



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
LUCY'S RESTAURANT 127 N. OHIO STREET, CELINA, TX 75009
THURSDAY, NOVEMBER 1, 2018 AT 8:00 AM**

AGENDA

I. CALL TO ORDER:

II. PUBLIC COMMENT:

III. ACTION ITEMS:

- A. Review, Discuss, and Take Action on minutes from September 29, 2018 meeting:
 - 1. Main Street Advisory Board - Regular Meeting - Sep 29, 2018 11:00 AM
- B. Review, Discuss, and Take Action on December 2018 Board Meeting:
- C. Review, Discuss, and Take Action on Downtown Master Plan :
- D. Review, Discuss, and Take Action on Manager's Report and Financials:
 - 1. Financials
- E. Review, Discuss, and Take Action on presentation for 501c3 organization status:
- F. Review, Discuss, and Take Action on 10 Criteria Report:
 - 1. 10 Point Criteria
- G. Review, Discuss, and Take Action on Committee Reports as needed:
- i. **Organization:**
 - A. **Golf :**
- ii. **Design:**
- iii. **Economic Vitality:**
- iv. **Promotion:**
 - A. **Friday Night Market: Nov 2:**
 - B. **Small Business Saturday: Nov 24:**

C. Christmas on the Square: Dec 5:

D. Gift Tour: Dec 8:

IV. ADJOURNMENT:

Lucy's is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

The Board reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551. "I, the undersigned authority do hereby certify that the Notice of Meeting was posted on the bulletin board at City Hall of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: _____ at ____ p.m. and remained so posted continuously for at least 72 hours prior to the scheduled time of said meeting."

City of Celina, TX

Date Notice Removed



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
BIG FISH SEAFOOD GRILL 414 S. MAIN STREET, GRAPEVINE, TX 76051
SATURDAY, SEPTEMBER 29, 2018 AT 11:00 AM**

MINUTES

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Absent	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Absent	
Amanda Webber	City of Celina	Board Member	Present	
Moises Casillas	City of Celina	Board Member	Absent	
Betsy Bousreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Present	
Dante Ramirez	City of Celina	Board Member	Absent	
Eddie Cawlfeld	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Present	
Renee Marler	City of Celina	Board Member	Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	
Bill Webber	City of Celina	Place 1	Present	

II. PUBLIC COMMENT:

No public comment.

III. ACTION ITEMS:

- A. Review, Discuss, and Take Action on minutes from September 6, 2018 meeting::
1. Main Street Advisory Board - Regular Meeting - Sep 6, 2018 8:00 AM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Philip Ferguson, Board Member
SECONDER:	Michelle Baggett, Board Member
AYES:	Baty, Webber, Bousreaux, Baggett, Ferguson, Cawlfeld, Grubbs, Marler
ABSENT:	Minett, Ousley, Casillas, Ramirez

- B. Review, Discuss, Take Action on Manager Report:

Staff presented updates on Downtown.

Business updates: Tender Smokehouse is one of four finalist for Best Downtown Business of the Texas Downtown Association's 2018 President's Award. Winner will be announced November 7th, Pacheco Koch has leased the old Grace Bridge location with intention to expand, and board member, Eddie Cawfield talked about his new law business on the square.

Non-Main Street Event Updates Downtown: Oct 2, 6-9pm: National Night Out; Oct 5, 11am: Ribbon Cutting for new Grace Bridge Resale location; Oct 5, 2pm: Homecoming Parade; Oct 6, 10am-2pm: City wide clean up day; Oct 11, 7-9pm: Celina Ladies & Friend's Progressive Dinner
No Action Taken.

C. Review, Discuss, Take Action on Bylaws:

1. Bylaws

Staff presented and the board discussed the Bylaws of the Celina Main Street Advisory Board. Renee Marler made the motion to make no changes to the Bylaws. Philip Ferguson seconded the motion and the motion carried 8-0.

D. Review, Discuss, Take Action on Mission and Vision Statements, and Core Values:

1. Mission and Vision Statments, and Core Values

Staff presented and the board discussed the Mission Statement, Vision Statment, and Core Values Statement. Philip Ferguson made the motion to adopt the updated statements as disussed replacing "family friendly" with the word "welcoming". Michelle Baggett seconded the motion and the motion carried 8-0.

E. Review, Discuss, and Take Action on Requirements and Responsibilities of Board Memebers:

1. Board Members Roles

Staff presented and the board discussed the roles and responsibilities of board members, board officers, and committee chairs of the Celina Main Street Advisory Board. No action taken.

F. Review, Discuss, and Take Action on nominations for FY2018-2019 Main Street Advisory Board Officers:

Staff presented and the board discussed the board officer roles and responsibilities of the Celina Main Street Advisory Board.

Renee Marler made the motion to nominate Amanda Webber as President. Philip Ferguson seconded the motion and the motion carried 8-0.

Renee Marler made the motion to nominate Rachel Baty as Vice President. Betsy Boudreaux seconded the motion and the motion carried 8-0.

Amanda Webber made the motion to nominate Rene Marler as Secretary. Philip Ferguson seconded the motion and the motion carried 8-0.

Rene Marler made the motion to nominate Eddie Cawfield as Treasurer. Betsy Boudreaux seconded the motion and the motion carried 8-0.

G. Review, Discuss, and Take Action on nominations for FY2018-2019 Main Street Advisory Board Committee Chairs and Committee Reports as needed:

Staff presented and the board discussed Committee Chairs and Committee Reports including Economic Vitality, Design, Organization, and Promotion Committees. No action taken.

i. **Friday Night Market: Oct 5, Nov 2:**

Event updates provided. No action taken.

ii. **Oktoberfest: Oct 13:**

Event updates provided. No action taken.

iii. **Movie Night: Oct 20:**

Event updates provided. No action taken.

iv. Trick or Treat: Oct 31:

Event updates provided. No action taken.

v. Small Business Saturday: Nov 24:

Event updates provided. No action taken.

vi. Christmas on the Square: Dec 5:

Event updates provided. No action taken.

vii. Gift Tour: Dec 8:

Event updates provided. No action taken.

H. Review, Discuss, and Take Action on FY2018-2019 Budget:

Staff presented and the board discussed the FY2019 Budget including setting specific event budgets in the future. No action taken.

1. Budget**I. Review, Discuss, and Take Action on FY2018-2019 Work Plan:**

Staff presented and board discussed the 2018-2019 Work Plan. Renee Marler made the motion to adopt the changes below for the program goals with committees adjusting subgoals throughout the year to the work plan. Rachel Baty seconded the motion and the motion passed 8-0.

Goal 1: Promote downtown as a local destination

Goal 2: Beautification

Goal 3: Historic Preservation.

1. Work Plan**J. Review, Discuss, and Take Action on FY2018-2019 Event Dates:**

Staff presented and board discussed 2019 Event Dates. Philip Ferguson made the motion to approve event dates as listed below. Renee Marler seconded the motion and the motion passed 8-0.

