



**MEETING PACKET
MAY 26, 2020
12:00 PM**

**VIRTUAL MEETING HELD TELEPHONICALLY
Phone Number: 346-248-7799
Meeting ID: 893 254 5413**



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**MAIN STREET ADVISORY BOARD MEETING
AGENDA – MAY 26, 2020**



**NOTICE OF REGULAR MEETING
OF THE HAMILTON HISTORIC MAIN STREET ADVISORY BOARD
OF THE CITY OF HAMILTON, TEXAS**

Tuesday, May 26, 2020 — 12:00 p.m.

TELEPHONIC MEETING

Phone Number: 346-248-7799

Meeting ID: 893 254 5413

Notice is hereby given that the regular meeting of the Hamilton Historic Main Street Advisory Board of the City of Hamilton will be held on Tuesday, May 26, 2020, at 12:00 p.m. by way of a virtual meeting. This meeting will be open to the public.

This regular meeting of the Hamilton Historic Main Street Advisory Board will be held telephonically in accordance with the order of the Office of the Governor issued March 16, 2020, to follow CDC and national guidelines to limit face-to-face meetings (also called “social distancing”) to slow the spread of the coronavirus (COVID-19). There will be no physical location for the meeting. The meeting agenda and packet are posted online at www.hamiltontexas.com.

The public dial-in number to participate in the meeting is: **346-248-7799**

The Meeting ID code to the public meeting is: **893 254 5413**

The public will be permitted to offer public comments as provided by the agenda and permitted during the meeting. A recording of the meeting will be made and will be available to the public upon written request in accordance with the Open Meetings Act. This notice is posted pursuant to the Texas Government Code, Chapter §551-Open Meetings.

AGENDA

- I. Call meeting to order
- II. Open forum for citizen's comments and questions (limited to five (5) minutes per person)
- III. Consideration and/or action to approve the Main Street Advisory Board April 28, 2020 minutes
- IV. Consideration and/or action to review Advisory Board Member vacancy
- V. Consideration and/or action to plan an Imagine the Possibilities Tour
- VI. Committee Discussions:
 - Organization Committee
 - Promotion Committee
 - Economic Development Committee
 - Design Committee
- VII. Main Street Manager Report:
 - Progress on DowntownTX.org, brochure, surveys, and collaborations with Texas Main Street
 - Upcoming Events

- Brainstorming on transformation strategy (what we want Hamilton and Hamilton Main Street to be known for) and work plan (implementation goals to create the transformation).

VIII. Board member comments and items to be placed on future agendas

IX. Set next meeting date: June 23, 2020

X. Adjourn

I, Joni Hoxsey, Hamilton Main Street Manager, do hereby certify that this Notice of Meeting was posted on the bulletin board of City Hall, 200 E. Main, Hamilton, Texas, at a place readily accessible to the general public at all times, on the 20th day of May 2020 at _____ and remained posted for at least 72 continuous hours proceeding the scheduled time of said meeting.

Joni Hoxsey, Hamilton Main Street Manager

This public meeting is accessible to all individuals, including person(s) protected by the American Disabilities Act. Any individual requiring reasonable accommodation must submit a request 48 hours prior to the meeting to the Hamilton Main Street Manager. For accommodations or other information about the Hamilton Main Street Program, please call 254-784-5610 or email mainstreet@hamiltontexas.com.



**MAIN STREET ADVISORY BOARD MEETING
MAIN STREET ADVISORY BOARD APRIL 28, 2020 MINUTES**



**MINUTES OF REGULAR MEETING
OF THE HAMILTON HISTORIC MAIN STREET ADVISORY BOARD
OF THE CITY OF HAMILTON, TEXAS**

Tuesday, April 28, 2020 — 12:00 p.m.

TELEPHONIC MEETING

Phone Number: 253-215-8782

Meeting ID: 991 7131 8907

The Hamilton Historic Main Street Advisory Board was called to regular session on April 28, 2020 at 12:08 p.m. with Main Street Manager Joni Hoxsey presiding by way of a virtual meeting. This meeting was be open to the public.

This regular meeting of the Hamilton Historic Main Street Advisory Board was held telephonically in accordance with the order of the Office of the Governor issued March 16, 2020, to follow CDC and national guidelines to limit face-to-face meetings (also called “social distancing”) to slow the spread of the coronavirus (COVID-19). There was no physical location for the meeting. The meeting agenda and packet were posted online at www.hamiltontexas.com.

