



# 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 10<sup>th</sup>**)
- QUARTER 2 (covering April-June, **due July 10<sup>th</sup>**)
- QUARTER 3 (covering July-September, **due October 10<sup>th</sup>**)
- QUARTER 4 (covering October-December, **due January 10<sup>th</sup>**)

**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*
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 Performance 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 Approach™** should be evident, as the Four Points remain 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:

We are in the process of doing this after a retreat in March when the Four Points and Transformation Strategy were discussed. Improvements are tangible goals - repainting our depot and caboose and refurbishing an unused information kiosk by our depot and establishing a new fundraiser. We are looking at an event that would appeal to our Wine Train market with wine tasting, meal and entertainment and a separate event building on this past year's Cornhole Tournament.

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 this quarter Main Street welcomed some government grant funds for revenue loss due to covid. The \$10,000 will help our board continue incentives to businesses for exterior improvements, to replace worn-out Christmas decorations and to help hold new fundraisers. Our city has enjoyed increased sales taxes during the past several months, some slight and then months such as the April rebate, which was a 32 percent increase over the same reporting period last year, based on sales in February. One of our tremendously successful restaurants, Cowburners, has purchased a property from our economic development corporation and is planning to add a second business, a brew pub and brewery which we feel will further enhance our downtown district, particularly for tourists. Owners of a successful pizza restaurant decided the food business was too grueling for a family-run operation. They closed that and opened Lulu's Family Outfitters with western boho clothing for the entire family in the same location on N. Johnson. We enjoy and appreciate a very good working relationship with Mineola Economic Development Corporation.*

### DESIGN

*Please provide images/descriptions, with addresses, on separate pages for any physical improvements completed during the quarter (Ideally, you will submit before & after photos.) 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.*

The signs and awning are computer renditions but this photo shows the previous condition and footprint of 118 East Broad Street. The building owner found plans that revealed that the flush exterior façade was not a load bearing wall and was believed to be an addition at some point. The changes to this medium historic value rated property (according to our 2021 Historic Resources Survey by Mead & Hunt) were reviewed and approved by our Landmark Commission in May 2021, when outdoor seating became particularly desirable due to social distancing due to covid. The owner spent nearly a year in renovation and completely redoing the building, complete with public restrooms for which he has a sign by the door. The owner had aimed for the awning to match the colors in his branding, which wasn't a 100% match. Reactions to it were mixed, with the majority liking it and noting that orange is one of our school colors.

New business owner Jen Crutcher with the assistance of her husband Chris repainted the windows, framing them in black, as well as the previously painted brick bulkhead; removed curtains behind the transom windows and generally brightened and opened up the storefront. These changes to this high historic value property were approved by the Landmark Commission, and the Periwinkle Shoppe opened in late February. The building owner also updated the electrical system.

## **PROMOTION**

**Numerous social media posts for our businesses that have an online presence (and some for those who don't) have promoted our Main Street businesses/economy during the first quarter. Those included the opening of two of our new businesses. Our community newspaper, Wood County Monitor, is very supportive in promoting on our Main Street District. Our local radio station, KMOO, also provides air space for a monthly interview about our activities and the**

**social media presence of Wood County Now has been extremely helpful in providing information for those who want to know things now.**

*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.*

**ORGANIZATION**

**Our Main Street Board was able to hold a planning session this month at one of our newer board member's homes. Our board spent three hours on a Saturday morning reviewing the Four Points, hearing an overview of the Transformation Strategy, setting goals and discussing fundraising. We have also welcomed a new member, a woman who owns a successful business in our town and daughter of our first Main Street Board chairwoman. We feel she'll be a great asset to us.**

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

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

*Thank you!*