March 1, 2019 - Friday Night Market

April 5, 2019 - Friday Night Market

April 20, 2019 - 4th Annual Super Hero Movie Night

May 3, 2019 - Friday Night Market

May 7, 2019 - Golf Tournament

June 7, 2019 - Friday Night Market

June 15, 2019 - Movie Night

July 5, 2019 - Friday Night Market

August 2, 2019 - Friday Night Market

August 17, 2019 - Movie Night

September 6, 2019 - Friday Night Market

October 4, 2019 - Friday Night Market

October 19, 2019 - 5th Annual Star Wars Movie Night

October 31, 2019 - Halloween Event

November 1, 2019 - Friday Night Market

December 4, 2018 - Christmas on the Square

December 7, 2018 - Gift Tour (w/ Celina Education Foundation)

1. 2019 Event Dates**IV. ADJOURNMENT:**

Amanda Webber, Board President, moved to adjourn at 2:23pm.

Chairman

Date Minutes Approved

Minutes Acceptance: Minutes of Sep 29, 2018 11:00 AM (Review, Discuss, and Take Action on minutes from September 29, 2018 meeting)

CITY OF CELINA
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:SEPTEMBER 30TH, 2018

112-MAIN STREET FUND
FINANCIAL SUMMARY

% OF YEAR COMPLETED: 100.00

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>							
MAIN STREET-REVENUE	<u>67,950.00</u>	<u>937.40</u>	<u>0.00</u>	<u>66,852.47</u>	<u>0.00</u>	<u>1,097.53</u>	<u>98.31</u>
TOTAL REVENUES	<u>67,950.00</u>	<u>937.40</u>	<u>0.00</u>	<u>66,852.47</u>	<u>0.00</u>	<u>1,097.53</u>	<u>98.31</u>
	=====	=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
MAIN STREET	<u>66,288.00</u>	<u>639.56</u>	<u>0.00</u>	<u>59,066.70</u>	<u>0.00</u>	<u>7,221.30</u>	<u>89.11</u>
SUBTOTAL EXPENDITURES	<u>66,288.00</u>	<u>639.56</u>	<u>0.00</u>	<u>59,066.70</u>	<u>0.00</u>	<u>7,221.30</u>	<u>89.11</u>
TOTAL EXPENDITURES	<u>66,288.00</u>	<u>639.56</u>	<u>0.00</u>	<u>59,066.70</u>	<u>0.00</u>	<u>7,221.30</u>	<u>89.11</u>
	=====	=====	=====	=====	=====	=====	=====
REVENUES OVER/ (UNDER) EXPENDITURES	<u>1,662.00</u>	<u>297.84</u>	<u>0.00</u>	<u>7,785.77</u>	<u>0.00</u>	<u>(6,123.77)</u>	
	=====	=====	=====	=====	=====	=====	

Communication: Financials (Review, Discuss, and Take Action on Manager's Report and Financials)

CITY OF CELINA
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: SEPTEMBER 30TH, 2018

112-MAIN STREET FUND

REVENUES

% OF YEAR COMPLETED: 100.00

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
<u>MAIN STREET-REVENUE</u>							
<u>CONTRIBUTIONS/DONATIONS</u>							
112-400-04-4051 MAIN STREET-SPECIAL EV	22,750.00	875.00	0.00	14,111.98	0.00	8,638.02	62.00
112-400-04-4052 GOLF TOURNAMENT	45,000.00	0.00	0.00	52,278.53	0.00	(7,278.53)	116.11
112-400-04-4055 DONATIONS/CONTRIBUTION	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL CONTRIBUTIONS/DONATIONS	67,750.00	875.00	0.00	66,390.51	0.00	1,359.49	97.99
<u>INTEREST</u>							
112-400-05-4800 INTEREST INCOME	<u>200.00</u>	<u>62.40</u>	<u>0.00</u>	<u>461.96</u>	<u>0.00</u>	(<u>261.96</u>)	<u>230.98</u>
TOTAL INTEREST	200.00	62.40	0.00	461.96	0.00	(261.96)	230.98
<u>TRANSFERS</u>							
112-400-99-4600 TRANSFERS FROM OTHER F	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL TRANSFERS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MAIN STREET-REVENUE	67,950.00	937.40	0.00	66,852.47	0.00	1,097.53	98.38
<u>TOTAL REVENUES</u>							
	67,950.00	937.40	0.00	66,852.47	0.00	1,097.53	98.38
	=====	=====	=====	=====	=====	=====	=====

Communication: Financials (Review, Discuss, and Take Action on Manager's Report and Financials)

CITY OF CELINA
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: SEPTEMBER 30TH, 2018

112-MAIN STREET FUND

REVENUES

% OF YEAR COMPLETED: 100.00

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
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DEPARTMENTAL EXPENDITURES

MAIN STREET

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PAYROLL EXPENSE

112-517-01-5100 SALARIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5105 OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5110 P/R TAX EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5111 SUTA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5115 GROUP HEALTH INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5116 RETIREMENT-TML	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5117 WORKMAN'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5120 LONGEVITY PAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-01-5122 SCHOOL REGISTRATION &	1,000.00	0.00	0.00	890.50	0.00	109.50	89.05
112-517-01-5123 TRAVEL, MEALS & LODGING	2,500.00	0.00	0.00	919.28	0.00	1,580.72	36.77
TOTAL PAYROLL EXPENSE	3,500.00	0.00	0.00	1,809.78	0.00	1,690.22	51.72

MATERIALS & SUPPLIES

112-517-03-5208 COMPUTER HDWR/SOFTWARE	500.00	0.00	0.00	674.89	0.00	174.89	134.98
112-517-03-5209 OFFICE SUPPLIES	500.00	57.39	0.00	251.77	0.00	248.23	50.38
112-517-03-5210 MATERIALS/SUPPLIES	750.00	7.31	0.00	733.08	0.00	16.92	97.74
TOTAL MATERIALS & SUPPLIES	1,750.00	64.70	0.00	1,659.74	0.00	90.26	94.86

MAINTENANCE EXPENSE

112-517-04-5205 MAINTENANCE AGREEMENTS	2,500.00	0.00	0.00	603.73	0.00	1,896.27	24.15
112-517-04-5230 EQUIPMENT REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5231 EQUIPMENT O&M	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5280 VEHICLE EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-04-5281 VEHICLE REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL MAINTENANCE EXPENSE	2,500.00	0.00	0.00	603.73	0.00	1,896.27	24.15

UTILITY EXPENSE

112-517-05-5400 TELEPHONE	1,300.00	108.60	0.00	949.99	0.00	350.01	73.08
112-517-05-5401 CELL PHONE	700.00	0.00	0.00	786.54	0.00	86.54	112.36
112-517-05-5403 INTERNET/DSL	400.00	0.00	0.00	45.59	0.00	354.41	11.40
112-517-05-5419 NATURAL GAS	550.00	0.00	0.00	537.08	0.00	12.92	97.65
112-517-05-5420 UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL UTILITY EXPENSE	2,950.00	108.60	0.00	2,319.20	0.00	630.80	78.63

CONTRACT LABOR

112-517-06-5140 CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00	0.00	0.00

MISCELLANEOUS EXPENSE

112-517-09-5121 GOLF TOURNAMENT	20,000.00	0.00	0.00	21,975.57	0.00	1,975.57	109.83
112-517-09-5220 POSTAGE	100.00	0.00	0.00	143.02	0.00	43.02	143.02
112-517-09-5240 GENERAL INSURANCE	138.00	0.00	0.00	137.77	0.00	0.23	99.83
112-517-09-5250 MEMBERSHIPS & DUES	500.00	0.00	0.00	1,065.00	0.00	565.00	213.00
112-517-09-5270 SCHOOL/TRAVEL/MEALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Communication: Financials (Review, Discuss, and Take Action on Manager's Report and Financials)

