



**CITY OF DENISON
MAIN STREET ADVISORY BOARD MEETING
AGENDA**

Thursday, February 26, 2026

After determining that a quorum is present, the Main Street Advisory Board of the City of Denison, Texas will convene in a Regular Meeting on **Thursday, February 26, 2026, at 8:00 A.M.** in the Council Chambers at City Hall, 300 W. Main Street, Denison, Texas, at which the following items will be considered:

1. CALL TO ORDER

2. PUBLIC COMMENTS

Citizens may speak on action items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the Board Secretary upon arrival, prior to the Board reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law.

3. ITEMS FOR INDIVIDUAL CONSIDERATION

- A. Receive a report, hold a discussion, and take action on approval of the minutes from the Main Street Advisory Board meeting held on January 22, 2026.
- B. Receive a report, hold a discussion, and consider recommendations for a policy regarding rentals of downtown parks.
- C. Receive a report, hold a discussion, and consider a Survivor's Party at the end of D3 Phase 2.
- D. Receive a report, hold a discussion, and begin developing a good neighbor policy to distribute to business owners.
- E. Receive a report, hold a discussion, and consider the feasibility and logistics of creating and distributing block-by-block parking and navigation maps for D3.
- F. Receive a report, hold a discussion, and consider conducting a utilities survey to pursue group rates.

4. SPECIAL PROJECTS REPORT

- A. Music Friendly
- B. TIRZ No. 3 and Designing Downtown Denison
- C. Ike Hike
- D. Doc Holliday Festival
- E. Eisenhower Birthday

5. COMMITTEE REPORTS

- A. Downtown Denison, Inc.
- B. Denison Area Chamber of Commerce
- C. Tourism/CVB
- D. Promotion Committee
- E. Economic Vitality Committee
- F. Design Committee
- G. Organization Committee

6. DIRECTOR'S REPORT

- A. Director's Report

7. ADJOURNMENT

CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front window of City Hall readily accessible to the general public at all times and posted on the City of Denison website on the 19th day of February 2026.

Karen L. Avery, Deputy City Clerk

In compliance with the Americans with Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending the meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk's Office at 903-465-2720, Ext: 2437.

MINUTES
City of Denison
Main Street Advisory Board
January 22, 2026

1) CALL TO ORDER:

A Quorum being present, the meeting was called to order at 8:20 AM by Vice Chair Wendy Acosta.

- Members attending: Wendy Acosta, Ashlyn Fajerson, Rebecca Ingram, Mitchell Laman, Spencer McDuffy, Kathy Pickens, and Hunter Principe.
- Also attending:
 - Donna Dow – City of Denison, Main Street Director
 - Grant Yoder – City of Denison, Main Street Coordinator
 - Sam Patterson – City of Denison, Main Street Management Assistant
 - Jordan Starr – City of Denison, Tourism Manager
 - Chris Wallentine – City of Denison, City Clerk
 - Orlando Macedo – City of Denison, Senior Accountant
- Members not in attendance: Zac Duce, Melissa Pocza, and Lucas Ridley.
 - a) Administer Statements of Officer and Oaths of Office to newly appointed and/or reappointed members.
Chris Wallentine led new Board members through the Oath of Office.

2) PUBLIC COMMENTS:

No Public Comments.

3) ITEMS FOR INDIVIDUAL CONSIDERATION:

- a. Receive a report, hold a discussion, and take action on approval of the Minutes from the meeting held on December 18, 2025.
Kat Pickens motioned to approve the minutes. Ashlyn seconded the motion. The motion passed.
- b. Update on TIRZ No. 3 by the City's Finance Department.
Orlando joined the meeting to provide an overview of TIRZ No. 3, explaining that a TIRZ does not raise or add new taxes but instead captures a portion of incremental growth in property values to reinvest within the district. He reviewed revenue growth over time and provided historical context, noting that the County had not previously contributed prior to the TIRZ. Orlando also presented sales tax data for the city as well as the downtown district from the previous few years, highlighting a significant increase in 2021–2022 with trends now leveling. He explained that reported sales tax figures reflect activity from approximately two months prior, meaning February increases correspond to December sales activity. Orlando also provided a map showing the boundaries of TIRZ No.3.
- c. Board orientation, including distribution and review of Board notebooks.
Board binders were distributed to members.
Donna briefly revisited the topic of TIRZ No. 3, noting its establishment in 2016 and that TIRZ funds are used for the streetscape project.
Grant provided a brief overview of social media engagement (specifically Meta) data from the last year. He reported an increase in total views, watch time, followers, and more, showing that our online presence continues to grow.
Sam went over the annual infographic that was included in the notebooks, including from where the information was sourced. She also asked all Board members to sign and return the Board Accountability Agreement at the beginning of the notebook.

