

## MEMORANDUM

**DATE:** January 23, 2020  
**TO:** Mayor White and City Council  
**VIA:** Mercy Rushing, City Manager  
**FROM:** Doris Newman, Main Street Director/HPO  
**SUBJECT:** Meredith Request FY 2020 – City Council Meeting Dec. 16, 2019

### **Background information:**

The Main Street Advisory Board reviewed our bylaws, making a few major changes and also updating committee names to correspond with the Texas and National Main Street Programs' wording. Also find included a draft version of the updated bylaws amending the old version that was approved 20 years ago. If the council approves these a new clean version will be created and provided to you next month. The board voted unanimously for the following changes and additions to our bylaws:

### **Page 1 – Item 3 Adding term limits**

*From:* Article 3. The number of voting board members on the board will be set by the agreement of the board, with maximum of 9 board members. Terms of members shall be for three (3) w year terms beginning October 1 (fiscal year); staggered terms shall follows: at the beginning some members shall be for two years and some members shall be for one year, after which the process repeats itself for a two-year appointment or reappointments. Any member in good standing may be reappointed by the City Council.

*To:* Article 3. The number of voting members on the board will be set by the agreement of the board, with a maximum of 9 board members. Terms of members shall be for two three (3)-year terms beginning October 1 (fiscal year). Any member in good standing may return to the board after a one-year absence.

**Item 5 Removing City Administrator as an ex-officio board member**

*From:* Two (2) ex-Officio members shall serve on the Board. They will be the City administrator or his designee and the Main Street Director

*To:* One (1) ex-officio member shall serve on the board and that will be the Main Street Director.

**Page 2 Chairman Responsibilities - Chairman to vote only as a tiebreaker**

*To add at the bottom of the Chairman's list of responsibilities:* To vote in the event of a tie vote.

**Page 4 Main Street Advisory Board – Standing Committees updated wording**

*From:* Marketing/Promotion, Design & Review, Economic Reconstruction, Organization

*To:* Promotion, Design, Economic Vitality, Organization

Changes made in all references to pertinent committee names on subsequent pages.

**Page 6 Item N deleted referring to obsolete low interest loan program.**

It is my recommendation that City Council consider approving the submission of the list as presented based on Council.

Doris Newman, Main Street Director/HPO

# MINEOLA MAIN STREET BY-LAWS

## MAIN STREET ADVISORY BOARD

AS USED BY THESE BY-LAWS, UNLESS A DIFFERENT MEANING CLEARLY APPEARS FROM THE CONTENT:

1. "Board" shall mean the Main Street Board of the Main Street Program of the City of Mineola, Texas. The advisory Board will be appointed by the Mineola City Council.
2. The fiscal year shall begin October 1 and end September 30.
3. The number of voting members on the board will be set by the agreement of the board, with maximum of 9 board members. Terms of members shall be for two three (3)-year terms beginning October 1, (fiscal year). Any member in good standing may return to the board after a one-year absence.
4. Any member who misses three (3) consecutive meetings will be replaced, except when excused by the Chairman of the Board.
5. One (1) ex-Officio member shall serve on the Board. That will be the Main Street Director.
6. The Board shall elect a Chairman, Vice-Chairman, and a Secretary who will serve for a period of one (1) year.
7. The Board shall elect a Chairman and a Co-Chairman of the standing committees and appointed thereof annually.
8. A majority of the Voting Board of advisors, five (5) shall constitute a Quorum for the transaction of business.
9. The meeting time and dates will be set by agreement of the Board.
10. Eligibility for board members are subject to Mineola Code of Ordinances.
11. Voting members shall be limited to the Advisory Board Members approved by the City Council, or a successor thereto.
12. A special meeting of the Board may be called by the Chairman, Vice-Chairman, or Director of Main Street, when deemed necessary to expedite matters of urgent nature.
13. These By-Laws may be amended at a regular meeting of the Board by a majority vote, providing said amendment was proposed in writing by a member of the Board at a proceeding regular meeting.

### PURPOSE OF THE BOARD

The Main Street Advisory Board is charged with the responsibility of providing guidance, advice, and serving as a with other organizations and agencies, and sustaining a high profile in the Community to promote the Main Street Program.