CITY OF CELINA
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF:SEPTEMBER 30TH, 2018

112-MAIN STREET FUND

REVENUES

% OF YEAR COMPLETED: 100.00

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
DEPARTMENTAL EXPENDITURES							
112-517-09-5290 ADVERTISING	1,500.00	23.02	0.00	1,006.11	0.00	493.89	67.01
112-517-09-5340 OFFICE CLEANING	350.00	0.00	0.00	450.00	0.00	(100.00)	128.57
112-517-09-5415 EQUIPMENT RENTAL	1,500.00	0.00	0.00	84.92	0.00	1,415.08	5.66
112-517-09-5700 EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-09-5705 SPECIAL PROJECTS	30,000.00	443.24	0.00	27,811.86	0.00	2,188.14	92.74
112-517-09-5706 MISC EXPENSE	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00
112-517-09-5707 FACADE GRANT EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-09-5750 CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
112-517-09-5801 DEBT SERVICE	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS EXPENSE	55,588.00	466.26	0.00	52,674.25	0.00	2,913.75	94.70
TOTAL MAIN STREET	66,288.00	639.56	0.00	59,066.70	0.00	7,221.30	89.17
SUBTOTAL EXPENDITURES	66,288.00	639.56	0.00	59,066.70	0.00	7,221.30	89.17
TOTAL EXPENDITURES	66,288.00	639.56	0.00	59,066.70	0.00	7,221.30	89.17
=====							
REVENUES OVER/(UNDER) EXPENSES	1,662.00	297.84	0.00	7,785.77	0.00	(6,123.77)	
=====							

Communication: Financials (Review, Discuss, and Take Action on Manager's Report and Financials)



TEXAS HISTORICAL COMMISSION
real places telling real stories



TO: **Texas Main Street Managers**
 FROM: Debra Drescher, State Coordinator, Texas Main Street Program
 DATE: October 1, 2018
 RE: **Main Street 10 Criteria ANNUAL REPORT & Incentives Survey** (September 1, 2017 to November 30, 2018 timeframe)
 DUE DATE: **Monday, December 10, 2018 by electronic transmission**

This 10 Criteria survey was originally developed by the National Main Street Center and is used by coordinating programs nationwide to assess annual progress of your local program, and to show how your leadership team (staff and board) is effectively carrying out the Main Street revitalization model. All Main Street programs nationwide are required to be assessed annually. Coordinating programs use the assessment to make recommendations for national annual Accreditation. This template provides the consistent format for review for recognizing and recommending National Accreditation, which is announced each year at the annual national Main Street Now conference. (March 25-27, 2019, Seattle, WA.). Those recommended for National Accreditation also receive a certificate of Texas Recognition from our office.

Over the past few years, a revised Main Street Four Point Approach™ and a Transformation Strategy model for planning and goal setting has been rolled out through the national center and coordinating programs nationwide. While the Main Street Four Point Approach™ remains the foundation of our work, the new planning model provides increased flexibility that is more respectful of the individuality of Main Street communities, and drives local programs toward more strategic, higher-level thought, action, and outcomes.

In this template, you will notice how the revised model is reflected:

- **Flexibility.** There is less focus on *process* and more focus on *outcome*, and your program should be showing measurable and strategic results articulated through the information provided in this report that shows how a balanced Four Point Approach™ helped achieve those results.
- **Respect for individuality, resources, and tenure.** There are 87 official Main Street programs across Texas; making this a very large coordinating program in a diverse state. Each year new programs come on board, but there are also programs that have participated for decades. Each program should be operating at a level that reflects its tenure; and how well it is able to fully utilize the resources it has at hand (i.e. partnerships, evidence of ever-growing or more strategically designed incentives programs to spur activity, etc.). At the same time, if your program has had a year of struggle coming from, for instance, an unavoidably long vacancy in the manager position or a major shift in city leadership and does not achieve Texas Recognition or National Accreditation because of that, it will not alone affect your continued designation. (You might find this document in the Online Resource Library useful: [How Main Street Programs Evolve and Change](#).)

- **Work planning.** Your work plan should show the four points of the Main Street Approach – Economic Vitality, Design, Promotion and Organization -- in play to achieve strategic objectives. The Transformation Strategy model helps programs develop and/or continue revitalization projects and activities that strengthen the commercial district's economy. We've provided training and work planning assistance throughout the year, at both the local level and through the full-day workshop at our summer network gathering in Amarillo and continue to be available to provide assistance as needed.

To be eligible for Texas Recognition and National Accreditation, the annual report must be submitted by midnight on the due date (December 10) electronically. Any electronic method is acceptable. Options for submission can include, but are not limited to:

1. A compressed **email** to, with '10 Criteria' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing like Dropbox and share with us.

Regardless of the submission method, the whole report should be in a single document and emailed to mainstreet-reports@thc.texas.gov.

Some other things to remember:

1. All programs are required to submit this annual report by the deadline.
2. The report is a tool to use to keep your program visible to your stakeholders and superiors, including those that fund your program.
3. It is a scored category for the [Texas Capital Fund Main Street Improvements Grant](#).
4. You must be a member of the National Main Street Network, to receive Accreditation, and you must have both a minimum overall score (90 out of 107) and minimum score (5) in each of the ten categories in order to be recognized and accredited.
5. Every other year, we alternate in this report between a Salary/Funding survey and an Incentives survey. This year, incentives are reviewed and scored in Criteria 4. This is an important survey to complete as it helps us collect statewide data and may also help you in future budget deliberations.
6. We also note on the Texas certificate whether your program has been recognized 5 continuous years or more.
7. Type directly into the template as needed.



2019 ANNUAL REPORT

Covering activities and progress from September 1, 2017 through November 30, 2018

Texas Recognition announced in late January 2019. National Accreditation announced at the National Main Street Now Conference in March 2019.

CITY / PROGRAM NAME: City of Celina Main Street Program

Submitted by:

Main Street Manager: Rebecca Barton

Reviewed by: **City Manager** (city-based programs) Jason Laumer

Main Street Board President: Amanda Webber

Under the leadership of the Board President, the board should consider completing the checklists in this survey as part of a Board activity during a board meeting. This level of Board engagement will make the organization stronger and more strategic by allowing areas of challenge, strength, and opportunity to be better identified, and so that staff can be supported and assisted at the most effective level possible. Checklists in this survey are based upon 10 Criteria annual reports from other coordinating programs across the country and reflect tenets of the Main Street Refresh. Various sections provide an opportunity to record how or if the Board provided input.

Criteria #1

Broad-based support for the commercial district revitalization process from public and private sectors.

This is one of the foundations of the Main Street Four Point Approach since its inception almost 40 years ago. A thriving and sustainable local Main Street program engages not just the district's property or business owners or local government, but all members of the community who are interested in the community's overall health. Involvement by both the public and private sectors is critical; neither can revitalize the commercial district without the other.

Indicators. Self-assessment checkboxes.

