

Hamilton Historic Main Street Advisory Board

Regular Meeting Minutes

Tuesday, February 17, 2026 – 5:30 p.m.

City Hall, 200 E. Main Street, Hamilton, Texas

I. Call to Order

The regular meeting of the Hamilton Historic Main Street Advisory Board was called to order by President Mary Owen at 5:30 p.m.

Board Members Present

Mary Owen – President

Courtney Amaro

Liz Graves

Alicia Saldana-Stephens

Board Members Absent

Michelle Frasier - Secretary

Joelle Jocis

Kristi Collett – Vice President

Emery McElroy

Staff / Ex Officio Present

Debbie Grieve – Executive Director, Hamilton Historic Main Street

Public Attendees

None

II. Citizens' Comments

No citizen comments were offered.

III. Consent Agenda

a. Approval of Minutes

The board considered the minutes of the January 20, 2026 regular meeting. A motion to approve the minutes as presented was made and seconded. The motion carried unanimously.

IV. Regular Agenda

a. Transformation Strategy Updates

i. Create Awareness and Promote Downtown's Historic Character

The board discussed planning for Historic Preservation Month (May 2026). Staff shared the concept of hosting a Historic Preservation Scavenger Hunt throughout the Main Street District.

Key elements discussed included:

- Weekly clues released through local newspaper and social media
- Locations focusing primarily on historic sites around the courthouse square
- Participants taking photos at the identified locations
- Possible use of a social media hashtag for participation
- Finalizing clues and promotion plan at the next meeting

No formal action was taken.

ii. Beautification and Enhancement of Public Spaces

Updates were provided on the Window Art Program. Staff reported that one business has opted to discontinue participation. Additional locations are being recruited, and outreach continues to other property owners.

The board discussed maintaining fresh seasonal displays and explored other beautification options including murals, planters, and window cleaning initiatives.

Liz Graves agreed to serve as project lead for Beautification and Enhancement of Public Spaces.

iii. Increase Visitors to Downtown

Staff reported progress on the Sip & Stroll event scheduled for March 28, 2026. Two art galleries, the museum, and the Hamilton Public Library are planning to participate in the event. Volunteer recruitment is ongoing.

Discussion occurred regarding policies related to alcohol service and how they may impact participation of existing businesses. Staff will review comparable event practices used by other communities and report back to the board.

iv. Create a Vibrant Downtown Business/Retail Center

Board members discussed feedback from downtown business owners regarding challenges with building renovations, economic realities, and the need to increase visitor traffic to Hamilton.

The board discussed opportunities for collaboration between Main Street, the Chamber of Commerce, EDC, and the Historic Commission to strengthen downtown development.

b. Historic Preservation Month (May 2026) – plans and activities

The board agreed to continue developing the scavenger hunt format and finalize program details at the next meeting. No formal action was taken.

c. Historic Preservation Design Guidelines – development and adoption

The board reviewed a draft section of the Historic Preservation Design Guidelines focused on paint options and masonry treatments. Members supported encouraging property owners to leave historic masonry unpainted whenever possible and discussed the potential use of masonry stains as an alternative.

Due to several board members being absent, the board agreed to table the item and circulate the updated draft for additional feedback before taking action.

d. HHMS-branded merchandise

Courtney Amaro presented a concept design for a Hamilton Main Street t-shirt. The board discussed possible design refinements and the potential use of branded merchandise as a marketing tool.

Additional ideas included hats and other promotional items. The design will be refined and brought back to a future meeting for consideration.

V. Reports

a. Executive Director's Report

Debbie Grieve reported that a Volkswagen Bug Rally will stop in Hamilton around lunchtime on March 16. Coordination with downtown businesses is underway.

Debbie also reported upcoming travel and conference commitments in March and April. Staff coverage will be arranged during this time.

VI. Future Agenda Review

- Historic Preservation Design Guidelines (paint section) action
- Historic Preservation Month activity updates
- HHMS-branded merchandise design and production plans
- Downtown beautification initiatives

VII. Adjournment

A motion to adjourn was made and seconded. The motion carried and the meeting adjourned at 7:01 p.m.

Certification

Minutes prepared by:

Debbie Grieve

Executive Director, Hamilton Historic Main Street

PASSED AND APPROVED this 17 day of March, 2026.

~~Board Secretary: Michelle Frasier~~ Board President: Mary Owen

Mary Owen