

Board Meeting
Main Street Advisory Board
February 27, 2014
8:00 a.m., SNAP Center, Parks & Recreation Conference Room
531 West Chestnut

The Main Street Advisory Board of the City of Denison will meet in a Public Meeting beginning at 8:00 a.m. in the Parks & Recreation Conference Room at 531 West Chestnut. The purpose of the Meeting is to consider the following Agenda items:

AGENDA

- I. Call to Order
- II. Minutes of Regular Monthly Meeting, January 23, 2014
- III. Agenda Items
 - a. Consider Plans for Finalizing Visioning Session from February 18, 2014
 - b. Consider Any Updates to Mission Statement and Vision
 - c. Consider Grant Request to City Council
 - d. Consider Moving March Board Meeting from 27th to March 20, 2014
- IV. Committee Reports
 - a. Downtown Denison Inc.
 - b. Organization
 - c. Promotion
 - d. Economic Restructuring
 - e. Design
 - f. Special
Report on Progress for WWII Oral History Interviews
- V. Directors Report
- VI. Adjourn

NEXT MEETING March 20, 2014

CERTIFICATION

I, Donna Dow, MS Director for the City of Denison, Texas, do hereby certify that the above and foregoing notice of public meeting was posted on the bulletin board on the exterior of the Municipal Building, 500 West Chestnut Street, Denison, Texas, a place readily accessible to the general public at all times, this the 24th day of February, 2014.



Donna Dow

PERSONS WITH DISABILITIES WHO PLAN TO ATTEND THIS MEETING AND WHO MAY NEED ASSISTANCE ARE REQUESTED TO CONTACT THE OFFICE OF THE CITY CLERK, (903) 465-2720 TWO (2) WORKING DAYS PRIOR TO THE MEETING SO THAT APPROPRIATE ARRANGEMENTS CAN BE MADE.

Main Street Advisory Board

Minutes of January 23, 2014 Board meeting
8:00 a.m., SNAP Center, Parks & Recreation Conference Room
531 West Chesnut, Denison, Texas

Members present: Don Banman, Gary Sewell, Mel Climer, Mary Karam, Doug Coleman, Tommi Homuth, Linda Anderson, and John Akers.

Others present: Bob Dickson, President of Downtown Denison Inc.; Carrie Hart, City Secretary; and Donna Dow, Main Street Director

I. Call to order

Don Banman called the meeting to order at 8:06.

New Main Street Advisory Board members John Akers and Linda Anderson were sworn in by Carrie Hart, City Secretary.

II. Minutes of December 19, 2013, Regular Monthly Meeting

Doug Coleman moved that the minutes be approved. Gary Coleman seconded. The motion passed.

III. Agenda Items

a. Consider plans for Visioning Session of February 18, 2014

Doug Coleman was recognized for his years of service on the Main Street Advisory Board and for his energy, vision and dedication to the 2009 Main Street Strategic Plan. Doug addressed the history, successes and challenges in bringing the Strategic Plan to fruition, as well as the importance given to those projects with the most impact for branding and promoting downtown Denison on a local, regional and national level. Discussion followed regarding the progress of implementation of the Plan; a review of goals met and projects completed; a status update of others in process; and of projects or goals from the Strategic Plan that have been altered, deferred or eliminated. (The low frequency radio station for the downtown area was replaced by wifi connectivity, for example.)

Discussion of plans for the Visioning Session followed. Assignments were made for contacting and inviting community members and stakeholders to the Session. Mel Climer volunteered to produce materials to promote the event. Invitations will be included in water bills. Donna Dow will provide press releases. Board members agreed to contact organizations and constituent groups whose attendance and participation is desirable. Among these are Arts Council, Denison Chamber of Commerce, downtown loft dwellers, Downtown Denison Inc., Denison Development Alliance, Denison Leadership, The Crew, the City Manager and elected city officials, artists and community volunteers, real estate professionals, and foundations and philanthropists with interests in Main Street Strategic Plan. The purpose of the Visioning Session will be to inform the stakeholders of progress made to date on the 2009 Strategic Plan; to assess the goals and priorities for the future; to encourage

community input, commitment and participation; and to revitalize the vision of the Main Street Strategic Plan and its implementation. Julie Glover, the Denton, Texas, Main Street manager will facilitate the Visioning Session.

b. Consider Grant Request to City Council Item not addressed in meeting.

IV. Committee Reports

Donna Dow reported that two new businesses have opened on Main Street since the December board meeting: "Ravens Nest" and "A la Mode". Other businesses preparing to open soon are "All About You" and a new business which is moving into the former Household Furniture location. "In the Vault" has moved to a new location on Main Street. "Smitty's" restaurant has closed, but a new restaurant is anticipated in the same location within two months.

Bob Dickson, Downtown Denison, Inc. President reported on upcoming events for Main Street which include a merchants' Valentine's promotion; the Arts and Wine Weekend March 29 and 30 which will feature Thursday evening wine and shopping from 5-8 p.m. Membership in DDI is \$100/year and fees from participants are due and are being collected. Heritage Park rental fees have been revised. Use of the park for events will require a \$100 deposit instead of the former \$250. The new use fee will be \$100 per day up from \$50.