The public will be permitted to offer public comments as provided by the agenda. A recording of the meeting will be made and will be available to the public upon written request in accordance with the Open Meetings Act. This notice is posted pursuant to the Texas Government Code, Chapter §551-Open Meetings.

HHMS Board Members Present:

Kevin Cude
James Eidson
Keith Gatewood
Grady Hooper
Chrissy Lane
Jim McInnis
Clay Tarpley

Ex Officios Present:

Sarah Bauman, Hamilton EDC Executive Director
Kim Hinton, Hamilton Chamber of Commerce Director
Joni Hoxsey, Hamilton Main Street Manager
Ryan Polster, Hamilton City Manager
James Lively, Hamilton County Justice of the Peace

Other Notations:

Doug Baker was present without feedback communication available
Kim Cooper lost connection before meeting was called

REGULAR SESSION

- I. Main Street Manager Joni Hoxsey called the meeting to order at 12:08 p.m.
- II. No public comments were made.
- III. Main Street Manager Hoxsey provided the minutes from the last regularly held meeting and

noted a change to add that the meeting adjourned at 1:22 p.m. No other changes were made.

Jim Eidson moved to approve minutes, Jim McInnis seconded. Board members unanimously voted by roll call to approve minutes as written.

IV. The Board considered the preliminary vision and mission statements.

- **Vision Statement:** After reviewing three options for the vision statement created through one-on-one meetings with Board Members and the Main Street Manager, a short discussion showed the option shown below as a favorite:

“The Hamilton Historic Main Street program preserves and enhances Hamilton’s history and historic architecture to be an inviting destination for small businesses, residents, and tourists to eat, play, shop, and explore.”

Clay Tarpley moved select the above option as our vision statement. Kevin Cude seconded the motion. Board members unanimously voted by roll call in agreeance.

- **Mission Statement:** The Board reviewed four options developed for the mission statement. Through discussion, the following option was considered most favored:

“We will utilize the Main Street principles of Organization, Promotion, Design, and Economic Development to preserve Hamilton’s small-town charm, promote our businesses and attractions, and encourage small business growth in our community.”

Discussion showed the Board felt the word “history” needed to be added and was considered either before “small-town charm” or “attractions”. To focus on promoting all attractions, Board discussion agreed to adding history before “small-town charm”.

Keith Gatewood moved to select the discussed option, adding “history and small-town charm”. Jim McInnis seconded. The Board unanimously agreed by roll call, voting the following revised mission statement:

“We will utilize the Main Street principles of Organization, Promotion, Design, and Economic Development to preserve Hamilton’s history and small-town charm, promote our businesses and attractions, and encourage small business growth in our community.”

V. Board members considered the roles and responsibilities of officer positions for one (1) year on the board. The board elected the following members to each position in the following manner:

- **President:** A job description was briefly discussed that the President shall preside over all meetings and work closely with the manager to develop agendas and perform Board Chairman duties. Jim Eidson nominated Doug Baker to serve as President. Grady Hooper seconded the nomination. No other nominations were made. Board members voted unanimously by roll call to elect Doug Baker as President.
- **Vice-President:** A job description was briefly discussed that the Vice President shall preside at meetings in the absence of the Chairman. Kevin Cude nominate Jim Eidson to serve as Vice President. Jim McInnis seconded. No other nominations were made. The Board voted unanimously by roll call to elect Jim Eidson as Vice President.
- **Secretary/Treasurer:** A job description was discussed that the Secretary/Treasurer will maintain records and any funds owned by the corporation. No initial nominations were made. Main Street Manager Joni Hoxsey stated Valerie Krehmeier had offered to serve if

needed, but because that was before the COVID-19 pandemic, Hoxsey was not certain if she was still willing. Kevin Cude nominated Valerie Krehmeier on the caveat that she will accept. Jim Eidson seconded the motion. The Board voted unanimously by roll call to elect Valerie Krehmeier as Secretary, pending her acceptance.

VI. Board members reviewed the types of committees to be formed to meet Texas Main Street Program recommendations, which included Organization, Design, Promotion, and Economic Development.

