



ANNUAL MAIN STREET PROGRAM ACCREDITATION

To: Staff and Boards of Texas Main Street communities

Date: November 24, 2020

Report due date: **Friday, January 15, 2021**

As referenced in the November 24, 2020 listserv email that accompanied this report, due to COVID impact:

- If you were Accredited for the 2019 report, your program will be Accredited again this year as long as you can show in the updated report that your program has not gone COVID dormant. Please set aside time at upcoming board meetings to review last year's report and provide updates as needed or reference information already submitted in the quarterly Activity reports. If applicable, all self-evaluation scores can remain the same.
- If you were not Accredited last year, please update the report with your board. While it may not result in the program becoming Accredited for the current year, you would still be considered a Main Street America Affiliate program.

Foundational elements/strategy areas of the new National Accreditation **Standards of Performance:**

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

Due to this reporting, a 4th quarter 2020 Activity report is not due. (Year-end Reinvestment reports/4th Quarter are due January 10, 2021)

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

Mineola Main Street CITY / PROGRAM NAME

- 1 = We do not do this.**
2= Marginal performance. We do not consistently do this.
3 = Average performance. We do this, but there is general agreement improvement is needed.
4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Items not presently possible/expected due to COVID impact are crossed through.

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	5
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	5
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	5
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	5
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	5
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	5
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	5
Self-evaluation score, this section	

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. <i>(Budget detail under Strategy III)</i>	5

4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	5
Self-evaluation score, this section	

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	4
Self-evaluation score, this section	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. <i>(Refer to similar questions under A.)</i>	5
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. <i>(Refer to similar question under A.7.)</i>	5
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	2
Self-evaluation score, this section	

STANDARD I TOTAL SECTION SCORE _____

Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Broad base of supporters - The Wine Train has been Main Street's largest fundraiser and was less than a month away when the excruciating decision was made to cancel it in March. Due to reason for the cancellation, and out of respect for our devoted customers, we refunded all purchases. In previous years we had had a waiting list for tickets, but this year was not the case due to an increase in cost to us from Amtrak which we'd passed along to customers and also the oncoming pandemic. We had support from the State, TDA provided wineglasses, volunteers and businesses who were poised to participate. When it is not considered a public safety hazard to congregate, Main Street will look at the possibility of holding the fundraiser again and if not this, some other event.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	1
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	5
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	5
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	1
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	1
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	N/A
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5
Self-evaluation score, this section	

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	5
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	3
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	4
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. <i>(i.e. annual retreat, quarterly meetings etc.)</i>	1
5. Volunteers not in board leadership roles also receive orientation and training.	1
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	3
Self-evaluation score, this section	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. <i>(Note: see related questions under Standard III)</i>	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager’s supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	5
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	4
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
8. Quarterly Activity reports as required in the contract are consistently submitted. <i>(Note: No 4th Q Activity report due to this submission. 4th Q reinvestment reports due January 10, 2021)</i>	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization’s priorities, areas of focus and involvement, and to drive the program’s work.	5
2. The mission statement is highly visible and promoted in the program’s online, printed communication tools, and projects and activities.	5
3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	4
Self-evaluation score, this section	

STANDARD II TOTAL SECTION SCORE _____

Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program’s COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online. Our Vision and Mission have not changed during Covid: Vision – Mineola Main Street envisions downtown programs to preserve the natural, historic, economic, and cultural heritage of our downtown district for public benefit and at the same time to increase understanding and appreciation of our local heritage. It is to aggressively promote and market our Main Street district as a destination with its unique history and characteristics. Mission – Our mission is to use the Main Street Four Point approach to make Mineola a vibrant center of economic and cultural activity. The an Street Program is the vehicle that will build public and private stakeholders, rekindle community pride, capitalize on the unique physical assets and its heritage to encourage downtown revitalization and investment.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

Please explain budget adjustments due to COVID here. We concluded FY20 without the projected \$18,000 profit from the Wine Train which was cancelled due to Covid. Finished FY20 with \$15,233 in expenses over revenue but with a net \$23,138 carryover. We projected only \$6,500 revenue this year, which includes a \$1,000 pledge by MEDC for Farmers Market. We were later approval for an additional \$5,000 MEDC grant that wasn't included in the budget. We did not host carriage rides at Christmas, saving \$750 and instead utilized a "hopping Johnny" to give hayrides and on which the board rode in the Christmas parade. Marketing is contributing \$4,500 (prior years \$5,000) due to decrease in HOT tax. We plan to hold fundraisers as soon as feasible and safe. We are not ask businesses for sponsorships at this point.

A. The Main Street Program Has **Diversified Funding Sources.**

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	5
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	5
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	5
Self-evaluation score, this section	

B. The Main Street Program Has **Sustainable Program Operations.**

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	5
2. Work aligns with financial capacity.	4
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	4
4. The budget adequately covers programming and activity expenses.	3
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	5
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	<i>n/a</i>
9. For urban non-profits: There has been an independent financial review in the last 12 months.	<i>n/a</i>

STANDARD III TOTAL SECTION SCORE**STANDARD IV. STRATEGY-DRIVEN PROGRAMMING**

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a Vision for the future of District and Defined Strategic Direction for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	5
2. We have up-to-date district market, economic and demographic data.	5
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	5
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	1
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	4
Self-evaluation score, this section	

B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	4
2. We are (<i>please indicate which one</i>) exploring / have begun / have adopted a Transformation Strategy plan of work.	4
3. Our work plan has activities across all four points of the Approach.	5
Self-evaluation score, this section	