## REQUIREMENTS OF MEMBER

Each Advisory Board Member should have or provide:

1. A demonstrated interest in the program's purpose and its goals.
2. Specific experience in and/ or knowledge of administration, finance, program development, advertising, public relations, downtown business activity, communications, design, and/ or economic development.
3. **Minimum of 4 to 10 hours per month.**

## OFFICERS RESPONSIBILITY

### Chairman Responsibility

- Work with Director to set agendas for the Board meetings.
- Make sure that all necessary information is distributed to Board members prior to set meetings.
- Conduct all meetings in accordance to Robert's Rules of Order.
- To bring forward all issues at Board meetings for Board discussion and vote.
- Chairman will open and close all Board meetings.
- Vote in the event of a tie.

### Vice-Chairman responsibilities

Vice-Chairman will assume responsibility and duties of Chairman when the Chairman cannot be present at Board meetings

### Secretary Responsibilities

- The Secretary will take minutes at all regular and at called meeting.
- It is the responsibility of the Secretary to make sure the minutes are ready for all meetings.

---

## BOARD OF DIRECTORS MAJOR RESPONSIBILITIES

### Advisory Board Members are jointly responsible for:

1. Policy Planning, Development, Administration and Implementation.
  - Adopting policies, which determine the purposes, governing principles, functions and activities, and courses of action of the Program.
  - Assuming responsibility for internal policies governing the program.
  - Advising the Program Director of the implementation, administration and growth of the program..
  - Assisting the Program Director in the development of an annual work plan for the program.

**Advisory Board Continues:**

- Providing liaison between the Main Street Program and other organizations and agencies.
- Continuing the legal existence of the Program.
- Ensuring that the Program fulfills legal requirements in the conduct of its business affairs.
- Adopting, administering and updating bylaws. Final adoption must be approved by City Council.

**2. PUBLIC RELATIONS**

- Understanding and interpreting the Program's work to the Community.
- Relating the services of the Program to the work of other organizations and agencies.
- Giving sponsorship and prestige to the Program and inspiring confidence in its activities.
- Serving as advocates of economic development through historic preservation in the Main Street District.
- Serving as ambassadors in promoting the goals and activities of the Program to other organizations and agencies.

**3. EVALUATION**

- Reviewing and evaluating the Program's operations and maintaining standards of performance on a monthly basis.
- Monitoring the Program's activities monthly.
- Counseling and providing good judgment on plans of Committees or the Program Director.

**4. PERSONNEL**

- Participating in the recruitment, selection and development of the advisory Board's members.

**INDIVIDUAL STANDARDS**

**A Responsible Main Street Advisory Board Member:**

- Supports board decisions, even when he or she may differ personally with the majority decision.
- Is Loyal.
- Understands the mission of the Main Street Program and promotes its goals and activities.
- Attends all Board Meetings, unless excused by the Chairman or Director.
- Attends as many as possible of the training programs and workshops held each year by the State and National Main Street Program.
- Contributes knowledge, labor and if possible financial resources to the Main Street Program.

**Responsibilities Continues:**

- Does not interfere with the day-to-day administration of the Program respecting the need for the Program Director to report to only one "boss" (City Administrator/Manager).
- Offers opinions honestly, without reservation and in a constructive way..
- Does not commit more time to the Main Street Program than he or she can realistically afford.
- Delegate's responsibilities to Committees when appropriate.
- Promotes unity within the organization and seeks to resolve internal conflicts.
- Discussion during Board meetings should remain at the Board meetings, unless Board approved otherwise.
- Encourages orderly, systematic and incremental implementation of the Main Street Program's work plan, discouraging the Board from being distracted by secondary issues or projects not included in the Program annual agenda.
- Encourages staff and other Advisory Board Members to express their opinions openly in Board Meetings.
- Should be willing to have fun while pursuing the goals and objectives of the Main Street Program.

**MAIN STREET ADVISORY BOARD-STANDING COMMITTEES**

1. PROMOTION
2. DESIGN
3. ECONOMIC VITALITY
4. ORGANIZATION

**DUTIES OF THE COMMITTEES ARE:**

**Promotion Committee:**

- A. Plans retail promotional activity, traffic-building activity and image Promotional strategies with existing local organizations active in one or more of these areas.
- B. Assumes primary responsibility for defining the marketable image of the Main Street District and ensuing continuity of that marketable image in all the Main Street District promotional programs, avoiding conflict with the other local Organizations.
- C. Submits proposed expenditures to Program Director of promotional activities for Main Street Program's overall work plan.

