

Update on Main Street Office activities – March through June 2020

- When possible, participated in weekly conference calls with Texas Main Street State Officials, as well as fellow Main Street managers learning we were all dealing with similar issues to varying degrees during COVID;
- Mineola was recognized by state and national Main Street for our reserved parking signs to help our restaurants as dine-in customers were decreasing after the pandemic hit, a project the City and Main Street put into motion with full support of city administration after it was suggested in a department meeting;
- Took part in 8 webinars – Governor’s Office Business Webinars for North and East Texas, including Business Strategies for an Evolving Future; Main Street America; THC Heritage Tourism & Museums; Restaurants in Crises and Michael Hyatt Confidence in Crises;
- Channeled information in approximately 90 emails to businesses for whom we have email addresses, not just Main Street businesses, about resources available to them from national, state, local and private sources;
- I personally heard back from three Mineola businesses who received CARES funds and am aware of numerous others who received Small Town Strong funds;
- Emailed survey from National Main Street to our businesses who provided their input from our town to help attain more resources on the national level. Of 263 small businesses that responded statewide, 13 were from Mineola;
- Submitted report to Texas Historical Commission on 1st quarter of 2020 in April;
- Photographed MISD teacher parade for students, witnessing amazing community spirit from our school district, to put on our social media;
- Provided information to the school district about senior banners to be displayed downtown and with tremendous support from the city administration, Public Works Department, and members of the Main Street Board, managed city’s role in project;
- Helped Justin Clower and Lynn Kitchens with creating some occupancy count signs. These are a public service to provide the public with the information before they walk in a businesses, and to decrease the need and uncomfortable situation for the business owners to have to tell potential customers these numbers;
- Purchased and replaced deteriorated banners to promote Farmers Market;
- Oversaw opening, with the assistance of a diligent volunteer vendor manager, of Farmers Market on Saturday, May 23, Memorial Day weekend. It began with six vendors and is up to approximately 12 – full capacity. Practicing social distancing in market, vendors are encouraged to wear masks, hand sanitizer is available. We’re only allowing food vendors during the time as we’re trying to promote safe distancing. Many vendors are selling out. Just made public this week dogs will no longer be allowed in the market due to unsocialized dogs being brought in the pavilion;
- Spoke on KMOO promoting Main Street and all city activities;
- Submitted article and photo which Wood County Monitor published on the top of page 3;
- Monitored social media and assisted Lynn Kitchens with some posts.

Doris Newman, Main Street Manager, Historic Preservation Officer, June 16, 2020