Donna reviewed the Main Street Four Point Approach and discussed key initiatives and the corresponding committees under each area: Design, Economic Vitality, Organization, and Promotion. She encouraged Board participation in the STAR Volunteer program, reviewed volunteer opportunities including all Main Street committees. Volunteer packets were provided for Board members to complete and return to staff. Other items in the first section of the notebooks include the Mission & Vision and DEI Statements, DMSI Articles of Incorporation, and a presentation overviewing the Main Street program.

Section 2 of the binder includes financial information such as the FY26 program budget, TIRZ No. 3 details, district reinvestment statistics, and DDA grants and incentives.

Section 3 focuses on reporting and future planning, including the Vision Forward (developed from more than 500 community survey responses in 2021), the 2017 Designing Downtown Denison report by Toole Design Group, a sample quarterly report as assigned by the Texas Main Street Program (Q4 2025), and the current Downtown Work Plan. Donna reviewed the program's transformation strategies, noting a recent update to include exploration of a convention center partnership with Tourism following completion of the Visitor Center.

Additional materials – such as Historic Preservation resources and applications, Sidewalk Usage and Public Art Guidelines, etc. – can be accessed using the QR code reference sheets in the final section of the notebooks.

4) SPECIAL PROJECT REPORTS:

a) Music Friendly

The committee is researching the feasibility of offering a healthcare benefits program for local artists, modeled after the Creative Cares initiative in Dallas. Staff recently met with representatives from the Visit Dallas team to better understand the structure, eligibility requirements, and funding of their program and to explore how a similar model could be adapted for Denison. While the program would not serve as a replacement for comprehensive health insurance, it could provide meaningful support such as access to telehealth services and prescription assistance, offering a practical benefit to members of the local music and arts community.

Work continues on the Rhythm & Rails Festival, set for September 12. The venue interest participation form is still accepting submissions.

b) TIRZ No. 3 and Designing Downtown Denison

Donna discussed items from her D3 construction update email sent the previous evening. Work is progressing from the 400 block into the 500 block and along Fannin. The construction fence in the 500 block of Main will be brought back east toward Fannin as soon as possible, and the fence blocking S. Fannin has been temporarily moved south to Chestnut, with plans to shift it back toward Music Alley when possible.

Water tie-ins have been pushed to next Thursday. At Heritage Park, above-ground activity is now visible, with the stage and greenroom/storage areas poured and metal framework currently being installed for the greenroom. Donna noted that work crews will need to return to the 300 block to complete installation of the remaining trees, as well as outstanding electrical and brick work. This will require a full street closure for approximately two weeks, followed by an additional two to four weeks of work near the Visitor Center and Heritage Park area. Installation of café strand lighting, including large support posts and electrical connections, needs to be completed as well.

When asked about overall timing, staff indicated that completion of the 400 block of Main Street is anticipated in the spring, with an estimated target of April, to be followed by the final work in the 300 block. Donna also shared that the lights were illuminated in the 400 block the previous evening.

c) Ike Hike

Staff is awaiting assistance from Public Works to complete installation of remaining features.

d) Doc Holliday Festival

Staff reported that promotional postcards have been received and distributed, including at the recent History in the Hall event. Jordan retrieved some postcards from the Visitor Center for Board members. The petting zoo contract has been finalized and is confirmed for the 500 block. Efforts are underway to re-engage Choctaw as a participant alongside Frontier Village. Additional activity is planned for the SNAP Center area. Model trains are set to return to the festival this year, with a contingency location identified due to the Red River Railroad Museum moving.

While Heritage Park will not be available, surrounding streets are expected to be open. The festival footprint will extend from the Katy Depot through the 700 block. Staff noted that the 300 block is currently scheduled for construction in April and emphasized the importance of project completion prior to the festival date.

e) Eisenhower Birthday

The Eisenhower Birthplace is interested in partnering with the City for the America250-themed Fourth of July event, with activities hosted at the Birthplace earlier in the day before transitioning to Forest Park festivities. A new staff member will also be starting soon at the Birthplace.

