

ADVISORY BOARD BYLAWS REVIEW FINDINGS

Presented by Doris Newman, Main Street Program Manager/Historic Preservation Officer
And Lynn Kitchens, Marketing Director/Asst. Director of Economic Development

As requested by Mayor Kevin White in a regular meeting of Council on March 25, 2019, we have reviewed the bylaws and activities for five appointed advisory boards: Landmark Commission, Main Street Program, Marketing Department, Historical Museum, Park and Open Spaces. During this task we also reviewed and compared the operations of the boards as outlined by their individual bylaws to the Mineola Code of Ordinance Section V. – Boards for guidance.

Landmark

Term length: three years with no limits on reappointment

Purpose: To protect and perpetuate our history by increasing community education and pride and enhancing economic development.

[Landmark Commission was created as a requirement for the passage of the Historic Preservation Ordinance No. 94-8-8 and has specific duties and oversight regarding activity in the Historic District.]

- Introduction into ordinance as well as Sect. 2, item (i) 11 refers to providing for tax abatement, which the Commission does not do.
- Sect. 2 of the Historic Preservation Ordinance also spells out what categories from which board members should come, and includes as an ex-officio member Planning & Zoning Commission representation. Currently no one from P&Z attends the meetings.

Goals met

- Acquisition of state historical markers for R.C. Hickman / Bar 20 to be dedicated in July 2019 and Rockfield Cemetery to be dedicated this fall.
- Completion of a storage barn for the mini train, completion of the Iron Horse Square railroad track by volunteers and operations of the mini train with regular season of twice monthly rides (when not rained out) since March.
- Hosting of a 90th anniversary of T&P Railroad celebration with approximately 80 people attending.
- Hosted National Train Day with fun, educational activities for children with approximately 50 in attendance.
- Members strongly represented at May Fiesta Day vendor booth, while also running mini train the same day.
- Brought back the Hobo Stew and manned a table during 2018 Iron Horse Days, netting \$3,283 with sponsorships.
- Hosted Holiday Tour of Homes netting \$890.
- Awarded \$500 scholarship to graduating Junior Historian.

Main Street

Term length: two years with not limits on reappointment

Purpose: To guide, support and sustain the high profile of the Main Street program in the community.

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Bylaws state that a board member is required to contribute two to eight hours per month doing the work of the program.

Standing Board Committees – To remain current with Texas Main Street lingo, the committees are now called Organization, Promotion, Design and Economic Vitality.

Goals met

- Achieved the 2015 goal this past fall to get a new mural completed on the Factory Connection building on Line Street and got lights installed (current goal) to make it visible at night.
- Wine Train netted more than ever, which was \$17,680. Last year's netted \$14,217.
- Approved \$10,468 in 10 incentive grants since last June with \$8,349 awarded so far on completed projects.
- Decorated downtown and hosted free carriage rides at Christmas.
- Supported music downtown during the holidays, plus a special evening concert in February.
- Supported Shop Mineola.
- Members strongly represented the city at the May Fiesta vendor booth.
- Farmers Market is continuing and thriving.

Marketing

Term length: Bylaws show staggered terms of 3, 2, and 1 year but no limits on reappointment

Purpose: To advise the spending of budgeted Hotel Occupancy Tax funds for marketing and advertising the City of Mineola and its events, activities and attractions for the purpose of increasing overnight stays in Mineola lodging.

Bylaws do not reflect the current name of the board due to the creation of a marketing department for the City of Mineola in 2018.

Goals met

- Worked with marketing director to advise advertising and marketing development.
- Maintained a regional advertising campaign by contract with County Line Magazine.
- Maintained membership in North East Texas Tourism Association. Includes ads and narrative in regional travel guide and map – 250K printed editions distributed at state travel centers, trade shows, visitor centers around the state of Texas.
- Increased presence on social media
- Designed a new “generic” tee shirt for City of Mineola, “I Heart Mineola”, which is sold at City events and at City Hall.
- Manned the vendor booth for May Fiesta Day.
- Extended area advertising to include Houston area in print and online publications.
- Increased advertising to include television with video ad on KLTV weather and news app that ran during early local news program.

