



# MONTHLY ACTIVITY REPORT

*For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.*

The Monthly Report is **due by the 10<sup>th</sup> of each month**. Please use this electronic version and email to [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov)

**CITY:** Mineola

**MONTH/YEAR:** January 2019

**DATE SUBMITTED:** Feb. 11, 2019

1. Updates on Projects, Activities for the month.

**MAIN STREET BOARD:** *(After typing, TAB to the next cell)*

Meeting Dates:	Update on projects or activities
Jan. 16	Main Street Board – primarily discussion plans for Wine Train

**ORGANIZATION:** *(After typing, TAB to the next cell)*

Meeting Dates:	Update on projects or activities
Jan. 10	Landmark Commission meeting, primarily discussing plans for Iron Horse Square
Jan. 11	Museum Board meeting – mainly discussing preparations for Baked Potato Fundraiser

**PROMOTION:**

Meeting Dates:	
Jan. 12	Ribbon cutting dedication of Main Street mural
Jan. 25	Baked potato fundraiser for Museum Board

**DESIGN:**

Meeting Dates:	Update on projects or activities

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<b><i>ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:</i></b>	
Meeting Dates:	Update on projects or activities
January	Mineola Economic Development Corporation buys property that was site of the 1888 building. City will market as future site for a restaurant or retail business.
January	Study received stating community could support a second hotel here. Our Economic Development Director Mercy Rushing is currently working towards that goal.

2. Program Commentary (*list critical issues, problems, and successes/completed projects of the past month*):
 

Jan. 3 Main Street manager interviewed on local radio station, discussing Main Street, city of Mineola and other upcoming community events;  
 The local newspaper, *Wood County Monitor* continued publicity of the Shop Local campaign coordinated by Main Street this year. Check presentations were made at businesses where winning purchases were made and photos publicizing both Main Street and that business were run in the newspaper – photos pg. 3, same page also promotional publicity for the Museum Board’s baked potato fundraiser & a story about a Main Street business, the *Wood County Monitor*, being sold to independent owners pg. 1 - <https://www.woodcountymonitor.com/stories/wood-county-monitor-1-9-19,131770>; coverage of study received by city on viability of second hotel in town, also mural ribbon cutting (pg. 1 & 7) and MLK Day observance in our Main Street District by Ministerial Alliance, pg 1, <https://www.woodcountymonitor.com/stories/wood-county-monitor-1-16-19,131867>;

Jan. 25, the Mineola Main Street Program accepted one of the Mineola Chamber of Commerce’s Chamber Supporter of the Year certificates during the chamber’s annual awards party at a Main Street restaurant; another highlight was a visit by State Coordinator Debra Drescher and Assistant State Coordinator Shelly Hargrove and the opportunity to take them lunch at our newest Main Street restaurant. The visit was very encouraging as Debra shared that she never has to worry about the community of Mineola supporting its Main Street program. She also shared her dream for Mineola of seeing one of the large buildings at one of its main intersections, Karen’s Korner, repainted to accentuate the beauty of the building’s architecture.

Also, the Main Street manager attended the Real Places conference in Austin, attending the suggested second round of Main Street 101 training, as well as sessions that ranged from services of the Texas Department of Transportation to how to waterproof basements of historic buildings and attracting more visitors to museums.

Also, 1 sad note was the death of one of our original Main Street supporters, Wayne Collins. Mr. Collins and Barney Terrell flew the original application to Austin for our program, among many other things.
  
3. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:* Beginning implementation of a regular schedule, fueled by volunteers, for the Landmark Commission’s mini train starting in March. Working arrangements for the wine train; preparing for the 30<sup>th</sup> anniversary celebration on May 14; working towards more goal setting by Main Street Board.
  
4. Suggestions for Texas Main Street Center (*list suggestions on services or training topics; new resources; questions*):

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5. Main Street in the News. *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email [Mainstreet-reports@thc.texas.gov](mailto:Mainstreet-reports@thc.texas.gov) with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*

Black History Month Program, Feb. 22, 1:00 p.m. at Addie E. McFarland Center in Mineola. Special speakers will be retired teacher Tillmon Cooke and actor / Mineola native Mathew Greer.

Mineola's Iron Horse Square Railroad will run regularly March – October on the second and third Saturdays, from 11 a.m. to 4 p.m. Admission is \$2 for adults, \$1 for children 10 and under. Holidays will be celebrated on those holidays that fall on the second or third Saturday. Additional runs will be July 4; Oct. 19, 26 & 31 for Halloween; Sept. 27 & 28 for Iron Horse Festival; Nov. 9 for Veterans Day and Dec. 17, 14 & 21 for Christmas. Special group rides will be scheduled for \$100/hour. Contact [mainstreet@mineola.com](mailto:mainstreet@mineola.com) or call Doris Newman at 903-569-6183.

May 4 – May Fiesta Day in Mineola. City-sponsored scavenger hunt planned.

Sept. 27, Mineola Landmark Commission Hobo Stew will be at the Farmers Market Pavilion on Front Street.

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