



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 10th of each month**. Please use this electronic version and email to mainstreet-reports@thc.texas.gov

CITY: Mineola

MONTH/YEAR: March 2019

DATE SUBMITTED: April 10, 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
March 20	Board meeting discussing goals, the Farmers Market, Wine Train preparations and etc.
March 23	Wine sorting in preparation of Wine Train.
March 27	Goody bag filling, registration organizational meeting

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

Meeting Dates:	Update on projects or activities
March 19	Museum Board meeting – discussed fundraisers, number of visitors in previous month (42 which included lots of grandparents and grandchildren) and success of Black History Month Program.
March 26	Attended Iron Horse Square Committee meeting of which several members are also members of either Main Street, Landmark Commission or Museum Boards, discussing sponsorships, operations and long-term plans for Iron Horse Square Park.

PROMOTION:

Meeting Dates:	
March 30 & 31	Annual Wine Train with 248 guests plus volunteers riding Amtrak from Mineola Depot to station Fort Worth. Austin James, Fort Worth Main Street, assisted in providing information about his area. Had group block for Hilton Downtown Fort Worth. Terribly cold front blew in that Saturday morning but deter our hardy band.

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DESIGN:

Meeting Dates:	Update on projects or activities
April 4	Consideration of design for certificate of appropriateness for signs for restaurant to be opened in the Beckham Hotel.

ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:

Meeting Dates:	Update on projects or activities
March 14	Attended the open house for the Watt House lighting and design store which opened in one of our historic buildings. The business owners did extensive interior improvements and are still in the process of façade improvements, for which they have been approved for a Main Street Grant.
Ongoing	Discussions by our Economic Development folks with several business owners and potential businesspeople interested in properties in Mineola.

2. **Program Commentary (*list critical issues, problems, and successes/completed projects of the past month*):**
 Still collecting receipts for Wine Train but even with one less train car than last year, it initially appears we exceeded last year's profit by about \$4,000. Board had already set next year's date, but will look at rescheduling to a less busy month for Amtrak. Landmark Commission and other volunteers gave 480 rides for free on the mini train on the 2nd and 3rd Saturdays in March. Landmark Commission also hosted a simple but deeply appreciated anniversary celebration in our Depot marking the 90th anniversary of the Texas & Pacific Railroad coming to our town. There was a forecast for bad storms, but we still had over 80 people attend. Presented memorial T&P keychains to former T&P folks and their families. Are now selling the leftover keychains, along with other merchandise. Received almost \$800 in donations during the two weeks' train rides, plus sold about \$165 worth of additional merchandise. Beginning preparations for a state historical marker dedication for a renowned black photographer, R.C. Hickman, who was from Mineola at the site where his family owned a community center. Planning to hold the dedication to coincide with the homecoming of the pre-integration school, McFarland, in July.

Main Street manager did monthly radio interview on local radio station. Wood County Monitor ran articles promoting the T&P Anniversary program, March 7, pg 2A, <https://www.woodcountymonitor.com/stories/wood-county-monitor-3-7-19,132847>; and March 14, article & photo pg 1A Main Street Manager named Woman of the Year, pg 1A, students in the Symphonic Band; <https://www.woodcountymonitor.com/stories/wood-county-monitor-3-14-19,132972>; March 21 pg 1A Kacey Musgraves exhibit in Country Music Hall of Fame; <https://www.woodcountymonitor.com/stories/wood-county-monitor-3-21-19,133112>; March 28 pg 1A Our 73-member Symphonic Band performed "Hodge Podge for \$1,000 Alex" in our historic Select Theater <https://www.woodcountymonitor.com/stories/wood-county-monitor-3-28-19,133189>.

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3. **Outlook. Goals and challenges; plans for upcoming major projects such as public improvements etc.:**

To help the folks working in our program to be the most knowledgeable they can be about the roles of the different boards while maintaining a core of dedicated and active volunteers. To further promote and enhance the positive things that are happening in Mineola.

4. Suggestions for Texas Main Street Center (*list suggestions on services or training topics; new resources; questions*):

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 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.*

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