Hoxsey gave a brief description of each board, the project ideas, and where each board member had expressed interest in serving. With a total of 16 members, including both voting and Ex Officios, the board anticipated 4 members to be committed to each committee but board members can serve on multiple committees.

The Board discussed if the committees are limited to a number of individuals. The Manager recalled the Bylaws stating a minimum of 5-7 members on each committee with an advisory board members serving as the committee chairs. The Board discussed that community volunteers may either want to serve fully on the committee or just on specific projects. The Board's consensus was to leave both types of capacities as an option for volunteers.

The Board discussed allowing the manager to finalize the list of committee assignments, which will be emailed to the group. Each committee will receive a list of community volunteers that had expressed interest. Before meeting with the volunteers, the board members will take the opportunity to work towards additional recruitments. The Board hopes to have the assigned board members meet one time for their committees before the next monthly meeting. The intent is to allow the beginning formation of the committees and the beginning steps of the program's work plan.

VII. Main Street Manager Joni Hoxsey gave a report on the following items:

- There was a decision to postpone setting first term limits until meetings can be held in person.
- Progress has been made on the following projects:
 - DowntownTX.org: Have been working on an Excel sheet to verify property information, adding property owners and business owners contact information to all properties within the district.
 - Social Media: Updated webpage and created Facebook page to promote Main Street and provide helpful resources to the community.
 - Brochure: Developing a map to match DowntownTX information that can be placed in the inside of the brochure. The physical features of the map are in place and the manager is currently adding business information and categorizing them by industry.
 - Surveys: Community Survey is available on webpage and Facebook page. Have not have much response due to COVID-19, as planned to physically pass out surveys but have shifted plans. Manager sent an email blast on 4/27 to community members who have provided email addresses wanting to follow Main Street News. Stakeholder Survey is ready but will use contact information gained through DowntownTX project to send to the targeted participants once ready.

- Collaborations with Texas Main Street: Have attended multiple call conferences with Texas Main Street, Main Street America, SBA, and other state organizations due to COVID-19. Design team is already helping with a couple of projects in the district with property owners.
- Locally, the Chamber of Commerce, Hamilton EDC, and Main Street have partnered to conduct a COVID-19 business impact survey, which rolled out last Thursday and will be available online for one week. There may be a mail-out version at a later time.

○ Upcoming Events

- National Main Street Conference set in May was cancelled.
- Texas First Lady's visit was set in March for June 9th, but Texas Main Street anticipates postponement of the event, no confirmation from Texas First Lady's office yet.
- Sarah Bauman, Hamilton EDC Executive Director, added the Hamilton EDC Strategic Planning Workshop that was cancelled in March is still postponed and may be offered virtually. She will notify the Main Street Advisory Board once plans are made.

VIII. Board members discussed placing a report of the committees' formations at the next meeting. Only other item discussed was the manager hopes to provide another survey update at the next meeting.

IX. Next meeting was set for May 26, 2020 at noon.

X. Jim Eidson moved to adjourn, Grady Hooper seconded. Board agreed unanimously and meeting adjourned at 1:05 p.m.

PASSED AND APPROVED this _____ day of _____, 2020.

Doug Baker

Hamilton Historic Main Street Advisory Board President



**MAIN STREET ADVISORY BOARD MEETING
IMAGINE THE POSSIBILITIES USER GUIDE**

How To: Plan an Imagine the Possibilities Tour

What is an Imagine the Possibilities Tour?

This is a tour highlighting properties in your downtown district to potential investors, residents, business owners, entrepreneurs and anyone who has ever “imagined” themselves downtown running a business or owning property. The concept is to open your vacant and underutilized properties and provide access to downtown development and business resources for attendees.

The Texas Historical Commission borrowed the concept from a TDA award-winning tour in Nacogdoches and “upsized” it in 2017 to celebrate the launch of DowntownTX.org. The goal of website is to collectively market historic Texas downtowns as unique places that offer history, a high quality of life and a chance, as a building or business owner, to participate in a community’s transformation. The tours are an important part of this marketing strategy. “Imagine the Possibilities” has now been embedded in the site as a filter.

Twelve cities participated in the first statewide effort; combined, the tours showcased 110 properties ranging from 1,500 sf lease spaces to large-scale major redevelopment projects of 6,000 sf+. The tours attracted an average of 30 attendees with some cities drawing 75+.

The events attracted widespread media coverage. See just one [example in Linden at this link](#).

