanut Building sold. Briar Collective going into

430 W. Main. Deviled Egg Company is opening next month. Zac reported that Champaign Charlie's should be open before the end of the year.

- e) Design Committee – Donna reported they talked about a lot of murals. F & I pawn is getting a mural. Elsie with 2 chicks was approved on the back of the building and another was discussed for Rustico
  - f) Organization Committee – Kurt discussed a follow up of parade. Kurt brought up if we can do tiered volunteers for people hesitant to give out socials.
  - g) Tourism CVB - Donna spoke about Rachel and Emily promoting Denison for a day at the state fair.
- 6) Director Report - Donna showed Texoma City Lifestyle magazine and that they're looking for advertisers. Monday will be Sam Patterson's first day. Parking study is the next big project. The 300 block met and invited Donna to talk about D3. Donna asked City Manager to come to the board meeting, but he was out of the office. Renee suggested gathering a presentation to show the City Manager to be prepared for the signage in D3 phase 2. November 2nd is a public meeting business owners meeting for D3 storefronts.
- 7) There being no other old or new business for consideration, the meeting was adjourned at 10:10 a.m. by Zac Duce.