

Nacogdoches

the oldest town in Texas



NOTICE OF MEETING AND AGENDA

Main Street Advisory Board

Google Hangouts

February 4, 2021 - 4 p.m.

- I. Call to order
- II. Introduction, if needed
- III. Approval of Minutes from January Meeting
- IV. Wine Swirl
- V. Main Street/ Communications Update- Jessica Sowell & Bethanie Griffin
 - A. Strategic Plan
 - B. Downtown Master Plan
- VI. Update on Financials
- VII. Reports from Partners
- VIII. Other Updates
- IX. Adjourn

Main Street Advisory Board Minutes – January 25th – 4:00 pm

Ryan calls meeting to order 4:03 pm

Members present: Melody, Michelle, Hollie, Miles, Morgan, Mike, Ryan, Carlie

Guest/Staff: Jessica Sowell, Bethanie Griffin, Larissa Philpot & Joanna Temple

Approval Of Minutes: Miles approved both October & November minutes and Mike second both!

CVB Update: Joanna talked about a new event kicking off this Friday called Nac Snack which will be a food truck event happening the last Friday of each month with live music and good drinks as well as food of course. It will be 11-7 so it can cover both lunch and dinner crowds. Everyone was excited about this and offered to get the word out. Memorial Hospital as well as Red House will have food trucks on the same Friday so it will be a great day to promote everyone and everything.

Main Street Update:

Committee Updates: NO UPDATES No one has met since the holidays!

EV Committee Update:

Org Committee –

Promotions Committee – current circumstances.

Design Committee –

Wine Swirl Committee Update - Date scheduled for April 10th. So far to date we have 12 wineries confirmed wanting to participate. The Theme will be Hanukkah Moscato a Jungle Theme!! After tomorrow's meeting at 5:00 we will start promoting the event and going forward.

Financial Update: Bethanie updated us on the couple of fees we have had. Mainly from Jingle Bell run in December. Waiting on a t-shirt invoice and then we can move that to a misc. Department. Paintings at the Story Wright Building will need to be re-done soon so an expense for Dixie Rose will be coming soon when those are done. We ended up with extra from our Christmas Lights because there was no maintenance needed this year but we will turn around and buy new ones for the coming year with that difference. Looking at what we can spend comfortably on wine swirl since we aren't sure how much we will actually make this year on this event. Jessica has been talking with Pilgrims about being a year round light sponsor. It's a cost of about \$7000 a year so if they aren't willing we will discuss other people we think might want to be a sponsor for this. Will add the discussion of Nac's Master Plan to next month's meeting.

Extras: Jessica Introduced New Members!! Meeting schedules were discussed and we decided to try to move the meetings to the first Thursday of the month instead of the last Monday of the month. We will try it next week and see how it goes as well and keep it as a Zoom meeting for now as well. She also

talked about some new changes Mario is making and how the Main Street Board can take a roll in that. Talked about restructuring our four different committees and will go into this a little more at the next meeting once everyone has a chance to think about it. Bethanie reminded everyone of the merchant meeting tomorrow morning in case anyone wanted to join that.

Meeting Adjourned 4:38 PM