DowntownTX.org Analytics: 2019

- average 3,620 unique users per month
- 35.6% of users from major metro areas
- 144,367 page views
- 7:45 session duration for returning users

How do you plan an Imagine the Possibilities Tour?

1. Outline your concept.

In 2017, the tours typically included a combination of properties for sale and for lease along with some that were vacant and not for sale or lease. You can adapt the tour in a number of ways based on your city’s needs. Here are some of the themes cities have used:

Entrepreneurs – Focus on showcasing lease spaces and small business resources. Create networking opportunities for existing business owners to talk with those interested in opening a business in downtown.

Lofts and Upper Floor Residential – Showcase buildings with completed lofts and those with potential for the same.

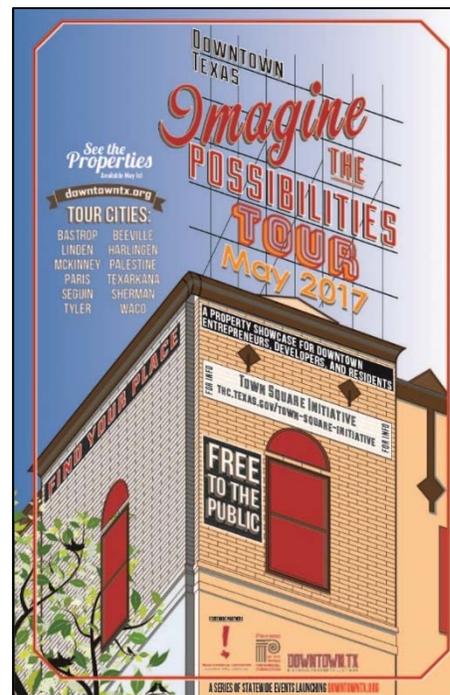


Figure 1: The 2017 poster design

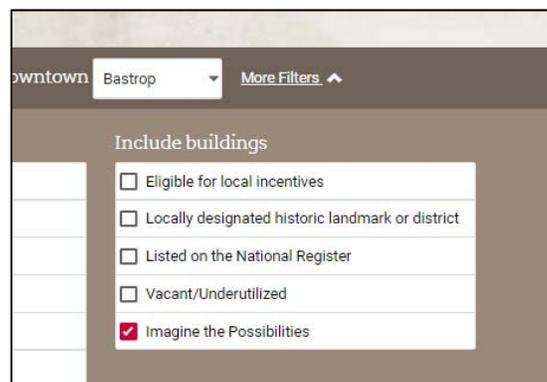


Figure 2: The Imagine filter



Developer-Specific – Invite a small group of real estate developers to take a guided tour with brokers and economic development staff.

Vacant Spaces to Vibrant Places – Do you have many vacant buildings, but nothing for sale or lease? This was original motivation for the Nacogdoches tour. Post large sticky notes outside and ask the public what they would like to see. Collect contact information for serious inquiries and deliver that information to the property owner after the event. Showing that there is interest and demand can create momentum.

Pop-Up – Do more than imagine the possibilities by hosting a pop-up during the tour. Staging spaces will generate both community excitement and build investor confidence.

2.

Pick a date.

We are aiming to host these events in conjunction with Preservation Month during the month of May. Participating cities can select their own date/time. Depending on your community you may host the event on a week night, or a Saturday or Sunday afternoon. When do you typically get the best crowds downtown? As always, be sure to check your local event calendars and make sure you don't have conflicts with events and holidays such as Mother's Day and graduation. Dates in early June are fine; however, having the Preservation Month talking point is helpful for press and marketing.

3.

Contact potential partners and determine your budget.

While this is a very easy event to set up and host, potential partners for your Main Street Organization are your Economic Development Corporation, or Board of Realtors. The cost to host an event like this is minimal – refreshments, signage (beyond what the THC will provide), printing, and marketing/PR.

4.

Secure a location for the starting point.

Secure a central meeting location downtown to serve as your starting point for the tour. This is where you will advertise the event beginning. Typically, this is a come and go event, lasting approximately three hours. We recommend providing some sort of refreshments at your location to begin conversations. Make sure to have a sign in sheet so you can follow up with everyone that attends.

Consider if you want to schedule an official welcome or short presentation. Make that time clear on your materials. Also, consider if you want the tour to be self-guided or not. Some of the most successful tours provided the option for guided tours by the Main Street Director or Economic Development director. There were even golf carts!