STANDARD IV TOTAL SECTION SCORE

Please submit your current work plan as a separate document. To allow us to provide assistance as needed in 2021, please answer the following:

- Our work/action plan reflects what was in place before COVID and we expect it will need to be adjusted during 2021.
- Our work/action plan reflects what was in place before COVID but we DON'T expect that it will need to be adjusted during 2021
- Our work/action plan has been adjusted to reflect anticipated post-COVID proposed activities
- Other _____

Reference: [Main Street Transformation Strategy planning model \(Planning for Recovery\)](#)

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	5
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes <u> </u> No <u> </u>	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	4
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	5
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	5
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	5
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	4
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	5
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	5
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	1
13. We are actively working to become live/public on DowntownTX.org.	3
Self-evaluation score, this section	

STANDARD V TOTAL SECTION SCORE _____

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during 2020, with before/during/after images and a brief description of the work. This can include investment pertaining to COVID responses.

Sweet Magnolia Vintage, 122 S. Johnson, window trim replacement, exterior & awning painted.

Before

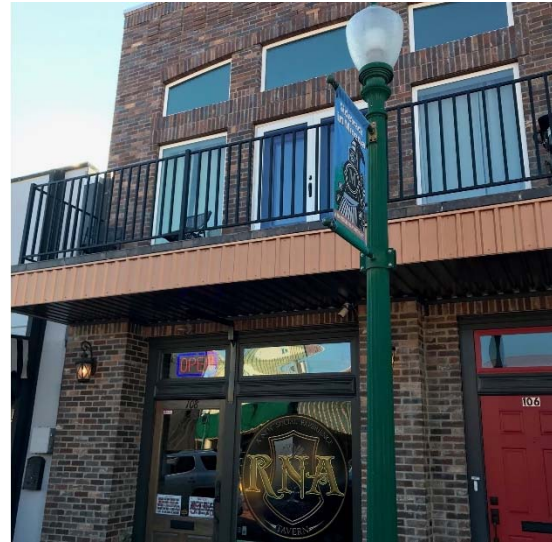


After

This project was supported with a Main Street grant.



RNA Tavern, 108 S. Johnson St., opened this spring after owner James McPherson spent months carefully renovating his property, largely on the interior. Main Street approved a \$1,500 grant for the awning added for protection of and comfort on the balcony. The owners sometimes stay overnight on the second floor. Since they don't serve enough food to be considered a restaurant, the business was closed approximately one month after opening due to Covid. When bars were reopened, but then shut down shortly after again, James said it cost him more to reopen at that time than to remain closed. He didn't reopen when restrictions were loosened for partial capacity, hoping to be able to wait until full capacity is allowed.



Before & After renovation. Below right shows awning.





During the short time it was open RNA Tavern was undoubtedly a destination business in Mineola.



This was a sign project at 104 N. Johnson Street for which Main Street approved a 50/50 grant of \$224 for a new sign to replace the one that was had gotten weathered. Unfortunately, COVID created a hardship for the business owner, musician/instructor and he moved outside of the Main Street District to another location during the last quarter.



A Main Street grant of \$1,200 was awarded for the sign for this new business that opened in the Uniques & Antiques building at 124 S. Line St. in the 3rd Quarter. A restaurant and tavern were added to the south end of the antique mall and former feed store. The warehouse interior was extensively redone utilizing open space and lots of barnwood. A stage for musicians and karaoke was built. At far left, in what was formerly an exposed storage area, a porch was built for open air dining and the opportunity to enjoy the trains that frequently pass through. The owner is capitalizing on the train theme in his establishment. Since it is in the Historic Overlay District, the owner's plans for exterior changes to the building, including developing the former loading dock into the restaurant entrance, were reviewed and approved by the Landmark Commission.



A glimpse of the interior under construction at The Line.



Lake Country Locksmith, 128 W. Broad, received a \$810 grant for a new awning. Their reinvestment included a new roof. Next door is a private reinvestor, Downtown Pizza & More, 118 W. Broad, who invested approximately \$20,000 in preparing this small location for their artisan crust pizza restaurant. The Landmark Commission reviewed and approved this sign. This business' opening was delayed by Covid but the pizza has become so

popular with the community, the owner has already signed papers at a larger location where he also hopes to offer alcohol. He plans to move this spring to N. Johnson Street.



The original sign from the Collins store, one of Mineola's prominent downtown businesses from the 1950s-1990s was obtained by Mineola Historical Museum and repaired. Our Museum Coordinator Sharon Chamblee also had artists Wanda Dubbs and Tabitha Morgan paint bricks to recreate the exterior of the store and arranged a display. This was a \$5,611 expenditure using funds received from the Meredith Foundation.









Improvements at Iron Horse Square have included highway signs at three different locations utilizing grant money from Wood County Economic Development commission. A water tower replicating the one that once stood in the center of town was designed and built by volunteers. And a metal train silhouette purchase, painting and installation at Iron Horse Square were part of the permanent improvements financed with a grant from the Meredith Foundation in 2020.



Grants from various sources were utilized to install more reliable and energy efficient lights in the Mineola Transportation Plaza and Amtrak Depot. A Sanborn map display has been installed and improved lighting for that area is planned.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS.

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	5
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	5
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President’s Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	3 – grants
5. Downtown is generally viewed as an active marketplace which the community supports.	5
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	4
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. ‘Hobby’ businesses have decreased over time.	4
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	4
9. Property owners see a positive return on their investments.	4
10. Downtown’s occupancy rate has increased over time, including second floor uses.	4
11. Downtown has destination businesses.	5
Self-evaluation score, this section	

STANDARD VI TOTAL SECTION SCORE _____

-end-