### Duties Continues:

- D. Builds a strong network of volunteers to participate in implementation of promotional programs and establishes good-working relationships with Community Organizations, Charities, School Clubs and other groups who might participate in promotional programs.
- E. Works with the Program Director to implement proposed promotion.
- F. Works with the Economic Vitality Committee to monitor changes in the Main Street District's assets to increase its market share.
- G. Works with the Design Committee to ensure a consistent, high quality graphic image in Signs, Advertisement and other Graphic Materials.
- H. Establishes a sound working relationship with local, and regional media to co-ordinate Marketing Main Street Program with other Organizations.

### DESIGN

- A. Plans design improvement activity with regard to Building Maintenance and rehabilitation, Historic preservation, New Construction, Public and Private Signs, Graphic Materials, Public Improvements, Visual Merchandising, Traffic, Parking and Landscaping.
- B. Works with the Promotion Committee to ensure a consistent, high-quality graphic image in Signs, Advertising and other graphic material associated with the Main Street Program.
- C. Works with the district on designs, presentations and color issues according to the Main Street standards.
- D. Establishes a sound relationship with local design and construction professionals sharing technical information on historic preservation, revalidation and maintenance of older commercial buildings.
- E. Promotes awareness of downtown design and historic preservation issues throughout the Community.
- F. Monitors designs throughout the Main Street District.
- G. Works with the Economic Vitality Committee to plan, implement and administer appropriate incentives to encourage design improvements and property development activity.
- H. Submits proposed expenditures for design improvement activities in accordance with the Main Street Program's overall work plan.
- I. Monitor local ordinances and other applicable regulations affecting downtown design issues and works toward development of a supportive regulatory environment for Main Street's revitalization activity.
- J. Establishes a sound working relationship with the State and Local Historic Preservation Officer and other State and Regional Agencies that provide assistance in areas related to Main Street's design improvement through historic preservation.
- K. Works with Promotion Chairman to make sure projects for the Main Street District are being publicized in the Community.
- L. Works with the program director to decide on efficient and wise uses of Incentive Grant Funds.
- M. Reviews applications for the Incentive Matching Grant Program with the Director, before submitting to the Board.

## ECONOMIC VITALITY

- A. Works to strengthen existing downtown business and, eventually to recruit additional businesses.
- B. Conducts and maintains a comprehensive inventory of districts, businesses, and properties,
- C. Development of business assistance teams (for purpose of business retention).
- D. Identification of downtown market opportunities and distribution of this information to existing and potential businesses.
- E. Development of promotional literature describing the downtown business environment.
- F. Ongoing maintenance of a complete inventory of the district's businesses and properties that are available.
- G. Development of Economic Incentive Programs to stimulate business growth.
- H. Monitors changes in the local market on an ongoing basis, assesses the downtown's market share within the community and the region; measures the involvement of various market groups in downtown commerce; monitors sales leakage or surplus, and assesses the downtown's mix of retail, commercial, service, residential, recreational and civic space.
- I. Directs activity related to downtown commercial and real estate development.
- J. Working with local real estate brokers to market and educate them about the Main Street economic value.
- K. Works with the Design Committee to plan and implement appropriate incentives to encourage design improvement and property development activity.
- L. Works with the Promotion Committee to monitor and adjust the downtown promotional plan to increase the Main Street District's market share.
- M. Establishes a sound working relationship with local and regional financial institutions, business assistance organizations and other businesses and agencies that provide assistance in areas related to downtown and the community's economic development.
- N. Submits proposed expenditures for downtown economic development activity in accordance with the Main Street Program's overall work plan.
- O. Becomes familiar with city, county, and regional economic development strategies and coordinates projects when possible, utilizing economic development programs already in place and investigates the creation of new programs when appropriate.



ORGANIZATION (PUBLIC RELATIONS) COMMITTEE:

- A. Shall be composed of Officers, and the Program Director.
- B. Monitors and critiques performances of the Main Street Director.
- C. Serves as a Community "watch dog" relaying positive and negative feedback to the Program Director and Board in order to improve Community relations.
- D. Chairman or its appointee serves as Ex-Officio on Chamber of Commerce Board to keep the lines of communication open with Main Street
- E. Works with Program Director to resolve conflicts.
- F. Works to recruit New Board Members for nomination at annual rotation.
- G. Works on a quarterly schedule to establish a more open communication line with Main Street Businesses.

The foregoing By-Laws were duly approved by the Main Street Advisory Board during the regular meeting held in October, 1989, and hereto adopted as the official rules governing this Board.

These By-Laws were revised by the Main Street Advisory Board during our planning, organizational meeting on March 15, 2000, and hereby adopted as the new official rules governing this Board.

Current Revision of By-Laws

**DRAFT**

And is approved by the City of Mineola

Mayor of Mineola

Date