Hamilton Main Street Board

Regular Meeting
March 17, 2026
5:30 PM
City Hall, 200 E. Main Street, Hamilton, Texas

I. Call to Order

The meeting was called to order by President Mary Owen at 5:48 PM.

Board Members Present:

Mary Owen, President
Courtney Amaro
Liz Graves (departed early)
Alicia Saldana-Stephens
Kristi Collett, Vice President

Board Members Absent:

Michelle Frasier, Secretary
Emery McElroy

Ex Officio Present:

Debbie Grieve, Executive Director
Bonnie Harle, Administrative Assistant

II. Citizens’ Comments and Board Introductions

There were no citizens’ comments and no formal board introductions.

III. Consent Agenda

a. Approval of February 17, 2026 Regular Meeting Minutes

The Board reviewed the minutes of the February 17, 2026 meeting. It was noted that attendance had been recorded incorrectly.

A motion was made to amend the February 17 minutes to correct attendance and approve as amended. Motion was seconded and passed unanimously.

IV. Regular Agenda

a. Updates from Project Leads on Transformation Strategy Goal Areas

i. Create Awareness and Promote Downtown Historic Character

Courtney Amaro provided an update on the Historic Preservation Month Scavenger Hunt planned for May. The event will feature two historic locations per week with clues distributed via social media and print. Participants will visit locations and engage through photo submissions. A hashtag may be used for engagement. Discussion included additional promotion through local businesses.

Discussion only, no action taken.

ii. Beautification and Enhancement of Public Spaces

It was noted that Liz Graves agreed to lead this effort. Staff will coordinate follow-up to initiate progress.

Discussion only, no action taken.

iii. Increase Visitors to Downtown – Sip & Stroll

An update was provided on the upcoming Sip & Stroll event, including confirmation of six wineries, host locations, and participation from the library, museum, and galleries. Adjustments were made due to vendor changes. Additional planning items included banner installation, student art displays, and event cleanup efforts.

The Board reviewed logo concepts and discussed aligning branding with historic downtown identity, including potential use of the sunflower mural theme and addition of a QR code. Staff will revise and present updated options.

Discussion only, no action taken.

iv. Create a Vibrant Downtown Business/Retail Center

Staff reported progress on compiling a comprehensive downtown property inventory, including historical and structural data. The Board discussed conducting a walking tour and seeking training from the Texas Historical Commission.

Discussion only, no action taken.

Work Plan Format Updates

Staff reported changes to the Texas Historical Commission work plan format, including updated tracking of volunteer and staff roles. A mid-year update will be presented at a future meeting.

b. Historic Preservation Design Guidelines

The Board reviewed proposed design guidelines related to paint, materials, and preservation standards. The guidelines were described as advisory for grant eligibility rather than regulatory.

Kristi Collett made a motion to accept the historic preservation design guidelines as presented. Courtney Amaro seconded the motion. Motion passed unanimously.

c. Branded Merchandise

The Board discussed potential branded merchandise, including a T-shirt design.

Discussion only, no action taken.

d. Downtown Facade, Awning, and Signage Grant Recommendation

The Board reviewed the design-related components of a grant application and discussed its impact on downtown aesthetics. The project was determined to represent a significant visual improvement and positive investment in the district.

Kristi Collett made a motion to recommend that the Economic Development Corporation award the applicant the full $7,500 grant amount. Alicia Saldana-Stephens seconded the motion. Motion passed unanimously.

Additional discussion included recommendations to strengthen future grant processes, including use of Texas Historical Commission renderings and enhanced application requirements.

Discussion only, no action taken.

V. Reports

a. Director’s Report

The Executive Director reported upcoming conference attendance (March 31–April 1 and April 11–16), upcoming budget planning in May, and the need to focus on strengthening existing programs rather than expanding new events.

The Board discussed prioritizing quality improvements, maintaining Sip & Stroll as a signature event, and collaborating with partner organizations. Discussion only, no action taken.

The Board discussed current and upcoming vacancies and recruitment efforts. Outreach has been conducted to local businesses, and additional candidates are being considered. The Board emphasized the importance of commitment expectations and discussed enhancing the application and interview process. Discussion only, no action taken.

VI. Future Agenda Items

- Improvements to grant application and scoring process
- Texas Historical Commission rendering requirements
- Board recruitment and selection process enhancements
- Continued updates on downtown inventory project

VII. Adjournment

There being no further business, a motion was made by Kristi Collett and seconded by Courtney Amaro to adjourn the meeting. Motion passed.

The meeting was adjourned at 7:13 PM.

Certification

Minutes prepared by:

Debbie Grieve, Executive Director

PASSED AND APPROVED on the 21st day of April, 2026 at the Regular Main Street Advisory Board meeting.