- ☒ Our Main Street organization has the active participation of many organizations and individuals who work together for the common goal of making our downtown vital.
- ☒ Our partners contribute financial, in-kind, fundraising support and/or volunteer effort.
- ☒ Our partners include:

- ☒ Local Government (city, county)
- ☒ Economic/Community Development
- ☒ Education
- ☒ Chamber of Commerce and other local non-profits
- ☒ Private sector such as property and business owners
- ☒ Individuals
- ☒ Arts, cultural etc. groups
- ☒ Direct stakeholders (business, property owners)

- ☒ Industry
- ☒ Developers
- ☒ Financial community
- ☐ Regional groups
- ☒ County Historical Commission
- ☒ Religious congregations
- ☒ Neighborhoods/residents

Other (please note) _____

- ☒ Our Main Street program (board, staff) strategically looks for opportunities to make connections between other organizations.
- ☒ There is generally a positive view of downtown throughout the community.
- ☒ Downtown is generally viewed by business and property owners, and local government as providing an effective return on investment.
- ☒ We have long-time volunteers who contribute to our program and stay actively engaged.
- ☒ New volunteers join us on a regular basis.
- ☒ We have a process for volunteer recruitment, retention, and appreciation. (The process can be informal, as long as there is evidence that the program continually moves forward with volunteer effort.)

Narrative. Please provide specific examples as to how your program is successful in the areas checked above. This should be done at a board meeting where board and staff provide input for the narrative. Submit a brief narrative or bullet points of no more than two pages to further explain information requested above. Additional supporting documentation --news articles, flyers, posters etc.—can also be provided in an additional three pages. (five pages total)

Narrative

The Celina Main Street Program is a volunteer run program with a paid City of Celina staff member overseeing administration. Volunteers serve on the advisory board and committees, advocate for the program and downtown, and help plan and run events.

Advisory board and committee members include building owners, business owners, historic preservationists, church leaders, professionals, and residents. The Chamber of Commerce, City Council, Economic Development Corporation, and Celina ISD have ex-officio members on the advisory board. Event volunteers consist of community groups, such as Boy Scouts, Beta Club, and the National Honor Society, as well as church groups and individual residents. Tenure of volunteers vary from one time to over 10+ years contribution to the Celina Main Street mission. Volunteers are solicited predominately by word of mouth, but also by having sign-ups at events, and on-line sign ups through the website. Yearly, the Main Street Board has a breakfast celebration to recognize those who have completed a term on the board with certificates and plaques.

Main Street is also the liaison for those interested in the downtown square as for events or businesses. Main Street staff is housed in the same building with the Celina Economic Development Corporation and a few buildings away from the Celina Chamber of Commerce for a collaborative working environment. Volunteers and staff constantly promote the downtown square in a variety of ways including promotions and marketing, presenting to local organizations, meeting and providing tours to potential developers and businesses, and hosting events.

Celina Main Street partners with community organizations throughout the year to network, collaborate on projects, and host events including Celina Education Foundation (C.A.R.E), Rotary Club, Masonic Lodge, Lion's Club, Chamber of Commerce, Celina Public Library, Celina Senior Citizens, church congregations, Cinco de Mayo committee, area professionals, developers, realtors, and other businesses. Financial partners provide essential support for the Celina Main Street Program and range from local business owners to developers as well as individuals.

Additional Supporting Documentation

- Include news articles, flyers, posters, etc

11 points total	Evidence of effective partnerships: 5 points	Evidence of engaged volunteers: 5 points
	Evidence that broad-based support has had positive impact on the image of downtown: 1 point	

Criteria #2

Statements of Purpose should be relevant to community conditions and to the local Main Street program's organizational stage. *Effective organizations articulate their purpose and vision to guide work and to lead everyone together toward agreed-upon goals.*

The Main Street **Vision** and **Mission** can be a combined statement articulating a vision for downtown that policy leaders (city management, elected officials), vested stakeholders (business/property owners), and the community agree upon, along with a statement of the Main Street program's role in achieving the vision. The Vision communicates long-term hopes and intentions for the commercial district. The Mission uniquely describes the Main Street program's sense of purpose and overall direction (What is the organization's reason for being?) Many organizations also have a statement of **Core Values** that describe the ethic of the organization. Your city may have adopted these, and if so, the Main Street program should utilize them. They serve as an indicator that the people in your program are deeply driven and brought together by a common purpose. The National Park Services provides a good description of Core Values here: <http://www.nps.gov/training/uc/whcv.htm>. There are also Main Street Core Value statements in the Texas Main Street Online Resource Library. Your Statements of Purpose should be unique in describing how your downtown is unlike others; your legacy, your heritage, your attributes, your progress etc. (let's get rid of downtown being 'a great place to live, work and play'...!) When reviewing your statements think about and let us know in this report how they drive your work. Can they describe only your downtown and not the one down the road?

In the revised Approach and Transformation Strategy model, programs may additionally be developing strategy and/or market positioning statements to guide the work plan in addressing challenges or taking advantage of market opportunities.

- ☒ Review. Our vision and mission statements were last reviewed by the Main Street board (date): 9/29/2018 Board Meeting/Annual Retreat (Whether or not the statements are adjusted, they should be at least reviewed each year as an agenda item at a board meeting and/or during the program's annual planning retreat.)
- ☒ Our Statements are on our program's website.
- ☒ Our Statements are on documents we produce that the public sees, such as newsletters.
- ☒ We include our Statements in public presentations to community groups and in reports on Main Street to City Council.

VISION STATEMENT:

Celina Main Street Mission Statement:

The Celina Main Street Program will utilize public and private partnerships along with the Main Street 4-point approach to organization, promotion, design and economic restructuring to develop downtown Celina into a center of cultural and economic vitality and to safeguard Celina's rich history through targeted revitalization and preservation.

MISSION STATEMENT:

Celina Main Street Vision Statement:

The Celina Historic Square will be the cultural center of the city by blending traditions of the past with new visions for the future in a sustainable way. It will serve the on-going needs and desires of the citizens of Celina by offering unique dining, shopping and events that appeal to both residents

and visitors. A vibrant and exciting square will enhance the diverse interests of the community and contribute to the overall quality of life for everyone who calls Celina home.

CORE VALUES (if you have done this):

Celina Main Street Core Values:

With partnerships in place we:

- Preserve and grow downtown as a business center for the community.
- Attract people downtown for business, shopping and entertainment.
- Maintain, preserve and enhance historic buildings.
- Create a welcoming atmosphere in the heart of Celina.

12 points total

Vision statement: 5 points Mission statement: 5 points Checklist: 1 Core Values: 1

Criteria #3

Comprehensive Main Street work plan. *The refreshed national Main Street Four Point Approach™ recognizes that each Main Street program and community is different. Across the country, there are just as many younger Main Street programs as there are 20-year+ programs. The Main Street Plan of Work/Action Plan should reflect the program's developmental stage. Some programs will operate most effectively in a committee-based model (such as newer or re-starting programs) that are more project-oriented, while others may use a strategy-based model that identifies primary focus areas to receive primary attention during the course of a year and allow a program to address specific challenges and opportunities or reach new levels. Yet others may use a combination of these. Whatever the process, it needs to be moving the program toward measurable outcomes and there needs to be evidence that all Four Points of Main Street are being addressed. Work plans submitted for 10 Criteria do not have to fit into the traditional committee template; they can reflect the way your program is carrying out its work.*

Description. Our Main Street program carries out work through:

- ☒ The traditional committee-based model
- ☐ A strategy-based model with identified priority areas being identified and addressed
- ☐ A different or combination structure. Please explain: _____

Our Work/Action Plan:

- ☒ Is reviewed/updated annually by the leadership team (staff and board)
- ☒ Is balanced; there is activity across all four points that is evident in the work plan
- ☒ Has outcomes showing success and progress of activities that are measured and evaluated
- ☒ Shows that both staff and volunteers have roles in the carrying out the program's work
- ☒ Identifies leadership (i.e. committee chairs, project or activity leaders etc.)
- ☒ Has activities that drive the program toward achieving the vision, and the strategies
- ☐ Every few years we step back from our annual project plan and have a planning retreat to strategically discuss transformational challenges and opportunities for downtown. The last time we did this was: _____.

