



# 2022 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 working toward a common goal of helping our Main Street Community and businesses through our program with grants/economic revitalization, promotions, some organizational and design approaches.

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

<p><i>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</i></p>	<p>The Main Street Board approved awarding two incentive grants in the last quarter. One was for a new business opening in a blighted block of our main street in downtown. Another was for something for which we normally don't give grants. Our Chamber of Commerce building had a sewer backup. We normally only give grants for façade or important structural improvements. Our board opted to award this due to the Chamber being a non-profit in a rebuilding stage, after a great deal of turnover and shutdown aftermath. It is also one of our most prominent and beautiful historic buildings. Our MS Board approved a grant to go toward replacement of the flooring in the chamber basement. We feel the small amount is representative of an immeasurable amount of goodwill between the two organizations.</p>
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## 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.*

<p><i>Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.</i></p>	<p>For our city's sesquicentennial celebration, we painted a mural of the 150<sup>th</sup> logo on a deteriorating brick wall that faces our railroad tracks and working Amtrak station. The wall was not a previously exposed wall. We also repaired and repainted our depot. Commemorative bricks that have been needing replacement since TxDOT reworked the highway several years ago were finally replaced and worked into a sidewalk. An area originally designed for brick sales, for which it was later decided there wasn't a market, was completed and filled with a herringbone pattern. And the Veterans Memorial area, which the city inherited its founders have passed away, was repaired and neatened up.</p>
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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>The volunteer boards under Main Street (Landmark Commission, Museum and Main Street Board) participated in several Christmas activities. The Commission decorated Iron Horse Square and ran free Mini Train rides on the first three Saturdays in December. We gave 952 rides and hosted Santa Claus on the last run. It also hosted a Tour of Homes, the first since 2019. The Museum continued its tradition of hosting the Santa House, begun decades ago by legendary Amtrak Conductor, the late Zeb Love. When Love grew unable to continue, a local fellow took up the call and Love's little house was moved to the Museum property where it is maintained and decorated. Funds raised by the Museum Board and Santa Claus helper Jeff Hurley's frugal efforts enable every child to be given a new toy. The Museum's decorations this year were literally "over the top" as multiple decorations beckoned passersby to look up. The Main Street Board, with assistance of 11 merchants and individual donors, hosted carriage rides again for the first time in three years. And the Main Street program partnered with Marketing on a punch-card promotion, "How Sweet It Is," promoting the sweet shops in our town. The winner got tickets to the Dallas, Philadelphia Christmas Eve game which were donated by Grandma Cleda's. All businesses donated gift cards. We saw approximately 100 participate in this first-time promotion. Main Street also brought back the Christmas Window Decorating Contest and saw great participation by our merchants. Winners were promoted on social media and our local newspaper.</p>
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## ORGANIZATION

<p><i>Creates a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.</i></p>	<p>With the terming off of two long-time members, the Main Street Board and our City Council approved two new members. However, within the month, one of them had a change of heart and said she wouldn't be able to serve on the board. We have space for nine members but aren't hurrying to fill the final position. Our new members are bringing their energy to our board. Our program enjoys great partnership with Mineola EDC, Tourism/Marketing; support by our Mayor and City Council and works with the Chamber of Commerce. Under Main Street, the Landmark Commission continues to move forward on phases of our heritage train park, capitalizing on grant funds received.</p>
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Submit to: [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov)

Thank you!