Figure 3: Bastrop's starting location

5.

Organize what resources will be available.

It depends on the concept for your tour, but generally you'll want to invite all your development partners to attend: SBDC, SBA, SCORE, EDC, Planning Department, Fire Marshall, Inspector, and Historic Preservation Office. Anyone who is involved in the downtown development process in your community or provides resources to small businesses should have representation. Encourage them to bring business cards and any information they have that they can distribute to attendees. This is an informal gathering, so



they do not necessarily need “vendor” or “booth” spaces. We do encourage you to set up a table and have information available on local incentives, guides to doing business, the DowntownTX.org details etc. Encourage board members and EV volunteers to be available as well.

You can create a list of your Imagine properties in DowntownTX.org with the new filter! People can view the information on their phones, but you should also print a map of your available properties and spec sheets on each property to be available to hand out during the event.

6. Select the properties.

In a perfect world, you would contact local property owners and realtors who represent vacant properties that are currently for lease or sale, and have them open during the tour. You can have each location marked on the map given to attendees at your starting point and have balloons or signage at each property so they are easily visible to attendees. You should have either the realtor or a downtown host at each property to greet attendees and answer questions. If you have 5-10 properties like this, you have ample properties for this event.



Figure 4: Harlingen's Golf Cart Guided Tour

Of course, we don't live in a perfect world. What about those vacant properties that aren't for lease or sale? If you can't get access into the property, but want the owners to know that people are interested in the property, place an “Imagine the Possibilities” sign outside the building. *Be sure to clarify on your map which properties are open to the public and which are not.*

Follow up after the event and let the owners know how many attendees you had that would have loved to have seen their building. You may also ask long standing successful business owners to be on the tour, so attendees can hear firsthand about running a business in your downtown. Place a sign outside their business or denote on the map “visit with a successful business owner.” Do you have a lot of multi-story buildings that you would like to see more residential development? Why not showcase a completed apartment, so attendees can see the potential that type of building contains. Like the name of the event, imagine the possibilities in your downtown and how to best showcase them to potential investors, residents, and entrepreneurs.



7. Promote it.

The Texas Historical Commission promotes DowntownTX.org in May for Preservation Month. We will be releasing a new logo and marketing strategy for the site this spring targeting our key audiences – the small developer, downtown investor and entrepreneur.

The participating cities will be included in statewide marketing efforts including email, social media and targeted press releases.



DowntownTX.org Guide

Updated February 2020



In addition, the THC will be providing DowntownTX.org marketing support to each participating city. This will include:

- The 2020 poster pdf file (design forthcoming) tailored to your city
- A pdf file of printable property markers
- Balloons
- Press release template
- Social media plan

Be sure to promote the event to your local chamber, board of realtors, media outlets, and social media.



**MAIN STREET ADVISORY BOARD MEETING
COMMITTEE DISCUSSIONS**



MAIN STREET ADVISORY BOARD COMMITTEE DISCUSSIONS

- 1) **Organization** - builds partnerships among the various groups that have a stake in the district; takes a leading role in community education, public relations, and fundraising efforts.

Project Ideas: Surveys & Networking

- Clay Tarpley
- Ryan Polster
- James Lively
- Grady Hooper

- 2) **Promotion** – marketing and promotion of the Hamilton Historic Main Street District in a way that promotes a positive image of the district and town to a variety of audiences; focuses on authentic community assets, with high-quality image development campaigns and events that will attract new shoppers, visitors and residents.

Project Ideas: Website Development & Creating Wayfinding Signs

- Jim Eidson
- Jim McInnis
- Joni Hoxsey
- Sarah Bauman

- 3) **Design** – focuses on the physical elements of the district such as storefronts, signs, landscaping and public spaces; also targets infrastructure and building improvements that lay the groundwork for a physical transformation that will be both functional and attractive.

Project Ideas: Beautification & Art Projects

- Kim Cooper
- Chrissy Lane
- Kim Hinton
-

- 4) **Economic Development** – identifies new market opportunities for the district area; redefines the district's niche in the marketplace and sharpens the competitiveness of existing businesses while nurturing new enterprises that respond to today's consumers' needs.

