



Main Street Advisory Board

Minutes of the Advisory Board Regular Meeting | 102 E Main Street January 6, 2025, 6 p.m.

1. Roll Call/Call to Order

The meeting was called to order at 5:59 by Denise Sartain.

Attendee	Title	Status
Denise Sartain	Chair	Present
Deb McEwen	Vice Chair	Present
Emily Gist	Secretary	Present
Tatiana Ambrosio	Board Member	Absent
Bryan Hale	Board Member	Present
Aaron Lynn	Board Member	Present
Patti Wilson	Board Member	Present
Wendy Adkins	Main Street Director	Present

2. Pledge of Allegiance & Texas Pledge

Pledges to the United States and Texas flags were said.

3. Discuss and possible action on the minutes from the January 6 , 2024 Main Street Advisory Board Meeting.

Patti Wilson motioned to approve December minutes, seconded by Debbie McEwen. Minutes were approved.

4. Discuss and possible action on Downtown Events Calendar for 2025.

Emily Gist motioned to approve 2025 events calendar, seconded by Bryan Hale. Calendar was approved.

5. Main Street Events 2025:

Easter: April 12th

- Cass is planning to be the Easter Bunny!
- Growing Sprouts for the Easter Egg Hunt?
- Reach out to Midway church for volunteers.

Flowerfest:

- Potentially discuss with Pilot Point Florist about helping out.
- Rooted In: Discuss possibly selling flowers at Flowerfest.
- Spring Creek/ Master gardeners/ Pilot Point FFA/ Parks and Wildlife: Check in about doing small educational seminars.
- All American Dogs to set up again. They had great success at the last event.
- Equi Hope and Sharkarosa possibly involved.
- The Chamber of Commerce will be doing flower seed planting.

6. Directors Report:

A. In February of last year, main street adopted a transformation strategy for dining and entertainment. Will be submitting a formal work plan to Main Street America.

- Economic Development: Recruitment of cornerstone businesses in vacant properties. Big Red and Farmers and Merchants Bank.
 - Big Red was purchased by the city. RFP will be closed this month in order to open a cornerstone restaurant.
- Promotions: Revamp the Main Street portion of the city website.
- Design: Based on the Downtown City Master Plan - Currently up in the air.
- Work with outside entities on events at the square. Continue partnering with the Chamber of Commerce and build on these relationships.

7. Adjournment

Emily Gist motioned to adjourn, seconded by Bryan Hale. Meeting was adjourned at 6:38 P.M.

Denise Sartain, Chair

Emily Gist, Secretary