

**TEMPORARY QUARTER 1 2020**

**Activity Summary Overview**

PROGRAM NAME: \_\_\_Mineola Main Street

THIS REPORT COVERS:

☐ QUARTER 1 (covering January 2020-March 2020, due April 10th)

*This is a temporary template to use in this quarter only during the quarantine. During this time, we still feel it necessary to know what kind of activity is going on in your individual programs, such as (but not limited to) the following. Please provide specific examples but they don’t need to be lengthy.*

* *Virtual/digital meetings of your Board, four-point or project committees or task forces*
* *How you/your Main Street program is communicating with your stakeholders/merchants etc.*
* *Addressing current needs/preparing for or anticipating future needs (for example, adjusting existing grant programs, promoting downtown businesses, helping merchants get online, hosting webinars, etc.)*
* *What are the greatest challenges, fears and needs? What are you struggling with?*
* *Uplifting stories.*

*Part of this request is also to help us -- all working together --prepare for an uncertain future; and to document what’s being done in our Main Street world to prepare for it. This is documentation, NOT evaluation.*

No necessary business has arisen yet, during the COVID shutdown, so communications between Main Street manager and board members have been via email. Landmark Commission has a request for a Certificate of Appropriateness that is being addressed via email. **Communication** is the bulk of what has kept this office very busy during the virus crisis. More than 70 emails have gone out to the city’s commercial customers for whom we have email addresses for, relaying press releases about statuses, governor’s orders & waivers, concerning signs for take-out for restaurants, conveying information about all resources such as SBA funds and others, as well as helpful tips. All while trying very hard not to overwhelm the businesses’ inboxes. Also communicating by phone, Facebook, and a few times, in person. Our city Marketing and Main Street offices created a chart with restaurant information. (attached) EDC has provided funds to a local grant fund through a local bank and our city manager is involved in that approval process. As far as helping merchants, Main Street has emailed and personal messaged our businesses frequently as well as shared on our FB pages info about their businesses. One of our board members saw a good idea on FB where the business person offered to do personal shopping if customers would PM her. That was shared with all of our businesses as well. The Main Street office has also offered to help businesses shoot videos for marketing. **Challenges, fears?** That our small businesses will fail and the owners will suffer economic losses. Also, as a small contributor to the decision-making process, balancing the businesses’ needs with the overall good of the community on when to begin opening and holding events again. The differing of opinions, the can never-make-everybody-happy truth tugs at everyone. Also, for Main Street, a challenges is the question what we will be doing for our businesses and for a fundraiser for our program. The inability to plan for things with so much unknown is disconcerting. **A new restaurant,** Val’s Italian Restaurant, opened on the day before dine-in was prohibited. They seem to be being well-received in the community pickup and carry-out.

*Submit to:* mainstreet-reports@thc.texas.gov

*Thank you!*