Project Ideas: Small Business Saturday & Business Liaison Events

- Doug Baker
- Kevin Cude
- Keith Gatewood
- Valerie Krehmeier



**MAIN STREET ADVISORY BOARD MEETING
MAIN STREET MANAGER REPORT**



**MAIN STREET ADVISORY BOARD MEETING
UPCOMING EVENTS**



MAIN STREET ADVISORY BOARD UPCOMING EVENTS

Below is a tentative timeline of events:

June

- Close Community and Stakeholder Surveys June 19th
- Stakeholder Focus Groups

July

- Potentially Hold Other Focus Groups
- Delivery of the Texas Main Street Report

TBD:

- Imagine the Possibilities Tour (virtual option)
- Texas First Lady's Visit to promote Main Street has been postponed and will be determined by her office



**MAIN STREET ADVISORY BOARD MEETING
TRANSFORMATION STRATEGY GUIDELINES**

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The Main Street Approach

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization.

Your Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

Main Street Fundamentals

- 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.
- A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

Main Street America The Approach

Check out the video below at:
<https://www.mainstreet.org/mainstreetamerica/theapproach>



What Are Transformation Strategies?



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Transformation Strategies – generated through meaningful community engagement and informed by an analysis of the district’s market position — help to guide a revitalization program’s work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.

Examples include:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy

What Are the Four Points?



Transformation Strategies are implemented through comprehensive work in four broad areas, known as the **Four Points**.

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.

DESIGN supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.

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.

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



**MAIN STREET ADVISORY BOARD MEETING
WORK PLAN GUIDELINES AND EXAMPLES**

Resource Material
2017 New Manager Training
Main Street Plan of Work

Debra Drescher

State Coordinator

Texas Main Street Program

Texas Historical Commission

Office: (512) 463-5758

debra.drescher@thc.texas.gov

There are many ways a Main Street Plan of Work can be structured, as you can see from the examples that follow. We have samples of blank templates for you to use, and the Main Street State Coordinator can facilitate your Main Street retreat to create or update one. All Main Street programs are required by your contract to have an annual Action Plan in place because the Plan:

- Helps define the program by structuring its work
- Helps the program drive toward the Vision
- Keeps the program on track
- Is a mechanism to manage a Main Street Program's many activities
- Breaks the revitalization process down into manageable steps
- Motivates volunteers to achieve a goal
- Provides benchmarks for success & a quantifiable tool to measure success
- Attracts donations for specific projects
- Improves success rate of projects
- Reduces confusion and conflict
- Helps delineate between staff and volunteer roles and responsibilities
- Serves as a volunteer recruitment tool

Work Plans need to be:

- Updated annually
- Balanced; there is activity across all four points (see Four Point Approach™ next page) that is evident in the work plan
- Has outcomes showing success and progress of activities that are measured and evaluated
- Shows that both staff and volunteers have roles in the carrying out the program's work
- Identifies leadership (i.e. committee chairs, project or activity leaders etc.)
- Has activities that drive the program toward achieving the vision

In cases where there is a Downtown Master Plan or Small Area Development Plan in place, a Main Street Program of Work provides your program with a structure to identify how you will be involved in, take a leadership role in achieving the elements of the formal city plan. The same is true for Main Street cities that also have another organization carrying out one or more facets of the Main Street Four Point Approach (such as an economic development corporation). The Main Street Work Plan is able to show what role Main Street takes in that partnership.

Main Street staff will typically have their job responsibilities outlined through a formal job description between him/her and the program supervisor (i.e. City Manager). Thus, the Work Plan is NOT the document to describe the Main Street manager's job responsibilities. Of course, the Main Street manager directs, and guides, and is involved in many – or all -- of the projects outlined in the work plan; but the Work Plan is the document to guide the work of the program and its volunteers.

Program structures vary, but is most likely to use one of the following methods for carrying out work:

- A traditional committee-based model
- A strategy-based model with identified priority areas being addressed
- A hybrid structure that has elements of both

The Main Street Four Point Approach™

The Main Street Four Point Approach™ is a trademark of the National Main Street Center. The Texas Main Street Program of the Texas Historical Commission operates in affiliation with the Center to provide services to designated Main Street communities in Texas.



Economic
Vitality

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying **Economic Vitality** of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small businesses. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.



Design

A focus on **Design** supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, and much more.



Promotion

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.