The committee discussed ideas for the Birthday Celebration, including incorporating the nearby train tracks through audio or interpretive elements and finding stronger ways to involve Perrin AFB in the event. Graphics for the celebration are currently in development.

5) COMMITTEE REPORTS:

a) Downtown Denison, Inc. (DDI)

Mitch reported that the recent Hot Chocolate Frolic was very successful, noting that it was a record day for his store.

Upcoming events include North Texas Coffee Fest (1/30-31), Sweetheart Sweepstakes during the first two weeks of February, followed by Shamrock Stroll and Pub Crawl (3/14) and then Easter programming (4/4). While not an official DDI event, some downtown businesses including FYR Flower will be taking part in an event on April 20.

b) Denison Area Chamber of Commerce

Upcoming events include the Chamber Gala on January 31 and the annual Clay Shoot, anticipated to take place in April or May.

c) Tourism/CVB

Jordan shared updates to the forthcoming tourism/downtown website, as well as ongoing efforts to ensure lodging listings remain current and compliant with tax requirements.

First United will be sponsoring a billboard to highlight downtown's recent award wins. Mock-ups were presented, with staff and the Board expressing preference for Option 02.

The CVB grant cycle is opening, with advertising grants now available through the Discover Denison website; applicants will be required to submit post-event reports to document use of funds. Planning continues for Bandits, Bluegrass, and BBQ, with The George serving as a venue partner, bands booked, and a meeting scheduled with the Boys & Girls Club.

Progressive Dinner (3/28) planning is also underway, with strong business participation confirmed. The event will function similarly to a wine walk, utilizing a passport-style format with small portions served at participating locations and a concluding gathering at The George Tavern featuring live music. Staff emphasized the importance of ensuring the event enhances, rather than disrupts, the broader downtown experience. Discussions are underway about launching guided food tours similar to those in McKinney, with a representative from their program planning to attend the Progressive Dinner to explore feasibility.

d) Promotion Committee

The committee discussed renewed community interest in the Denison Rocks program following recent social media engagement and is exploring potential partnerships, including with Goodwill ArtWorks, to relaunch the initiative. Geocaching was suggested by the Board as a complementary activity.

Committee members worked on determining content for the annual infographic and identified key metrics for inclusion. The committee also brainstormed decoration ideas to further connect downtown to America250 initiatives and discussed promotion strategies for upcoming events, including Super Bowl activities, Valentine's Day specials, and future Texoma FC watch parties.

Upcoming events:

- North Texas Coffee Fest – January 30-31– participating businesses
- History in the Hall – February 19 @ 6:00 PM – Say When Brewery
- Downtown Awards – February 26 @ 6:00 PM– Katy Depot

e) Economic Vitality Committee

The committee reviewed leasing activity and noted several recent/pending business moves, sales, and property transitions, including soon-to-be-vacant 511-513 W. Main. Staff recommended the Board visit Val's Pizza and Pasta, a new restaurant located at 507-509 W. Main.

f) Design Committee

The committee discussed a potential partnership between the Denison Arts Council and the Red River Railroad Museum for 511–513 W. Main.

Members reviewed updates to public art placements, including the return of pieces that have been temporarily moved for construction. The guitar sculpture will return to Heritage Park, Phoenix Rising to the Visitor Center, and the Small Town Big Art and bird sculptures will be placed in Katy Plaza. The DAC will update the open call for dumpster art.

Wendy led committee members on a tour of the new Desk and Easel space.

g) Organization Committee

Planning continues for the Downtown Awards (2/26), with the venue finalized at the Katy Depot. The committee reviewed Downtown Bites interest form submissions and discussed décor concepts. Potential rental needs include cocktail tables, tablecloths, chairs, and a stage. The Downtown Bites component is being refined with cooperation from participating businesses to ensure a diverse selection of items and a well-executed experience, and staff has secured a sponsorship to support stipends for the catering businesses. The previously approved \$20 ticket price for attendees will apply. Board members will assist with emceeing and award presentations.

6) DIRECTOR REPORT

Staff provided updates on America250 initiatives, including exploration of patriotic banner designs for Main Street. Several options were presented, with discussion of alternating designs and selecting options that could be reused beyond the semiquincentennial. Consideration was also given to mounted flags on buildings to replace former sidewalk flags. Staff noted limited funding and potential sponsorships.