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Museum

Terms: Not stated in the official bylaws.

Purpose: To preserve and exhibit objects distinctive to Mineola and Mineola School District's history.

Current bylaws are not correct for the governing of an appointed, volunteer advisory board. They appear to be for a different type of organization, a non-profit organization or association, used for the formation of an IRS Chapter 501C-3 non-profit.

Goals met

- Hosted very well-received LaDonna Gatlin women's luncheon last August netting \$5,900.
- Held successful Baked Potato fundraiser netting \$2,073 which was \$250 more than previous year.
- Hosted appreciation luncheon for museum docents at civic center.
- Decorated for Christmas.
- Members strongly represented at May Fiesta Day vendor booth.
- Museum regularly open Thursday through Saturday 10 a.m. to 3 p.m. and some other days.

Parks and Open Spaces

Term limits: Two years with no limit on reappointment

Purpose: Advise City Council on matters pertaining to City's natural resources, open spaces, and parks; assist in planning, development and use of open spaces consistent with Parks & Open Spaces Master Plan 2016 – 2026.

Some terminology in the bylaws does not reflect current titles or terms used in association with the program. . Specifically, replace City Business Administrator with City Manager. Bylaws do not include terms of board members as mentioned in Resolution No. 06-04-24A.

Goals met

- Board manned an information booth at Raines County Eagle Fest last winter
- Approved the installation of a pergola as an Eagle Scout project for local youth
- Completed disc golf course at Nature Preserve, including installation of sponsor signage

General Observations

1. All boards reviewed here are appointed and serve at the pleasure of the Mineola City Council.
2. All bylaws contain a "three-meeting rule" which allows a board member to be removed if more than three meetings are missed consecutively without approval from board chairman. This is not consistent

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with Code of Ordinances Section V – Boards, which states that failure to attend at least two-thirds of the meetings for any six-month period will be considered a voluntary resignation.

3. Terms are set for serving on most boards but there are no term limits or guidelines for reappointment in any board's bylaws. According to the Code of Ordinances Section V. Boards, terms for all boards are to be two years.

4. While all board members are appointed by City Council, several boards have specific instruction regarding groups, organizations, staff and other boards from which representation should be chosen:

- Landmark board includes five members interested in history of Mineola, two property owners from the historic district, two members from other historic organizations, all appointed by City Council, and ex-officio from Planning & Zoning Commission and Historic Preservation Officer.
- Main Street board includes nine members with staggered terms appointed by City Council based on interest and talents. Ex-officio members are the City Administrator or designee and the Main Street manager. Currently there are ten members on the board and Main Street manager serves as ex-officio. This is not compliant with the official bylaws on file at City Hall.
- Marketing board includes, aside from four members appointed by City Council, three members submitted by different organizations: Mineola Chamber of Commerce, Main Street Program, Civic Center, Mineola Lake Country Playhouse/Select Theater, Mineola League of the Arts, and any other historical or tourism related board or business. Of these submissions, a total of three are appointed by City Council. As many as four ex-officio members may serve: City Administrator, Asst. City Administrator, City Secretary, and Marketing/Tourism Director. Currently the Marketing/Tourism Director serves on the board.
- Museum board, while stated in bylaws shall be appointed by City Council, gives no set number of advisory board members or affiliations for appointment.
- Parks and Open Spaces board has specific appointment by Ward of three members, Mayor appoints one member, City Administrator submits one, MISD submits one member and one member is appointed at-large. Currently City Manager serves as ex-officio member.

5. There are no requirements, except for Main Street Advisory Board, regarding how many hours a board member is required to commit to the work of the program/ board.

6. There are no policies, ordinances or statutes regarding nepotism when considering appointments to a volunteer board or anything prohibiting the appointment of relatives to the same board.