



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

Thursday, April 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, April 25, 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 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 meeting held on March 28, 2024.
- B. Receive a report, have a discussion and consider the creation of a podcast with Split Window Studios featuring downtown business owners.

4. SPECIAL PROJECT REPORTS

- A. Music Friendly
- B. Historic Assets including Brick Streets and Catwalk
- C. TIRZ No. 3 and Designing Downtown Denison
- D. Ike Hike
- E. Doc Holliday Festival
- F. 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 19th day of April 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
March 28, 2024

1) Call to Order

A Quorum being present, the meeting was called to order at 8:09 AM by Vice Chair Nitia Musico.

- Members attending: Nitia Musico, Kathy Pryor, Derrick Roberts, Wendy Acosta, Kim Miller, Kurt Cichowski, 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
 - Rachel Reinert – City of Denison, Tourism Manager
- Members not in attendance: Lexi Rains and Zac Duce.

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 February 22, 2024.

Mel Climer motioned to approve the minutes. Kim Miller seconded the motion. The motion passed.

b) Receive a report, hold a discussion, and consider items to include in the Main Street Budget for FY25.

Donna explained how the budget approval process works, and said this is an opportunity to voice the priorities that should be included in next year's fiscal plan. Among other things, her notes include a downtown dog park, adding an additional maintenance worker to the staff, and the second phase of the parking study. The board also discussed department storage and organizational plans to maximize space.

4) SPECIAL PROJECT REPORTS:

a) Music Friendly

Grant led, saying the Busk Denison event is happening on April 13th. There will be musicians busking throughout all of downtown from 12 PM – 4 PM. He said the department recently did a livestream at Split Windows Studio where we released the Music on Main series lineup, and followed it up with a shorter, pre-recorded video, both of which received great online engagement. Grant invited

Board members with downtown businesses to sign up to be a vendor at the concert series.

b) Historic Assets, including Brick Streets and Catwalk

Donna said there isn't much new to report. The Board shortly discussed the fence sighted outside Hotel Denison on the corner of Chestnut and Burnett.

c) TIRZ No. 3 and Designing Downton Denison

Donna told the Board that the plan is to start with the north (Depot) alley of the 300-block, with the Notice to Proceed set for April 29th. At the Board's question, Donna said her best estimate would say that the construction on Main Street probably won't start until around August, though it is hard to know for sure. The Groundbreaking Ceremony will be on April 25th at 9:30 AM, just after that month's board meeting. The Board inquired into plans for accommodating electric cars and adding charging stations downtown, with Kurt suggesting that it would be wise to install them while there's already construction going on. The Board discussed other considerations for charging stations, such as the cost of continuous electricity flow and station maintenance. Donna said this is an aspect covered in her parking study.

d) Ike Hike

Donna said the consulting job is almost done, they're just getting signage wrapped up and then we should be close to complete.

e) Doc Holliday Festival

Grant led, saying we took the festival plans to a recent SERT meeting and that we were approved. He listed highlights planned for this year – wagon rides, gunfight shows, Frontier Village Encampment, and more. There have been some changes to D3 construction dates, so there won't be construction during the event! There are still a lot of vendor applications coming in as well. The cutoff date is 4/1, after which the vendor placement map will come out. Everything is just falling together this year!

f) Eisenhower Birthday

Donna reported that the graphics should be ready soon, and that current plans are going well.

5) COMMITTEE REPORTS:

d) Downtown Denison, Inc. (DDI)

Derrick reported that the St. Patrick's Day Pub Crawl went very well once again this year, with the inclusion of the Shamrock Stroll proving to be a success.

e) Denison Area Chamber of Commerce

No update.

f) Tourism

Rachel led, discussing Bandits, Bluegrass, and BBQ along with volunteering opportunities. The event will be in Heritage Park, using the same hay bales as

Doc Holliday. It will feature meet and greets with the gunfighters, old west games, bluegrass bands and great food. Board President Zac will be heading the BBQ, using donated food from Tyson and other local food suppliers. The money made will be donated to the Boys and Girls Club.

Rachel also told the Board that she has received six grant applications, all of which will be going to the CVB board in April. There will be another round of applications open in the fall.

The Sister Cities Trip this summer will be co-chaperoned by Emily Agans and Rachel, with an orientation meeting scheduled soon.

There are a couple tourism-oriented videos in the works, such as downtown dining and shopping. They made one for the recent pub crawl to use for next year's promotions. She also recently worked in collaboration with Main Street to produce a Doc Holliday promotional video.

d) Promotions Committee

Donna led with the Solar Eclipse taking place on April 8th. Bonham's hotels, etc. are all booked up; Denison's are not, but that could change. Be prepared for slower internet connections, maybe get extra gas if you plan to travel. Make sure to get eclipse glasses – the library and Eisenhower Birthplace have them available.

The downtown CBD shops are having a Shop Hop and Munchie Madness event on April 20th. Kim gave a short overview of their current plans and said it should be a great event. One of their main goals with this event is to inform people about their products so they can understand them better and enjoy them safely.

e) Economic Vitality Committee

Sam gave a brief update on the Imagine the Possibilities Tour coming in May. She and Donna are meeting with staff from THC in early April to finalize plans.

f) Design Committee

Donna told the Board that there are two new murals set to come downtown: one at 119 W. Main and the other at 316 W. Woodard. ARCY will be coming this weekend to work on them. Rachel said she will try to get some footage to make a promotional video.

The dumpster painting event is in the works; no huge updates, but construction coming to the 300-block Depot Alley means we must find a new location. They're currently looking in 400-block somewhere. There will be a recycling info booth at the event as well. It will take place on the same day as Moms on Main.

g) Organization Committee

The Big TX Volunteer Appreciation Breakfast is coming up on April 13th. Sam passed out invitations to the Board. There will be sausage, pancakes (including gluten free option), coffee, and orange juice available.

6) Director Report

Donna led the Board through the City survey findings included in the agenda. Grant discussed the Music on Main announcement engagement data, which shows that this year's posts reached a much wider audience on Facebook than last year. Donna reiterated that the Music on Main sponsor and vendor applications are open now and invited Board members to submit an application. Next week, some members of City staff are attending the Real Places Conference; Grant and Sam will be watching virtually from the conference room. In May, Grant, Donna, and Renee are planning to attend the Main Street America conference.

7) Adjournment

There being no other old or new business for consideration, the meeting was adjourned at 9:17 AM by Vice Chair Nitia Musico.