Attach your work plan

Please note that the Texas Main Street office assists programs developing annual Plans of Work; facilitation of the annual retreat, etc.-- anything that helps build and maintain program capacity. Sample Main Street Plans of Work and templates can be found on the Main Street Online Resource Library at <http://www.txms-resourcelibrary.org/work-plans/>. We also oftentimes use your work plans as samples in trainings we do with your peer programs.



The Celina Main Street Program:
Plan of Work
 October 1, 2018 – September 30, 2019
 Work Session: September 29, 2018

Program Goals

Goal 1: Promote downtown as a local destination			
Organization	Design	Economic Vitality	Promotion
HOA partnerships	Signage	Promote History	Website promote everything occurring
Business & Building Owners		Business Owner Survey/Market Study	Events
Community orgs.		Map	
Visit other MS Cities			
MS Informational brochure			
Downtown Master Plan			
501 c3 Status			
Volunteer Coordinator			

Goal 2: Beautification			
Organization	Design	Economic Vitality	Promotion
	Public art	Facade Grant (joint)	
	Flower Pot	Maintenance	
	Benches		

Goal 3: Historic Preservation			
Organization	Design	Economic Vitality	Promotion
	Design Guidelines	Facade Grant (joint)	

The Committee Work Plans

ORGANIZATION Committee

Committee Chair: Betsy Boudreaux

Committee Members: Renee Marler, Debbie Hopkins, & Candice Goodfellow-Doege

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	HOA partnerships	Staff	Contact Quarterly	NA	Completed/Not completed
	Business owners	Staff/Organization Committee	1 business/month	TBD	1 business/month (11 total)
	Relationship with other community groups	Staff/Board	Continuous	NA	1/month
	Attend other MS Cities meetings	Staff/Organization Committee	1 in fiscal year	TBD	Completed/ Not completed
	MS Informational Brochures	Staff/Committee	NA	TBD	Completed/Not Completed
	Present Downtown Master Plan	Staff/Consultant	1 st quarter 2019	NA	Completed/Not Completed
	501 c3 Status	Staff/Organization Committee	Complete in 2019	TBD	Completed/Not Completed
	Volunteer Coordinator/Organizational Structure	Staff/Organization Committee	Complete in 2019	NA	Completed/Not Completed

ECONOMIC VITALITY Committee

Developing and sustaining a vital downtown marketplace

Committee Chair: Buddy Minett

Committee Members: Betsy Boudreaux, Philip Ferguson, Alexis Jackson, Rachel Baty, Niki Carbajal, Jennifer Ramer, and Justin Steiner

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	Promote History	Staff/Board	Quarterly highlight through social media/website	NA	Quarterly highlight
	Business Owners Survey/Market Study	Staff/Consultant	1 st quarter 2019	TBD	Completed/Not Completed

	Updated Map of Downtown	Staff	1 st quarter 2019	TBD	Completed/Not Completed
Goal 2: Beautification & Goal 3: Historic Preservation	Paint Grant	Staff/Board/Design Committee	1 year to implement	TBD	Implement program
	Maintenance	Staff/Volunteers	1 year	NA	Understand and set schedule

DESIGN Committee, Capitalizing on historic downtown's physical assets

Committee Chair: Jack Ousley

Committee Members: Jace Ousley, Robin Hoerner, Lee Williams, Terri Williams, & Leya Grubbs

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
Goal 1: Promote downtown as a local destination	Signage	Staff	TBD	TBD	TBD
Goal 2: Beautification	Public art	Design Committee	1 year	TBD	Get cost estimates
	Flower Pots	Committee/Volunteers	TBD	TBD	Completed/Not Completed
	Benches	Committee/Volunteers	TBD	TBD	Completed/Not Completed
Goal 3: Historic Preservation	Design Guidelines	Staff	End of 2019	TBS	Completed/Not Completed

PROMOTION Committee

Reintroduce the public to the historic downtown

Committee Chair: Philip Ferguson

Committee Members: Michelle Baggett, Jamie Means, Melynn Noble, Rachel Baty, Phillip Ferguson, Amanda Webber, Jessica Matehuala, Betsy Boudreaux, Moises Casillas, Bill Webber, Lori Franklin, Roxanne Flores, Lynette Sandidge, and Leya Grubbs

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline	Budget Impact & how being funded	Performance Measure / Measure of Success
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Goal 1: Promote downtown as a local destination	Website promote everything occurring	Staff	Monthly	NA	Updated monthly
	Events	Staff/Committees	Throughout year	Special Events	TBD

10 points total.

Essentials are addressed so that work plan provides a detailed blueprint for activities to help achieve mission and strategies 5 points.
There is a balance of activities under Four Point Approach™: 5 points

Criteria #4

Design, historic preservation, planning, and district improvements. *Historic preservation is central to the Main Street program's purpose and should include not only activity that preserves buildings and their historic integrity, such as a building rehabilitation; but also use of preservation tools and government policies supporting preservation; and preservation education that engages the community. This section has been expanded to include planning and public or private improvements to the district that might come from infill or infrastructure projects.*

Design & Preservation Activity

List all projects undertaken in the Main Street district from September 1, 2017 to November 30, 2018. Add extra rows as needed below. Refer to your Reinvestment Reports for this information. **Photos must be submitted for each project.** Use the "Photo Submission Template" on the next page.

Project Name Include all public and private physical improvement projects.	Project Address	Describe the project. What kind of improvement (i.e. rehabilitation, public space, streetscape, signage etc.)?	Start and End Date	Total Budget (Estimates are acceptable.)	Local incentives? What kind and amount?	Federal / State Preservation Tax Credits?	Local design review
Tender Smokehouse	224 W. Pecan Street	Rehab and put in a restaurant	X-September 2017	49,999	No	No	No
Grace Bridge Resale	116 N. Ohio Dr.	New sign for business		500	No	No	Yes
Grace Bridge Resale	221 W. Pecan St.	New roof		16,000	No	No	No
Terry's Donuts	235 W. Pecan St.	New sign for business		3,000	No	No	No
Two29 on the Square	229 W. Pecan St.	Interior rehabilitation		30,000	No	No	No
Grace Bridge Resale	221 W. Pecan St.	Interior rehabilitation		15,000	No	No	No
Movement Church	310 W. Walnut St.	Interior rehabilitation		35,000	No	No	No
Celina City Hall	142 N. Ohio Dr.	New roof		32,500	No	No	No
Celina Library	142 N. Ohio Dr.	New roof		32,500	No	No	No
Celina Senior Center	140 N. Ohio Dr.	New roof		32,500	No	No	No

Communication: 10 Point Criteria (Review, Discuss, and Take Action on 10 Criteria Report)

Project Photo Submission

Four photos are required for **EACH** project listed in the **Preservation Activity table** above. These photos include:

- (1) **Before Photo** showing the overall condition of the building or site before the rehabilitation project was started.
- (1) **After Photo** showing the overall condition of the building or site after construction was completed.
- (2) **Detail Photos** showing close ups of changes to the building. This includes, but is not limited to, repairs, added/changed features, side or rear facades, windows, doors, new storefronts, canopies, signage, interiors, etc.

