



2020 Quarterly Program Activity Overview (Revised)

(Replaces the former Monthly Report. PLEASE CONTACT THE TMSP OFFICE FOR YOUR INDIVIDUALIZED QUARTERLY REINVESTMENT WORKSHEET)

PROGRAM NAME: Mineola Main Street

THIS REPORT COVERS (please indicate):

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

QUARTER 2 (April 2020-June 2020, due July 10th)

QUARTER 3 (July 2020-September 2020, due October 10th)

(QUARTER 4 Activity will be reported as part of the annual report that will be due in December 2020.)

NOTE: The original 2020 template has been revised so that you can also report on COVID impacts and how your program/downtown is adapting. Some of the information is from the original template prior to the arrival of the pandemic. This revised template reflecting current circumstances will help us -- all working together --prepare for an uncertain future; and to document what is being done in our Main Street world to prepare for it.

This **Quarterly Activity Overview** replaces the former Monthly Report and is to be turned in along with each quarter's reinvestment report (provided separately). It aligns with the national office's new Community Accreditation Standards (the former 10 Criteria), which is now a strong component of determining National Accreditation and Texas Recognition. This new template should allow you to more efficiently and effectively complete the annual self-evaluation (to be distributed in late fall 2020). Please use this template to briefly summarize activity as they relate to the revised performance standards:

1. *Broad-based Community Commitment* – Community support is evident as certain businesses are thriving and some others “getting by.” One of those is our women’s consignment shop, Haute Stuff, whose owner stays extremely busy and says business is great. She works very hard in maintain a steady flow of social media posts about her business. Our new artisan pizza place, Downtown Pizza & More, is struggling with community awareness of his location, despite installing a great-looking new sign. Main Street has shared some ideas with them for this. One of our florists, Cheryl’s has stayed busy, although attributing this partially to more funerals
2. *Leadership & Organizational Capacity* – Once again, flexible with no meetings in June, August and September due to no new business requiring meetings. Decisions are being shared via email and telephone such as for a fundraising afghan we are ordering.
3. *Diverse and Sustainable Funding* – We have been approved for a grant through our city’s economic development department this year. We are going to be selling, online for the first time, a woven throw featuring our new mural. We will be falling back on fund balance due to cancellation of our biggest fundraiser, the Wine Train, due to COVID and looking for more fundraising opportunities.
4. *Strategy-Driven Programming (Community Transformation Strategies)*- Improvements are continuing to be made downtown with Main Street approving two incentive grant requests for this quarter.
5. *Preservation-Based Economic Development* – Our Landmark Commission approved three requests for certificates of appropriateness during this quarter. One was for a new sign for a new pizza shop and the other for replacement of windows in two of our shops downtown. The third request was for a new ATM island in the parking lot of a bank in our historic overlay district. A meeting was held via MS Teams by Meat & Hunt to inform Landmark Commission about the historic resources survey. Visits by

surveyors in July and again in September were well publicized, receiving welcome positive comments from the public on social media about our town.

6. *Demonstrated Impact & Result* – One of the CoAs requests, the new sign, has already been installed and, although not as historic-looking as we'd prefer, does coincide with the business' branding and is a fresh, attractive addition to that area. Another business next door, the locksmith, has just begun the process for some improvements to the front of his building! Also, I submitted two entries in the Texas Downtown Association Awards and our town has a finalist for Best New Construction of a building in our Main Street District!

<https://www.mainstreet.org/mainstreetamerica/theapproach>

“The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district’s economy.”

We have adopted and articulated our Main Street strategy or strategies Yes No

Please summarize your strategy or strategies:

It remains to assist and market our businesses and downtown in any way possible while maintaining the historic nature of our downtown.

How do you expect COVID to impact these strategies/your work? We have only had three meetings among the three boards under Main Street during COVID, impacting the connection among our members. Efforts for gatherings over 10 must receive permission from the mayor to occur and while some people still are still self-isolating, some say we need some activities. Main Street pays for a horse & carriage ride at Christmas time; all but one carriage operator in our region has closed. Social distancing will make it difficult and awkward to accomplish this but, this is such a beloved event, we're looking at how and if we can make it happen. The same situation exists for “Santa Day” at our museum which typically attracts hundreds of children during a three-hour period. Very beloved, very questionable.

Please provide a brief description of activity below. Use as much space as necessary. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if desired. (not required)

ECONOMIC VITALITY. *Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.* **How has COVID impacted downtown/your program’s work in this area? Have you changed course? What do you expect for the future?**

It slowed opening by two businesses that had planned to open just as the pandemic began. We have worked to inform our businesses about funding opportunities and been their line of communication on other subjects, many COVID related, and have received appreciation from some. I feel this has improved our relationship with some of our businesses.

DESIGN. *Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Please provide images/descriptions on separate pages for any physical improvements completed during the quarter (before/after). These should also appear in your reinvestment reports.* **How has COVID impacted downtown/your program's work in this area? Have you changed course? What do you expect for the future?**

We haven't changed course but have slowed down on steps towards ideas such as a gateway sign and new Christmas decorations to focus our assets more on needs during this time.

PROMOTION. *Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.* **How has COVID impacted downtown/your program's work in this area? Have you changed course? What do you expect for the future?**

We have promoted our individual businesses during this time, our museum and work occurring at Iron Horse Square to remind the public of places they can enjoy during this time. Iron Horse Square Highway signs were ordered utilizing a county grant from hotel occupancy taxes to post on U.S. Highways 69 and 80.

ORGANIZATION. *Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.* **How has COVID impacted downtown/your program's work in this area? Have you changed course? What do you expect for the future?**

Main Street appreciates strong ties with Mineola Economic Development Corporation, Mineola Mayor and City Council, the Chamber of Commerce, Wood County Economic Development Corporation, as well as support by the Meredith Foundation, Wood County Monitor, KMOO Radio, local businesses and our community.

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