Mary Karam announced that Shelley McBride and The River will perform in a free concert at the Rialto on January 31. The event is being coordinated by the Denison Arts Council. Also on the 31 at 6:00 there will be a reception at the Second Floor Gallery at Grayson College to showcase the welding art work of Chance Dunlap. On Valentine's Day there will be a showing of the movie Amelie at the Rialto for \$5. For an additional \$25 patrons may attend a pre-showing dinner.

Recording Secretaries

Tommie Homuth and Linda Anderson

Members:

Alan Isley
Anna McKinney
Audrey Robinson
BG Treasures - Donna Guthrie
Bill White
Bob Dickson
Buffy Hanson
Cap Chesser
Carrie Hart
Cat Adair
Charlie Shearer
Charlie Shearer (charlie@shearerd

Sarah Oro
Scott Hensley
Second Hand Monkey
Shelly Hall
Shelly Kisel
Suzanne Neeley
Tammy Isley
Teresa Adams
Tommi Homuth
Tracy Homuth
Wayne Crise
wilburndavid@sbcglobal.net
William Myers (WMyers@Deni

Charlotte Gravley
David Means
Dean Cheney
Debbie Banman
Don Banman
Don Bennett
Donna Dow
Doug Coleman (doug-coleman@a
Eric Batey (ericbatey@me.com)
Father Don Perschall
Faye Brackett
Firehouse Fitness - Betty
Garrett Guymon
Gary Sewell
George & Meredith Eaton
George Mason
gnparker@cableone.net
Grand Presence 3
Herman Ringler
Images of Dance
Jacki Bohuslav
Jamie Underwood
Jay Connelly
John Akers
Jonathan Gentry
Kaboodles (kaboodles@att.net)
Kathy Wilburn
Kim Hutton
Kurt Hutton
Linda Anderson
Linda Shelton
Main Street Mall
Marcus Hubbard
Marla Heath
MARY KARAM
Mel Climer
Micah Bracy
Mike Musico
Monica Miles
My Friends' House
Patrician & John Hartsell
Paul Jones
Peggy Ang
Redheads Resale
Robert Brady
Robert Hanna
Ronnie cole
Rugs and Stuff
Russell Wilthers

Daniel Kelly
Athena Guthrie
Laura Caldwell
Brad Adams
Lisa Climer

Comments: The existing statements of purpose are fine, but they could in reality be talking about any other downtown just about anywhere else. They should be 'tightened up' in the following manner: specify the Four Points in the mission because those are the tools that you use to achieve success in your program; more uniquely articulate the vision and mission for your program and downtown (based upon the definitions provided in this sections notes on the red tab in this document) so that your statements articulate the unique character of historic downtown Denison.

Debra put this comment in our 10 criteria report. I just realized I should share this—sorry. I'm not sure how to handle this (adjust in board, mention in public input meeting, etc.).

Donna

VALUES

VISION (Who we want to be in that perfect world; a powerful, inspiring and motivational statement spoken to the external audience)

Old: To be a destination for fun & entertainment; to enhance civic pride, & historical significance in a healthy marketplace.

New: No change

MISSION (How will we go about achieving the vision? An internal statement to direct the organization in its work)

Old: To be a regional hub that is pedestrian friendly with many diverse activities, an eclectic blend of commerce and a livable environment.

New: "The Denison Main Street Program will use the national Main Street Four Point Approach™ and harness the power of volunteerism to achieve our objectives of preservation-focused downtown revitalization so that we will be a pedestrian-friendly regional hub with many diverse activities, an eclectic blend of commerce and a livable environment."

* **Value statements**, from the beginning of the report and organization committee work plan. In last year's annual 10 Criteria report several items were noted that should be considered: "The vision statement does not (and should) mention downtown. The mission statement does not note the utilization of the Main Street Four Point Approach. Please revisit these statements with your board members and address these items." Why? These statements are a critical component of your structural makeup because they define who you are and what you are trying to accomplish. They help to keep everyone focused on work that moves the program forward. The existing mission statement could also be integrated into the vision to make it stronger or the mission could be rewritten something like: (See new above) Google™ 'writing vision and mission statements' for lots of information from various sources to help you.

Consider this as well: What is Denison Main Street's overall culture as an organization? This takes you beyond the vision/mission and work-planning process. While all organizations should do this, it is especially important for a mature one to help you refocus and really drill down to who you are and how you function. Defining culture helps you 'see' the importance of the work you are doing. At Southwest Airlines, for instance, there is a culture of customer focus, efficiency, humor and employee pride. Anyone who has ever flown Southwest has no doubt felt that culture at work. At Tom's Shoes, the culture is to serve the world – one pair of shoes to a child in need for every pair of shoes sold. Every time I've gotten a pair of Tom's Shoes, my package comes with a reminder that somewhere in the world, I've helped someone in need get one too. At the American Heart Association, they want everyone associated with their mission to understand and honor their roles as stewards. Compare Google's culture statement here <http://www.google.com/about/company/facts/culture/> with their vision/corporate philosophy here: <http://www.google.com/about/company/philosophy/>. The culture statement does not even once mention technology.