Please use the format on the next two pages to submit photos. Delete the example photos first. Duplicate the table as needed. The images in the template provide examples of what Design Staff is looking for in your submission. If warranted, please include additional detail images.

Quality photos are critical to illustrating the work undertaken and for the reviewer to score your report accurately. *Large photos that are not blurry will help illustrate the rehabilitation project to the reviewer.* Please use the highest resolution possible and fill the entire box provided when inserting the photos. Photos may be taken with a camera phone. For more information on how to take photos of downtown buildings, please review this guide, [“How to Photograph a Building”](#), on the Online Resource Library. (Password: txms1981)

Building Address: 224 W. Pecan St.
Project Name: Tender Smokehouse

Before Rehabilitation	After Rehabilitation
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Preservation Tools – Use your responses in this section to complete the **Incentives and Tools Survey** that is part of this year's 10 Criteria report. It is a supplementary Excel spreadsheet.

- ☐ Preservation Ordinance
- ☐ Certified Local Government
- ☐ Incentives are available
- ☐ Downtown is a **National Register Commercial Historic District**
- ☒ Downtown is a **local historic district**
- ☐ We have **Design Guidelines**
- ☒ There is a **Design Review** process
- ☐ Other Preservation Tools utilized locally: _____

- ☐ Design review is undertaken:
 - ☐ only when an incentive is received
 - ☒ on any project done in the Main Street district
- ☐ Design review is done by
 - ☒ Landmarks/Preservation Commission, separate body from Main Street
 - ☐ Main Street board
 - ☐ Main Street design committee
 - ☐ Other, please explain _____

Participation in DowntownTX.org (The new website of the Texas Main Street Program/Town Square Initiative, <https://downtowntx.org>)

- ☒ Active Participant - Our community's property information has been uploaded, our site is live, and I have been trained in maintaining and updating the information. Our site is actively being updated.
- ☐ Participant - Our community's property information has been uploaded and I have been trained in maintaining and updating it, although our site is not yet live.
- ☐ Interested in Participating – I have not yet provided information, but I want our community to be part of the site.*
- ☐ Not Participating - I am not familiar with DowntownTX.org.* (* contact Emily Koller in our office. emily.koller@thc.texas.gov; 512-463-7466)

Preservation Engagement, Education

We provide preservation education/activities throughout the year that help build and maintain a preservation ethic in the community. *Examples activities can include, but are not limited to: sharing information with property owners about local incentives and design services, preservation month proclamation, walking tours, social media blasts about local history or current building projects, collecting historic photographs, events celebrating history, workshops, history related brochures, preservation related guides/brochures, presentations to other organizations about Main Street, contractor lists, populating DowntownTX.org, etc.*

Describe: The Celina Main Street Staff and Board continually presents to community organizations about the program. We also partner with the local Celina Area Heritage Museum on historical projects involving downtown and the buildings, especially in collecting pictures and telling stories. During the May 2018 City Council Meeting, there was a Preservation Month Proclamation. Staff also works with local community organizations who want to host events celebrating history such as the annual Cinco de Mayo event and this year's inaugural Celina Oktoberfest hosted by the Celina Chamber of Commerce.

General

- Have any historic buildings in the Main Street district been demolished in the past year?

____ Yes ☒ No If yes, provide details. _____

- Have there been any catastrophic building situations in the Main Street district in this reporting period (i.e. fire, collapse, etc.)

____ Yes ☒ No If yes, provide details. _____

15 Total points Preservation Activity: 8 points Incentives and Tools Survey submitted: 2 points	Preservation tools/DowntownTx.org: 3 points Preservation Engagement and Education: 2 points
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Criteria #5

Active board of directors and committees/project leaders. *An active board of directors and committees or project leaders are key to the revitalization effort. Regardless of community size, the job is too big for a single Main Street staff member to do on her/his own. The information about your structure collected in this section helps us better understand how your programs are functioning and helps us see trends, patterns, or challenges that may be widespread in our network. We also use this section's information to find best practices that helps us train new managers and volunteers and assist your program overcoming its challenges.*

Self-assessment. Indicators. Add explanation as needed.

- ☐ This section was filled out by the Board.
- ☐ There is understanding that a Main Street board is a working board, and that success requires active volunteer leadership and engagement.
- ☐ The Main Street board meets monthly on a regular schedule, with posted meetings as applicable, and agendas.
 ____Provide in this section a copy of minutes and a posted agenda for one meeting.
- ☐ Meetings generally start and end on time, and the items on the agenda are covered in an orderly fashion.
- ☐ In addition to the Board, there are other active volunteers who serve either on particular projects/activities or on committees, if applicable. In other words, there is a broader base of Main Street volunteers in addition to the board.
 ____Provide in this section a sample of minutes or meeting notes in each of the four points. This might be minutes from the Design, Economic Vitality, Promotion and Organization committees; a planning meeting for a specific project, event, etc.
- ☐ We have a process for volunteer recruitment, retention, and appreciation (also asked under Criteria #1).
- ☐ The Board guides the setting of goals and strategies for the program through a planning process, and is active in implementing the program's annual Plan of Work.
- ☐ Board members are aware of their obligations and duties pertaining to their positions.
- ☐ Stakeholder feedback is solicited and used in the planning process.
- ☐ Board members support staff and are active participants in helping to carry out the projects and activities of the program.
- ☐ There are current bylaws that govern operational aspects of the program.
- ☐ The program strives to maintain a mix of long-time volunteers providing 'institutional memory' with new volunteers, bringing fresh ideas and energy.

Contacts.

Attach a **list of board members**, with contact information. Make sure contact information for the **Board President** is provided.

Main Street Member	Address	City	St	Zip	Cell #	E-mail	Term End
Buddy Minett	1341 S. Preston	Celina	TX	75009	972-679-9488	Buddy.minett@sbcglobal.net	Sep-19
Leya Grubbs	120 Lakeside Dr.	Celina	TX	75009	972-816-3016	leyagrubbs@sbcglobal.net	Sep-20
Rachel Baty	3604 Millstone Way	Celina	TX	75009	469-346-5264	Anniejack@mac.com	Sep-20
Jack Ousley	12798 W. FM 455	Celina	TX	75009	214-704-4066	jackousley@gmail.com	Sep-20
Eddie Cawlfild	4045 Preston Lakes	Celina	TX	75009	214-924-1592	ecawlfild@hotmail.com	Sep-20
Amanda Webber (President)	402 Palomino	Celina	TX	75009	214-681-3495	amandacwebber@gmail.com	Sep-20
Michelle Baggett	1220 Drake Ln	Celina	TX	75009	904-514-0273	michelle.baggett1213@gmail.com	Sep-19