The Board was reminded about Downtown Awards nomination form.

7) ADJOURNMENT

There being no other old or new business for consideration, the meeting was adjourned at 9:59 AM by Wendy Acosta.

COMMITTEE MEETING SUMMARIES

FEBRUARY 2026

Music Friendly *(2/4/26 meeting; meeting in January postponed due to inclement weather)*

- Rhythm & Rails: Elevation by Emerald City deposit paid; 1880 may have closed; Grant visiting venues during directory drop-offs.
- Met with Dallas group about “Stage Care” healthcare program—low-cost telehealth plan for creatives (\$75/month up to five people); would link from our page while they manage eligibility. Awaiting MOU and City direction. Interest in offering to small businesses as well.
- Interest in exploring an artist relief/scholarship fund to provide aid to local musicians and artists during personal/professional hardship.

Doc Holliday *(2/5/26 meeting; January meeting postponed due to inclement weather)*

- Event overview: Streets open, Heritage Park closed; gunfights in Katy Plaza; vendors split between RV and Depot District South lot. Parade returning. Model trains and petting zoo confirmed.
- History in the Hall launched successfully (~50 attendees); next reenactor program at Say When (2/19) ties into America250.
- Sponsorship outreach sent early but needs follow-up; also securing hay bales, misc. contracts, and agreement with gunfighters.
- Performer coordination ongoing; working through availability and space needs.
- DAC sponsoring chalk artist and coordinating in-theme gallery show.
- B3 update: Band contracts finalized; focusing on youth engagement; no drink tickets this year; additional fundraising ideas in progress.

Eisenhower Birthday

- Exploring a curated car show in Perrin (potentially partnering with Grayson College) to help connect sites and draw a broader audience; staff at the Birthplace and Perrin to coordinate volunteers and logistics.
- Birthday Celebration ideas include inviting the winter Farmers Market, continuing youth-focused performances from the Scott MS theater and band programs. Exploring involvement from the Denison HS and the Boys & Girls Club.
- July 4 ideas include a daytime Birthplace event (vintage picnic theme, lawn games) and participation as a vendor at Forest Park.

Promotion

- Texas Highways will lead off a Main Street feature with Denison; expected in April ahead of Doc. Evaluating additional ads.
- Doc Holliday updates: Farmers Market returning to the street; working on Choctaw/Chickasaw participation, volunteers, and RV stage setup. Need to coordinate barricades/logistics.
- America250: Exploring banner options and funding (potential Farmers Market support); need to replace ~20 missing banners.
- Upcoming events:
 - o History in the Hall – February 19 @ 6:00 PM – Say When Brewery
 - o Downtown Awards – February 26 @ 6:00 PM – Katy Depot – *tickets on sale now!*
 - o Music on Main Lineup Release – March 17 – Facebook Livestream
 - o History in the Hall – March 19 @ 6:00 PM – Ivanhoe Ale Works
 - o Depot Day + Red River Railroad Museum’s Golden Spike Day – March 21 – Katy Depot
 - o Downtown Progressive Dinner – March 28 – participating downtown restaurants – *tickets on sale now!*

Economic Vitality

- Imagine the Possibilities Tour set for May 16 (12–4 PM). Need accurate availability list to begin contacting realtors/prop. owners.
- Property updates: DDA’s targeted building list reduced from five to three. Multiple lease spaces coming available this summer.
- Gateway [to downtown] Site Improvement Grant expected to roll out around April; DDA + P&Z planning one-on-one outreach with property owners to focus on high-impact areas first.

Design

- Staff to reach out to Public Works to confirm expected lifespan of downtown dumpsters; some exiting units need repairs.
- Reviewed 100-block dumpster inventory/photos.
- Establish new dumpster standards: unpainted dumpsters must meet min. standards; painted dumpsters subject to visual inspection; dumpster murals must remain for at least two years, longer if in good condition.
- Discussed bulk department purchase of de-icing agent so businesses can buy through Main Street department for winter weather, similar to Fall Décor orders.

Organization

- Downtown Awards prep continues: Rental quotes received for tables, linens, and staging; comparing options.
 - o Staff to confirm catering needs (power, service ware) and provide DT Bites businesses with setup information.
 - o Staff to inventory décor and service items; purchase additional supplies and water as needed.
 - o Kurt coordinating with Hyde Park Signers and with Ernie on space and food options.

