



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: Mineola
MONTH/YEAR: July 2019
DATE SUBMITTED: August 12, 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
7-18-19	30 th Anniversary Committee meeting held

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

Meeting Dates:	Update on projects or activities
6-11-19	Chamber of Commerce luncheon – Main St. Manager shared information about program to chamber members. City Manager and City Secretary shared information about economic development and sales taxes.

PROMOTION:

Meeting Dates:	
7-8-19	City Manager pointed out opportunities in Mineola's Main Street District during a citywide GoBus (public transit by ETCOG) meeting, including partnering to bring area college students to town.

DESIGN:

Meeting Dates:	Update on projects or activities
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7-15	Main St. manager met with local property owner about improvements and possible grants for three different properties as a result of the chamber of commerce program the previous week.

ECONOMIC VITALITY/DOWNTOWN ECONOMIC DEVELOPMENT:

Meeting Dates:	Update on projects or activities
7-11-19	Playground equipment delivered for Iron Horse Square and installation began the following week.
7-16-19	Mini train rides given for teams and families participating in a childrens' state baseball championship in Mineola with information about retailers and restaurants in Mineola distributed.

2. **Program Commentary** (*list critical issues, problems, and successes/completed projects of the past month*): State historical marker for R.C. Hickman was dedicated at the site of a former community gathering place, kicking off the every-two-year reunion of the former black school – McFarland in a program arranged by the Landmark Commission. The Main Street Board was still striving to again reserve Amtrak cars for next year’s Wine Train. It was also ordering supplies and contacting contractors for repair of the gazebo with concrete replacement of grassy areas on each side of the gazebo beginning at the very end of the month. The board had chosen this option due to the grassy areas being difficult to keep maintained and therefore detracting from the appearance of the area. Main Street Manager attended CLG regional training with National Alliance of Preservation Commission representatives in Tyler. Main Street manager spoke on local radio station KMOO about program and city events. Wood County Monitor ran articles on July 4, <https://www.woodcountymonitor.com/stories/wood-county-monitor-7-4-19,134629>, pg 10A w color photo “Main Street managers become muralists for a day”; July 11, <https://www.woodcountymonitor.com/stories/wood-county-monitor-7-11-2019,134660> pg 1A “Country music museum opens exhibit about Musgraves’ life,” with 4 color photos of exhibit on back page, pg. 1A color photos of July 4th activities, pg. 3A promo for R.C. Hickman historical marker dedication, pg. 4A coverage of GoBus meeting, article about mini train ridership w photo, “Mineola City Council takes no action on selling parcel” coverage of offer to buy two and a half city lots near the Main Street District, pg 5A State Historical Commission honors Wood County Historical Commission with Distinguished Service Award; July 18 <https://www.woodcountymonitor.com/stories/wood-county-monitor-7-18-2019,134731> pg. 1 & 2A article and photos covering R.C. Hickman ceremony, pg. 3A coverage of County Historical Commission at county commissioners’ meeting, pg 4A coverage of city leaders at chamber luncheon.

3. Outlook. *Goals and challenges; plans for upcoming major projects such as public improvements etc.:* This actually occurred in August, but Amtrak informed us they would allow us to reserve one less car than last year, and increase the cost per seat to us by 70 percent. After attempts to negotiate failed we decided to move forward and work with that, but will have to pass the increase on to a smaller number of riders and still not net as

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much as we had previously. We will be looking for other profitable fundraisers to supplement, if not replace, this event our board had hosted very successfully for approximately 16 years.

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.*

September 19, 5-7 p.m., 10th Anniversary Celebration and Chamber of Commerce Mixer at Mineola Historical Museum; Sept. 27, Landmark Commission to offer fundraising Hobo Stew. Free Mini Train rides on 2nd and 3rd Saturdays, Sept. 14 and 21, from 11 a.m. to 4 p.m.

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