Renee Marler	711 Tolleson D.	Celina	TX	75009	214-595-7512	renee@4cmediagroup.com	Sep-20
Moises Casillas	127 N. Ohio St	Celina	TX	75009	817-823-0912	lucyscelina@gmail.com	Sep-20
Philip Ferguson	1344 Bateman Ln.	Celina	TX	75009	469-667-3918	fergrbrgr@gmail.com	Sep-19
Betsy Boudreaux	408 Paddock Ln.,	Celina	TX	75009	972-757-9548	betsyboudreaux@hotmail.com	Sep-19
Dante Ramirez	710 E. Wall	Grapevine	TX	75009	817-907-2158	dante@tendersmokehousebbq.com	Sep-19
Melissa Cromwell Ex Officio	2616 Old Stables	Celina	TX	75009	469-207-6136	melissa@celinachamber.org	Chamber
Bill Webber Ex Officio	402 Palomino	Celina	TX	75009	214-608-1111	bwebber@celina-tx.gov	City Council
Bill Hemby Ex Officio	205 S Colorado St	Celina	TX	75009	469-742-9100	billhemby@celinaisd.com	Celina ISD
Alexis Jackson Ex Officio	302 W. Walnut	Celina	TX	75009	214-949-6446	ajackson@celinaedc.com	Celina EDC

Progress.

Provide at least one example of a project or activity that was largely volunteer driven.

The Friday Night Markets, a reoccurring event that takes place the first Friday of the month March through November, is a largely volunteer driven event. The event was created and organized by group of Celina residents over 4 years ago and now it falls under the Main Street umbrella. Currently, two of those individuals are Main Street Advisory Board members and continue to orchestrate the event with the help of volunteers. Volunteers organize the vendors, and are responsible for majority of set up and clean up for each of the 9 events in the series.

Board Participation.

Check here to indicate that the Board participated in completion of this report. (extra 3 points)

What section(s) did they provide insight for: Reviewed all sections and completed Criteria #5 during November Board Meeting on 11/1/2018.

10 points total	Indicators: 2 points	Sample agendas, minutes: 2 points	Contacts: 1 point
Progress paragraph: 2 points Extra 3 points if the Board participated in the completion of this report.			

Criteria #6

Adequate budget.

To be successful, a Main Street program must have the financial resources necessary to carry out its work with:

- 1.) a program budget that allows the program to achieve its goals;*
- 2.) a staff salary consistent with other professionals in the community and in the Main Street field;*
- 3.) allocation of resources for professional development for the Main Street manager (required in the contract); and*
- 4.) non-operational funding for incentive programs, special projects like beautification, etc., whether that comes from partner organizations like the EDC, from the general fund, or from fundraising. The dollar amount that is adequate for a program budget will vary from region to region, depending on local costs of living, and will be different for small cities, mid-size cities, and urban programs. Likewise, actual salaries will range widely based on geographic and demographic factors.*

Budget. Attach a copy of your operating budget or budgets if funding comes from multiple entities. Please also indicate special projects portions of budgets (i.e. incentives) and ensure that the information provided here matches what is provided for the Incentives Survey.

Indicators.

- ☐ During the past two cycles/fiscal years, the program has had a budget increase for operations.
- ☐ During the past two cycles/fiscal years, the program has had a budget increase for special projects (i.e. grants program).
- ☒ The Main Street manager received a salary increase this fiscal year.

11 points total

Budget: 10 points

Indicators: 1 point

Note: the points awarded in this category alternate each year with Criteria #4. In the years the salary and funding survey is done, the points are awarded in this category. This year, the Incentives Survey is done so the points are awarded in #4.

Criteria #7

Paid, professional program manager. *Coordinating a successful program requires a trained, professional staff person who works full time. The most successful program managers are those who are good communicators, strong volunteer motivators, and who possess effective organizational and management skills, which keep the program's many activities moving forward, on schedule, and within budget.*

Please do one or both of the following:

1. Attach your most current resume.
2. Describe your skills or your accomplishments as they pertain to the traits of a successful Main Street manager as noted above. Sometimes the board chair/supervisor is asked to do this on your/the Board's behalf.

How long have you been a Main Street manager/director? Since June 2017

Please let us know if you gave back to the Main Street field by doing any of the following in the past year:

- ☐ served on a Main Street resource team
- ☐ spoke at a Main Street-related conference
- ☐ conducted a Main Street 101 training for another Main Street community or for your own volunteers
- ☒ gave a Main Street presentation to a local community group

Indicators.

- ☒ There is a current job description for the Main Street manager
- ☒ There is a formal annual evaluation process for the Main Street manager

Rebecca Barton

250 Stefhanie Dr.
Celina, TX 75009

Cell: 469.877.3197
Email: rebeccakbarton@gmail.com

Experience

City of Celina, Texas: Downtown Development Manager (2017-Present)

Manage the Celina Main Street Program.

- Staff liaison to Main Street Advisory Board, Historic Preservation Commission, 10 program committees, program volunteers, community organizations and businesses.
- Coordinates efforts for revitalization with property owners, business owners, city departments, and state agencies.
- Provide marketing, event planning, advertising, design, and fundraising expertise.

City of Frisco, Texas: Housing Coordinator (2015-2017)

Manage the Community Development Block Grant, Targeted Down Payment Assistance Program, Housing Rehabilitation Program, and other programs created by the Social Service and Housing Board.

- Serve as Staff liaison for the Social Service and Housing Board including meeting facilitation, contract negotiations, and creation and implantation of program policies.
- Administer programs through marketing and education, creating and presenting plans and reports, reviewing and analyzing fiscal information, coordinating the grant application process, qualifying participants, and maintaining files.
- Coordinate with City departments, contractors, consultants, state and Federal agencies, and residents on the implementation and administration of grant projects.

City of Mesquite, Texas: CDBG Coordinator (2013-2015)

Administer the City's Community Development Block Grant Program (CDBG) and Neighborhood Stabilization Program (NSP) through grant and fiscal administration.

- Research regulations to monitor and analyze financial, contractual, and regulatory compliance, as well as provide technical assistance to staff, subrecipient non-profit agencies, and residents.
- Produce annual plans, evaluations, and reports through writing, editing, and performing statistical analysis to inform residents, City Council, and the U.S. Department of Housing and Urban Development.
- Assist with homebuying and homeowner rehabilitation projects through qualifying participants, conducting environmental reviews, monitoring affordability compliance, and coordinating to ensure project completion.
- Prepare and manage budgets, request for proposals, bids, contracts, notices, presentations, public hearings, policies and procedures, grant applications, environmental reviews, and marketing materials.

City of Fort Worth, Texas: Housing and Economic Development Department Assistant (2012- 2013)

Provided administrative and fiscal management of federal grants as part of the Planning, Research, and Reporting team.

- Analyzed, implemented, and maintained budget and compliance databases used for research and federally-required reporting.
- Assisted in preparing analytical and narrative reports including a five year plan, annual plan, year-end report, and providing public information request responses.
- Monitored reimbursement requests and performance measurements, created public notices, and organized and conducted public input meetings.

City of Bryan, Texas: Community Development Intern (2011)

- Performed environmental feasibility analysis and reports per HUD requirements for various projects, conducted file compliance monitoring and statistics, and worked with a team to create the annual year-end report to HUD through data collection, statistical analysis, generating GIS maps and graphics, and writing narratives.