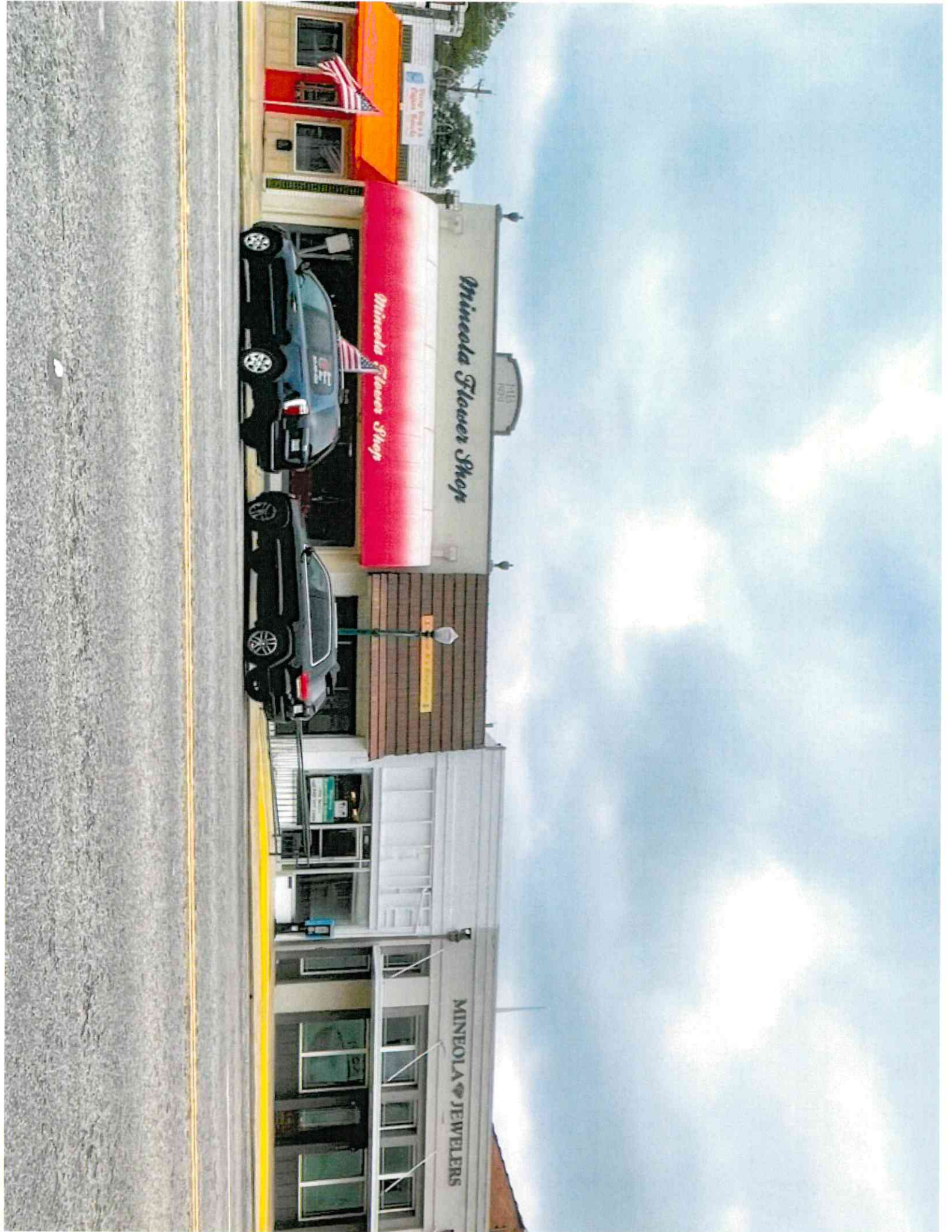












Minicola Flower Shop

Minicola Flower Shop

MINEOLA JEWELERS

Phone: 866-344-3444  
Fax: 866-344-3444



MB  
1929

*Flower Shop*

*Flower Shop*

*Alley Cats*  
SHACK











MATCH

ROBERT S. MEEHAN  
MISS  
1955-1983

KIM SUTTON  
MISS MAIN STREET  
1955-1983

LACY CLARKE  
MISS MAIN STREET  
1955-2000

JENNIFER LEE  
MISS MAIN STREET  
2000-2001

MISS MAIN STREET  
1955-1983

MISS MAIN STREET  
1955-1983

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1955-1983

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1955-1983

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1955-1983





VETERANS MEMORIAL PARK  
CORPORATE SPONSORS  
AND  
DONATIONS

THE MEREDEL FOUNDATION  
EAST TEXAS BRICK COMPANY  
7 COCHRAN AMERICAN LEGION POST 296  
TEOLA CHAIRS OF COMMERCE  
COLA ARET FORMER MARINES  
ZABETH D. ENGLISH CHAPTER

MINEOLA OPTIMIST CLUB  
MINEOLA KIWANIS CLUB  
MINEOLA ROTARY CLUB  
VFW POST 7523  
SLAYTON DIRT  
MINEOLA PIPE AND STEEL  
CITY OF MINEOLA  
UNION PACIFIC RAILROAD  
OMNI SERVICES

MINEOLA CHURCH OF CHRIST  
BETTYE BALLARD DESIGNS  
ENGLISH FUNERAL HOME  
DALE AND TRAVIS BARNES  
GENE MORSE  
JOHN WAGGONER  
DORRIS MAGGRET AND THE C.B.I.  
TOM BEASLEY  
HAROLD PLUNK  
PETTY SPRINKLER, INC.

MEMORIAL TO PAST  
AND FUTURE VETERANS  
HARVEST CARE CENTER  
FRED P. ALLRED  
ROBERT C. ALMOND  
CHARLES S. COX  
BEN F. HONEYCUTT  
JAMES C. McCLAIN  
RICHARD W. STROLE  
CHARLES K. YOUNG

JACKSON McDUAR  
SGT WWII US ARMY  
44TH DIV 63RD ENG

WAYNE RICHIE  
US NAVY  
WWII

JERRY M. RAPP SP5  
US ARMY 1960 66  
SIGNAL CORPS

ERNIE FRICHARD  
US NAVY CPD  
WWII 1-42 1-45

SYBLE A. MASSEY  
US NAVY WAVES  
1942 1945

TSGT GRANT M.  
TURBEVILLE  
REF. 1941 62  
USAF

JOHN DAVID COWAN  
ENS US NAVY WWII  
MIA 1-2 44

LEONARD DENISON  
USMC WWII  
SO. PACIFIC 41-46

ILT GAY CHABOT  
ARMY NURSE CORPS  
RESERVE

US AIR FORCE  
AIC JACK USSEBY  
DESERT STORM

STAFF SERGEANT  
JAMES ALFRED RAY  
AIR CORPS WWII

ANNM3 US NAVY  
GLENN TROTT RAY  
NAVY PILOT WWII

JAMES C NASH  
US NAVY

CHARLES DUECKLER  
NAVY

JIMMY E. DOGGETT

IN MEMORY OF

JOHN W. HEIDNER II

WM L PATTERSON







