



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 electronic version, type or print legibly. Please use this electronic version and email to mainstreet-reports@thc.texas.gov.

CITY: Mincola
MONTH/YEAR: April 2019
DATE SUBMITTED: May 8, 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
4-17	Approved incentive request for sign for Logan's Place new restaurant, initiated goals discussion, approved dates (pending hotel & Amtrak availability) for Rails & Ales fundraisers in September and Wine Train in April 2020.

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

Meeting Dates:	Update on projects or activities

PROMOTION:

Meeting Dates:	
4-18	30 th Anniversary Committee meeting held reviewing progress for Oct. 15 program
4-20	Farmers Markets began two weeks early upon request from vendors. A very small number of vendors attended, but were happy with results. The FM is adjacent to Iron Horse Square. This was Easter weekend when our mini train was operating at which the Easter Bunny was a special visitor.

DESIGN:

Meeting Dates:	Update on projects or activities
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4-10	Review and approval of request for sign for Logan's Place new restaurant in Beckham Hotel. (Erroneously reported in March report)

ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:

Meeting Dates:	Update on projects or activities
	Learned that our sales tax rebates were up 6.7 percent over same time period last year.

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

The Main Street Board and Landmark Commission will be setting dates for goal-setting workshop in June after beginning discussion this month. Landmark volunteers continued operating the mini train on 2nd & 3rd Saturdays. April's 2nd Saturday was rained out. The 3rd Saturday, Easter weekend, saw more than 800 rides given on the mini train and a visit by the Easter Bunny. Commission is also moving forward in acquiring and installing a playground, entrance sign and passenger loading station at Iron Horse Square. The Museum Board received a report of about 50 visitors, with the visitor coming from the furthest being from London. It may be losing a very helpful Experience Works employee who assists the coordinator due to the program's rotation rule. Mayor Kevin White hosted a come-and-go cookout luncheon for all of the city's volunteers. City Administrator Mercy Rushing and City Secretary Cindy Karch assisted with the luncheon. Main Street manager interviewed on local radio station, KMOO, in monthly time slot allotted to Main Street. Local newspaper, *Wood County Monitor*, ran coverage about sales tax increase, a feature on an attendee to the previous month's T&P Anniversary celebration, spot coverage of the landing of "Air Tractor" aircraft at historic Wisener Field Airport, and a feature on Mineola's major benefactor, Harry Meredith in April 4 edition; also that Kacey Musgraves, Mineola graduate, received four Grammy Awards, as well as on Grand Saline's upcoming Main Street Festival in the April 11 edition and of our art league's Fine Arts Show attracting over 300 entries as well as winners' photos in April 18, and of the mini train Easter Bunny visit, the city council's approval of traffic control measures at Iron Horse Square Park and also to build a new, full-size public basketball court due to the current one being enveloped by Iron Horse Square, in the April 25 edition.
- 3. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:*** Awning installation for a downtown business has taken months and has been a frustrating eyesore to our downtown. Main Street manager contacted company, who I had recommended to business owner, to ask about project and was told it was still being worked on. Approval had been given in Feb. 20 meeting and owner said she had contacted company no later than the beginning of the following week. Awning company finally began installation May 6, but that has been delayed due to work needing to be done to wall before new awning frame can be installed. Rainy weather, of course, will also undoubtedly play a role in installation when that resumes. Additionally, the Main Street Board is also pleased to learn that our Wine Train earned more this year than ever before, thanks to raising ticket prices and trimming costs, which will make more money available for Main Street efforts.

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.*

Mineola Fire Department Annual Rodeo July 12 & 13, 903-569-6183; McFarland School Reunion July 12 & 13; R.C. Hickman Historical Marker Dedication July 12; Iron Horse Days Sept. 27 & 28; Halloween Block Party Downtown, Oct. 31; Veterans Day Parade Nov. 9 and Chamber of Commerce Christmas parade Dec. 7.

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