City of Irving, Texas: Housing and Human Services Intern (2011)

- Worked on housing and homeless assistance programs by conducting a multidepartment presentation and workshop for community improvement initiatives, creating resident surveys for the use of funding for neighborhood improvements, conducting community outreach and community informational meeting, writing memos, conducting file management and site evaluations, and assisting with creation of the annual plan.

Certificates

Leadership Mesquite Program (2013-2014)
Foundations in Environmental Review HUD Training Certificate (2014-Present)
Basic Public Information Officer Course (G290)/Public Information Office Awareness Course (G289)/JIS/JIC Planning or Tribal, State, and Local PIOs (G291)(2015)

Skills and Interests

Skills – Microsoft Office, Civic Plus website design, Incode, Oracle PeopleSoft software, SIRE, OneRoof case tracking software, Munis Financial Management Software, Integrated Disbursement & Information System (IDIS), Disaster Recovery Grant Reporting System (DRGR), HUD Environmental Review Online System (HEROS), Graphical Information System (GIS), STATA statistical analysis software, and social media platforms

Education

Texas A&M University Graduation: May 2012
The Bush School of Government and Public Service
Master of Public Service and Administration, Management Track
State and Local Government and Non-Profit Management Concentrations

Texas A&M University Graduation: May 2010
College Station, Texas
Bachelor of Arts in Political Science, Business Minor

10 points total

Communication: 10 Point Criteria (Review, Discuss, and Take Action on 10 Criteria Report)

Criteria #8

Program of ongoing professional development. *Ongoing professional development is required in the Main Street contract. Both staff and volunteers need different skills in different phases of the revitalization process, and, because staff and volunteer turnover will occur, everyone needs continuing Main Street education. Newer managers especially should make sure to do as much Main Street-specific professional development as possible so that they gain full knowledge of Main Street's working model.*

Manager professional development. As a requirement in the Contract your city has with the Texas Main Street Program, the Main Street manager must take advantage of at least two professional development opportunities each year. New managers are required to attend Basic Training, plus two others. Please indicate which trainings you attended.

Professional Development

- ☐ Texas Downtown Association/Texas Main Street Annual Conference (McKinney, November 2017/*if you did not already count this last year*)
- ☐ National Preservation Conference-Past Forward (November 2017, Chicago)
- ☐ Texas Historical Commission's Real Places 2018 Conference (January 2018, Austin)
- ☐ National Main Street Now Conference (March 2018, Kansas City, Mo.)
- ☒ All-Manager Main Street Summer Professional Development and Transformation Strategy Workshop, (July 2018, Amarillo)
- ☐ Texas Downtown Association / Texas Main Street Annual Conference (Corpus Christi, November 2018)

New Manager-specific training

- ☐ Basic/New Manager Training/Orientation (November 2017, prior to the McKinney conference)
- ☐ Basic/New Manager Training/Orientation (July 2018, Amarillo)

Other. Please indicate here other professional development/training in which you participated during the year (economic development, heritage tourism/trails, Texas Municipal League, webinars, roundtables etc.) At least one professional education training you receive during each year should be Main Street specific. Attended the 26th Congress for the New Urbanism (CNU26)Annual Planning Conference in (May 2018, Savannah, GA). Courses working toward a certification, or receipt of a certification: _____

(Note: Full credit may not be given for each continuing education opportunity, depending on substance and length. However, webinars and roundtables may be added together to receive full credit.)

Volunteer training.

- ☐ Board retreat/strategic planning with Main Street 101 presentation.
- ☒ Field trips to other Main Street cities. Where? Grapevine, TX as part of Annual Board Retreat on 9/29/2018. Betsy Boudreaux (and Staff Rebecca Barton) also attended a Main Street Meeting for Denton, TX on 2/26/2018.
- ☐ Attended any of the conferences above. _____
- ☐ Other. _____

What volunteers participated: Amanda Webber, Betsy Boudreaux, Eddie Cawlfeld, Renee Marler, Leya Grubbs, Bill Webber (Council Member), Michelle Baggett, Philip Ferguson, and Rachel Baty.

10 points total

Manager professional development: 6 points

Volunteer/board training: 4 points

Criteria #9

Reporting of key statistics. *Tracking statistics, when collected on an ongoing basis, provide a tangible measurement of the local Main Street program's progress and is crucial to maintaining support for the effort. Local statistics are also compiled into aggregate data at the state and national levels and help show that programs such as Main Street play a significant role in economic vitality.*

Reports submitted between August 2017 monthly (that was due September 2017) report to October 2018 (due November 10, 2018). Fifteen monthly reports, and five reinvestment periods (Q3 2017/due Oct. 2017; Q4 2017/due Jan. 2018; Q1 2018/due April 2018; Q2 2018/due July 2018; and Q3 2018/due Oct. 2018) Even in a month (monthly report) or quarter (reinvestment report) where little or no activity has occurred, it is still required that you submit a report. In any given month, there should at least be volunteer hours recorded. Monthly reports are due the 10th of the next month. Quarterly reinvestment reports are due the 10th of the month following the end of each calendar quarter. **We have record of submission dates for your program in our office so you do not have submit dates in this section but you may provide them to us in the space below and we will compare against our records. This essentially means that you do not have to do anything in this section to receive a score when you turn in your report.**

Reinvestment reports. 1.25 points each = 6.25 points. Late reinvestment figures receive 1 point for each quarter.

Monthly activity reports. 0.35 point for each month = 5.25 points. Late monthly reports receive .25 point for each month.

Note: reports turned in more than three months past their original due date do not receive any credit.

Indicator. If you turned in all reports (5 reinvestment and 15 monthly reports) on time, you will receive an additional 1.5 points in this category.

13 points total

Reinvestment figures: 6.25 points

Monthly reports: 5.25 points

Indicator credit for 100% on-time submission: 1.5

Criteria #10

Current member of the National Main Street/Main Street America™ network.

The National Main Street Center/Main Street America™ is owner of the national Main Street brand, and designates coordinating programs throughout the country to ensure that work under the Four Point Approach™ is being adequately and effectively carried out at the local level. You **must** be a member of the National Main Street Center to receive National Accreditation. If you do not know your membership number or need to renew, contact the Center's Membership Assistant Talirena Jamir at tjamir@savingplaces.org

National Main Street Network Membership Number: 6775 Expiration Date: 6/30/2019

Membership: 5 points

BONUS POINTS

Creating a vital image of the Main Street district can also come from external recognition through awards and designations. A **one-time** credit (5 points each) can be given for any of the following in this reporting cycle:

☐ Businesses during this period in the Main Street district with a THC **Texas Treasure Business Award**? ____ Yes ☒ No

If 'yes', how many? ____ <http://www.thc.texas.gov/preserve/projects-and-programs/texas-treasure-business-award>

☐ THC Preservation Award <http://www.thc.texas.gov/preserve/projects-and-programs/thc-preservation-awards>

☐ I submitted a National Main Street Center **Great America Main Street Award™** application in 2017 and/or 2018

<http://www.mainstreet.org/mainstreetamerica/mainstreetawards/gamsa>

☐ Texas Downtown Association **President's Award** (McKinney or Corpus Christi conferences) winning entry/entries _____

<http://www.texasdowntown.org/presidents-awards.html>

☐ Other awards, designations or recognition to program or manager: _____

Thank You!

