



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

**Thursday, January 25, 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, January 25, 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**

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

**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 December 21, 2023.
- B. Receive a report, hold a discussion and take action on approval of the Transformation Strategies Work Plan.
- C. Board Photograph
- D. Distribute Board Notebooks and provide education/training.

**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 19<sup>th</sup> day of January 2024.

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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 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  
December 21, 2023

- 1) A Quorum being present, the meeting was called to order at 8:07 AM by Vice Chair Nitia Musico.
  - a) Members attending: Nitia Musico, Kathy Pryor, 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, Zac Duce, Derrick Roberts, and Jimmay Mundine
- 2) No Public Comments.
- 3) Items for Individual Consideration:
  - a) Nitia reported on the minutes for November 16, 2023. 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 the 2024 Main Street Advisory Board Meeting dates.

Donna led the discussion and clarified that the meetings would continue to be held in the Katy Depot Conference Room. Kim Miller motioned to approve the dates as presented. Wendy Acosta seconded the motion. The motion passed.
  - c) Receive a report, hold a discussion, and consider Board Officers for the Main Street Advisory Board for 2024.

Zac, Derrick, Lexi, and Jimmay were not present, but had previously expressed their intent to continue serving on the board and were reappointed by Council. Kim Miller motioned to keep the officer positions as they are. Mel Climer seconded the motion. The motion passed.

- d) Receive a report, hold a discussion, and consider proposed signage and graphics for Designing Downtown Denison Phase 2.

Grant led the discussion, focusing on consistent branding and a color change of the signs from blue to green. Ideas relating to improving the parking signs and signs/maps displayed on construction fences were discussed, such as including a QR code on signs that leads to a live map of construction and traffic. Donna said the handling of Phase 2 has been directly influenced by the experiences and feedback from Phase 1, to make everything flow easier. She shared that the signage as presented by Grant was very well received at the most recent Business Owners Meeting. Kurt Cichowski made a motion that the Board enthusiastically supports the signage designs as presented. Wendy Acosta seconded the motion. The motion passed.

#### 4) SPECIAL PROJECT REPORTS:

- a) Music Friendly

Grant led the discussion. The Music Friendly tab on [downtowndenison.com](http://downtowndenison.com) is now live, and it contains events on the calendar that extend to locations outside of Main Street. Grant explained that business owners can add their own events to the website's calendar as well. The potential of linking all the various Denison websites together was discussed, with the consensus being it's a concept that is more complicated to accomplish than it sounds.

- b) Historic Assets, including Brick Streets and Catwalk  
No update.

- c) TIRZ No. 3 and Designing Downton Denison

Donna led the discussion. She said there will probably be another business owner meeting in January or February, but there's no official date yet. Its possible construction might be pushed back a little. The plans for signage have been receiving good responses so far. There was a little discussion on the best place for a potential future dog park, with one idea being to add more pet stations along Chestnut where there's more grass.  
*Note: Sam Patterson left the meeting at 8:45 AM to attend a New Hire Orientation.*

- d) Entrepreneurial Discussion Group, etc. (EDGE)

No update.

- e) Ike Hike

Donna said she has received the next part back and is trying to wrap up signage, etc.

f) Doc Holliday Festival

Mel and Kurt discussed their plans for History in the Hall Roadshow and the details for each of the four events. The parade was also discussed, with the plan being for Kurt and Grant to lead the parade planning.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Kathy reported on Sweetheart Sweepstakes and Pub Crawl dates for 2024.

b) Denison Area Chamber of Commerce

No members were present to report. There was discussion about the Christmas Parade, and the Hot Chocolate Competition at the Tree Lighting Ceremony raised more money than ever before.

c) Tourism

Rachel led the discussion. She discussed the Bandits, Bluegrass, & BBQ save the date, and reported that Arts and Jazz Fest went great. The booths they had set up at the Gainesville Travel Information Center and Texas State Fair were very successful.

d) Promotions Committee

The Board talked about Have Fun at Work Day, and discussed the plan to ask businesses how they have fun at work and post videos leading up to the day. The final Twilight Shopping of the year is tonight with free wagon rides. The first ever Christmas at the Depot went extremely well, the Depot was packed. There was discussion of North Texas Coffee Fest details.

e) Economic Vitality Committee

The first point of discussion was window displays on vacant buildings. Shawnda Rains is moving soon to 624 W. Main, meaning 415 W. Main will be available soon. Deviled Egg Co. opened the week of the Tree Lighting and will be open on Mondays. Josh Holly will be in the old Chase Bank building. Vasquez Mexican food will be moving into where Frutitas used to be, at 409 W. Main #101. The yarn business called Quixotic Fibers in Suite 111 in the Katy Depot opened.

f) Design Committee

The Board talked about the proposed Yellowjacket sculpture at Touchdown Alley, and the banner project. The Arts Council is prepared to

paint 10 more dumpsters for D3 Phase 2 and is trying to work out a way to participate in Busk Denison.

g) Organization Committee

There was discussion of implementing Vision Forward and dispersing responsibilities amongst the committees. Kurt gave a presentation on how to measure progress. Donna discussed National Main Street reformatting their reporting process and that we're using Transformation Strategies and a self-assessment to evaluate accreditation standing. There were packets with agendas to fill out and return. There was a little discussion on the Downtown Awards.

6) Director Report

Donna reported that she will be on vacation all next week. The sinkhole by the funeral home is scheduled to be fixed by Public Works. The lights on the 700 block are out because they are being converted. There will be a parking study going out in January 2024. The Historic Preservation Ordinance and Design Guidelines passed as of the last council meeting. Mary Tate is now the Historic Preservation Officer, though the Main Street Department will continue to play a role.

7) There being no other old or new business for consideration, the meeting was adjourned at 10:07 AM by Vice Chair Nitia Musico.