



2021 Quarterly Local Program Activity Report

Submit with each quarter's Reinvestment Report

PROGRAM NAME:
Mineola Main Street

THIS REPORT COVERS:

- QUARTER 1 (covering January-March, **due April 10th**)
- QUARTER 2 (covering April-June, **due July 10th**)
- QUARTER 3 (covering July-September, **due October 10th**)

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

APPROACH: This Activity Report aligns with the Performance Standards upon which Main Street communities nationwide will assess themselves at the end of each year. That assessment is a *central component* of determining National Accreditation. Using this activity template, local programs should briefly summarize activity as they relate to the six 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*

REMINDERS:

- 1) Completion of these quarterly activity reports, and the annual report, should be a **joint effort of both staff and board**.
- 2) Please do not simply list activities or meetings; instead, your activities and reporting **should reflect the six Accreditation Standards** AND demonstrate how your activities propel your community forwards within the framework of your adopted **Transformation Strategies**.
- 3) Regardless of your program structure (i.e. traditional committees, task forces etc.) evidence that your program adheres to the **Main Street Four Point Approach™** should be evident, as the Four Point Approach remains the foundation of our work and the success of the Main Street movement.

TRANSFORMATION STRATEGIES:

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown's economy. Communities typically adopt 1 to 3 (maximum) transformation strategies. In general, each strategy should be relevant for at least 3 years.

We have adopted and articulated our Main Street Transformation Strategy or strategies Yes No
Please list your strategy(ies) – up to 3:

Our goal is to support our Main Street District property owners and businesses, particularly financially as we are able, with exterior and sometimes needed structural improvements to their property to benefit the entire district.

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

Our Main Street Program has budgeted \$10,000 in incentive grant reimbursements to businesses that apply for and complete approved exterior façade and sometimes structural improvements. We are working on new fundraisers to raise funds and held a Cornhole Tournament in downtown. It was a small fundraiser but did raise funds and created fun in our town around our businesses. We will be responsible for downtown Christmas decorations again this year which are a highly popular attraction in our town. We also help connect potential business owners with available properties in downtown and with great assistance from our Marketing Department, publicize news about businesses to help increase public awareness and the success of the businesses.

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.

It was a quiet quarter in this area. A grant was approved for a property owner only repainting their property the same colors and replacing the torn awning of the same color. It did not need design approval since it was maintenance. The only other significant event during this quarter was a request for a sign by a man opening a smoke shop in one of our most visible locations in town. He was planning to install a backlit LED sign but fortunately, we were able to instruct him that the sign couldn't be backlit and only downlit. He also had numerous LED lighted signs he planned to use in his windows that our code enforcement officer informed him were against city code and which he is not using. We have nothing in our zoning prohibiting a smoke shop from opening in our historic district. We are currently reviewing an application for a secondary wall sign restricted in size in proportion to the size of the wall, which is a large one unfortunately.

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.

Main Street continues to have oversight of the weekly Farmers Market which will end its regular season at the end of this month. It's located in a pavilion in downtown. The Landmark Commission is currently decorating for Halloween at Iron Horse Square for special holiday runs the last three weekends of this month. And Main Street hosted a Cornhole Tournament downtown on a brick street downtown during the chamber of commerce's Iron Horse Heritage Festival in September. Landmark also hosted a Hobo Special with hot dogs and root beer floats kicking off the festival. Our museum is bedecked for autumn and is open to visitors most Thursdays through Saturdays.

ORGANIZATION

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

The members of the advisory boards under the umbrella of Main Street Program continue to utilize their ties in the community, obtaining sponsorships and prizes and at times organizing other volunteers to obtain sponsorships. Our Main Street vice chairman asked a local bank about sponsoring our Cornhole Tournament. While that bank was not able to do so, an officer with that bank did find us another sponsor who was our title sponsor for the event. We also have board members, and the programs' director, who serve on other organizations that increase awareness of efforts and activities on numerous fronts. Board members of each advisory group advocate for their boards.

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

Thank you!

The work done on this building represents a rare exception to Main Street's practice of only approving grants for façade work. The owner of this building was facing a \$37,000 bid to replace the roof, in addition to the repairs and painting of the bulkhead, window sills, doors and new awning. Last year, the property owner replaced the windows, shards of which had fallen and torn the previous awning. The location, 113 East Broad, houses a thriving unique business, Lost Creek, a gift shop that caters to outdoors enthusiasts, particularly birders. So the Main Street Advisory Board approved the property owners' request to help with some reimbursement of the roof work as well. This is the finished façade, completed just in time for the Gold Star Tribute Wall visit August 6-9, 2021.



Main Street quickly mobilized when it was certain that this year's Iron Horse Heritage Festival would be held. The Main Street Cornhole Tournament got started around 10:30 a.m. on September 25 on the red bricks of North Johnson Street. Eight sponsors provided support ranging from the \$500 title donation to \$20 for prizes. Most of the Main Street Board, plus some other volunteers, were on hand to support this first-time event. Eleven teams participated and two brothers won the \$200 first prize. The board raised approximately \$1,100.



The Hobo Special was hosted by the Landmark Commission, under the umbrella of the Main Street Program, on Friday evening, September 24 and kicked off the town's Iron Horse Heritage Festival. The Farmers Market Pavilion was made festive by some fantastic decorations provided by a board member who is a florist. Part of the board members showed up extra early to help decorate. The Commission served approximately 100 hot dog meals (featuring delicious all meat dogs from our local packing company) and root beer (or Coke) floats to visitors. The Mineola Middle School Choir sang train songs. The Commission raised approximately \$1,150 with this event.



You might say folks in Mineola were excited about the advent of fall. Our Mineola Historical Museum which is located in the town's former post office represents that excitement. The old loading dock is a showpiece for a cheery and festive ode to the arrival of fall.

