



# 2021 Quarterly Local Program Activity Overview

Submit with each quarter's Reinvestment Report

**PROGRAM NAME:**

Mineola Main Street

## THIS REPORT COVERS:

- QUARTER 1 (covering January-March, due April 10<sup>th</sup>)
- QUARTER 2 (covering April-June 2020, due July 10<sup>th</sup>)
- QUARTER 3 (covering July-September, due October 10<sup>th</sup>)

*(Your QUARTER 4 Activity will be part of the annual report/ Community Accreditation Standards that will be due in December 2021.)*

This Activity Report aligns with the national office's new Community Accreditation Standards (the former 10 Criteria), which Main Street communities nationwide will now submit to their coordinating programs as the annual report at the end of each year. That evaluation is now a strong component of determining National Accreditation. Using this activity template, local programs should briefly summarize activity as they relate to the revised standards, which outline general guidelines for performance:

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

Using this new Quarterly Activity template, you should be able to more efficiently and effectively complete the annual self-evaluation (to be distributed in late fall 2020). Completion of these quarterly activity reports, and the annual report, should be a joint effort of both staff and board. This template should not just list activities or board/staff meetings; it should show how the program's work/activities in its plan of work drives strategies and alignment with the standards (or working toward that). For those that have not yet adopted transformation strategies, this report should help in that process. Regardless of your program structure or process (i.e. traditional committees, task forces etc.) evidence that your program adheres to the Main Street Four Point Approach™ should be evident, as this remains the foundation of our work and the nationwide success of the Main Street movement.

<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 Transformation Strategy or strategies  Yes  No

Please summarize your strategy or strategies:

We are focusing on fundraising and grant applications for our program to continue to encourage improvements by businesses in our Main Street District.

Our work is completed through:  Traditional four-point committee model  Task forces/Project committees  
 Other  Combination

Please provide a brief description of activity below. Add summaries, images, sample media coverage etc. on an extra page(s) to further describe activities if needed. (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*

During the second quarter of 2021, our Main Street Board members have considered and approved three incentive grant requests in the last quarter. They support reinvestment improvements in our district post-Covid.

## DESIGN

*Please provide images/descriptions on separate pages for any physical improvements completed during the quarter (before/after). The data should also appear in your reinvestment reports.*

*Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.*

During this quarter, our nine-member Landmark Commission under Main Street has considered and approved three applications for Certificates of Appropriateness in our Historic Overlay District. All included new signs for new businesses. One includes the reworking of doors in a downtown shop that was rebuilt after it had burned several years ago. Another is for reworking of an entrance to allow an inset, patio area which appears to have possibly been part of the original 1930s structure. The work on all of these businesses will improve the appearance of our downtown.

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**PROMOTION**

<p><i>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.</i></p>	<p>Main Street worked to help inform the public through the city's social media of two concerts occurring in our district during June; events by civic organizations that enhance the quality of life; Covid testing and vaccination opportunities in our city; hiring events; as well as a new business', Everlee Jane, ribbon cutting. We have provided information about repairs to our Veterans Memorial which was damaged in a vehicle accident in February, and also about a visit of the Gold Star Tribute Wall the first weekend in August (see below for more info).</p> <p>The Main Street Board held a photo shoot one morning at each of our grant recipients for this fiscal year to increase awareness of our organization and what it does, as well as to promote our businesses and their admirable efforts to improve their properties and our downtown at the same time.</p> <p>Our new Marketing/Tourism director, Owen Tiner, is steadily placing advertising in a variety of media, as well as establishing our presence on Twitter, marketing Mineola and Main Street. He is also in charge of the exhibition of the Gold Star Tribute Wall in Mineola Aug. 6 – 9. The wall honors our fallen military from the Gulf, Iraq and Afghanistan Wars. Mineola will be its only stop in Texas and the names of soldiers who died at Ft. Hood in the mass shooting in 2009 will be added while it is here. It will be at our Veterans Memorial, which is having new sprinklers installed and being relandscaped, in our Main Street District.</p>
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**ORGANIZATION**

*Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.*

We have welcomed two new board members who bring great life experience, enthusiasm and energy and who are engaged, involved and willing to help our organization as we continue through our plan of work. We have considered various events, activities, and holding them downtown, as well as the possibility of holding another Wine Train. One of our members is currently working diligently with Amtrak to set up that event again to raise badly needed funds for our program.

Submit to: [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov)

*Thank you!*



Miss MHS Alyssa Lankford helped Main Street, not only as a volunteer in two fundraisers for the Museum Board, but also in promoting our fundraising tapestry throw. Covid shut down the plant manufacturing it, delaying delivery which prevented the selling of it before Christmas. Summer sales are slow but we look forward to sales picking up as we approach cooler weather and shopping seasons.





A group of local musicians, Mineola & area graduates and now retirees who love to play music named their group Blue Mud Bone and offered to put on a concert in downtown Mineola the evening of June 17. Despite it being one of the hottest summer evenings so far, this group attracted approximately 150 fans to the brick streets of downtown as they played music. It was a fantastic and authentic first downtown Mineola celebration after re-opening from the pandemic!



The majority of the audience sat across Commerce Street from the Gazebo to enjoy the shade of the buildings, but they didn't wilt as Blue Mud Bone played Vietnam-era songs, bluegrass and even some of today's favorites hits.





The First Baptist Church hosted “Revival in Belfast” featuring their choir AND Irish musicians playing traditional instruments in this Night of Praise on June 25. It was held on the stage in Peterson Park on North Johnson directly across the street from the church building. The park is the home to a huge magnolia tree that is the pride and joy of our town and former location of the historic Hart Home which was destroyed in a fire set by an arsonist.



Christi Gully celebrated the opening of her classic, vintage and gift shop at 103 South Johnson Street in mid-June. Christi is a former Main Street Board member and our program is looking forward to great times ahead working with this new business owner. Our board provided an incentive grant for her sign and renovated double doors.





Another Main Street incentive grant recipient was Gene's Photography at 123 W. Broad Street, which was also one of only 67 Heartbeat of America Grant recipients in the United States. It is the oldest family-owned business in our downtown district and some of our Main Street Board members were happy to present Owners Gary and Lisa Bright with a big check.



The Gold Star Tribute Wall will be on display on Commerce Street in downtown Mineola Aug. 6, 7-9 p.m.; Aug. 7, 8 a.m. - 9 p.m.; Aug. 8, 8 a.m. - 9 p.m. and Aug. 9, 7 a.m. - 9 a.m. This will be the only stop in Texas and City Hall has received calls from families from other states about where they can stay when they come here to see it. Our town is proud to be able to have a part in this event in remembrance of the troops who paid the ultimate sacrifice for our country.