Organization

A strong **organizational** foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone nonprofit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement Community Transformative Strategies and show measurable results.

MAIN STREET Community Tranformation STRATEGY #1:	WE WILL INCREASE THE ECONOMIC VITALITY OF OUR MAIN STREET DISTRICT BY BECOMING A RETAIL (RESTAURANT) DESTINATION.			
OBJECTIVE: Redevelopment of target properties for retail (or restaurant etc.) MEASURABLE OUTCOME: By 2nd quarter 2017, there will be at least two properties under rehab. There will be a 5% reduction of overall first-floor vacancy.	<p style="text-align: center;">Organization</p> <p><i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Design</p> <p><i>Capitalizing on historic downtown's physical assets</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Promotion</p> <p><i>Reintroduce/introduce the public to the historic downtown</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Economic Vitality</p> <p><i>Developing and sustaining a vital downtown marketplace</i></p> <p>Board member lead (to ensure actions are moving forward):</p>
	Project: Project Task Leader: Timelines & budget (<i>might appear on separate pages</i>)	Project: Project Task Leader: Timelines & budget (<i>might appear on separate pages</i>)	Project: Project Task Leader: Timelines & budget (<i>might appear on separate pages</i>)	Project: Project Task Leader: Timelines & budget (<i>might appear on separate pages</i>)

**MAIN STREET
Community
Transformation
STRATEGY #1:**

WE WILL POSITION OUR MAIN STREET DISTRICT TO BETTER SERVE OUR LOCALS

(Why: because as a destination community with significant tourism, our program's and our city's efforts over the past few years have focused on attracting tourists. Locals are not as familiar with, nor do they visit downtown like we'd like them to and we need to change that.)

Measurable outcome: *By the fourth quarter of 2017, after a full year of cooperative advertising and special events, our sales tracking and business interviews will show across the board increase in sales and sales tax collections. At least one target property will be underway or in planning stages, supported by a more robust incentives program.*

Organization	Design	Promotion	Economic Vitality
Board member lead (to ensure actions are moving forward):	Board member lead (to ensure actions are moving forward):	Board member lead (to ensure actions are moving forward):	Board member lead (to ensure actions are moving forward):
<p>Project: Develop a regional, cooperative program to advertise our downtown businesses to our community</p> <p>Project Task Leader: Jerry Jellybean</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$1 million dollars</p>	<p>Project: Target properties that show most potential for rehabilitation to support the small business development program</p> <p>Project Task Leader: Ann Richards</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Develop special quarterly retail-based events to draw traffic into stores</p> <p>Project Task Leader: Fred Flinstone</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$12,000 for flyers, ads, social media</p>	<p>Project: Lead the charge for establishing a micro-lending program to build our local cottage industry into bricks and mortar entrepreneurs.</p> <p>Project Task Leader: Marilyn Monroe</p> <p>Timelines & budget (<i>might appear on separate pages</i>) TBD</p>
<p>Project: Track the effectiveness of cooperative program with a system to be developed of tracking quarterly sales increases and during special events, along with business interviews</p> <p>Project Task Leader: Missy Mimosa</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$0</p>	<p>Project: Advocate for revising the existing incentives grants to more strategically meet existing needs</p> <p>Project Task Leader: You</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Develop and complete a comprehensive local-consumer survey to establish residents preferences</p> <p>Project Task Leader: Ronald Reagan</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>

MAIN STREET Community Transformation STRATEGY #1:				
OBJECTIVE: MEASURABLE OUTCOME:	<p align="center">Organization</p> <p><i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p align="center">Design</p> <p><i>Capitalizing on historic downtown's physical assets</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p align="center">Promotion</p> <p><i>Reintroduce/introduce the public to the historic downtown</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p align="center">Economic Vitality</p> <p><i>Developing and sustaining a vital downtown marketplace</i></p> <p>Board member lead (to ensure actions are moving forward):</p>
	Project:	Project:	Project:	Project:
	Project Task Leader:	Project Task Leader:	Project Task Leader:	Project Task Leader:
	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)

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The Committee Work Plans (traditional)

ORGANIZATION Committee

Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

ECONOMIC VITALITY Committee

Developing and sustaining a vital downtown marketplace

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

DESIGN Committee, *Capitalizing on historic downtown's physical assets*

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

PROMOTION Committee *Reintroduce/introduce the public to the historic downtown*

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success