



**NOTICE OF
MAIN STREET ADVISORY BOARD REGULAR MEETING
MOVEMENT CHURCH 310 W. WALNUT STREET, CELINA, TX 75009
THURSDAY, OCTOBER 3, 2019 AT 12:00 AM**

AGENDA

- I. CALL TO ORDER:**
- II. PUBLIC COMMENT:**
- III. REVIEW, DISCUSS, AND TAKE ACTION ON MINUTES:**
 - 1. Main Street Advisory Board - Regular Meeting - Sep 5, 2019 8:05 AM
- IV. ACTION ITEMS:**
 - A. Review, Discuss, and Take Action on Manager's Report:
 - B. Review, Discuss, and Take Action on Committee Reports as needed:
 - i. Organization:**
 - A. Golf Tournament:**
 - ii. Design:**
 - iii. Economic Vitality:**
 - iv. Promotion:**
 - A. Friday Night Market: March 1:**
 - C. Review, Discuss, and Take Action on Self Assessment Exercise:
 - 1. Self Assessment
 - D. Review, Discuss, and Take Action on Bylaws:
 - 1. Bylaws
 - E. Review, Discuss, and Take Action on Mission and Vision Statements, and Core Values:
 - 1. Mission and Vision Statement, and Core Values
 - F. Review, Discuss, and Take Action on Requirements and Responsibilities of Board Members:
 - 1. Board Member Roles

- G. Review, Discuss, and Take Action on nominations for FY2019-2020 Main Street Advisory Board Officers:
- H. Review, Discuss, and Take Action on on nominations for FY2019-2020 Main Street Advisory Board Committee Chairs:
- I. Review, Discuss, and Take Action on Walkabout Exercise:
 - 1. Walkabout
- J. Review, Discuss, and Take Action on FY2019-2020 Work Plan:
 - 1. Work Plan
- K. Review, Discuss, and Take Action on Budget and Financials:
- L. Review, Discuss, and Take Action on Event Schedules:
 - 1. Events

V. 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
CELINA ISD ADMIN BLDG., BOARD ROOM 205 S. COLORADO STREET, CELINA, TX
75009
THURSDAY, SEPTEMBER 5, 2019 AT 8:05 AM
MINUTES**

I. CALL TO ORDER:

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Present	
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Present	
Amanda Webber	City of Celina	Board Member	Present	
Moises Casillas	City of Celina	Board Member	Present	
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	Present	
Eddie Cawlfeld	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Absent	
Renee Marler	City of Celina	Board Member	Absent	
Corbett Howard	City of Celina	Director of Government Affairs	Present	
Bill Hemby	Celina ISD		Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	

Board President, Amanda Webber, called the meeting to order at 8:11am.

II. PUBLIC COMMENT:

No public comment.

III. MINUTES:

1. Main Street Advisory Board - Regular Meeting - Aug 1, 2019 8:05 AM

Philip Ferguson made the motion to approve minutes from the August 1, 2019 Regular Main Street Advisory Board Meeting. The motion was seconded by Rachel Baty and the motion passed 10-0.

Minutes Acceptance: Minutes of Sep 5, 2019 8:05 AM (Review, Discuss, and Take Action on Minutes)

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

IV. **ACTION ITEMS:**

A. Review, Discuss, and Take Action on Manager's Report and Financials:

Staff presented Downtown updates including events, landing webpage, and Downtown Master Plan. Buddy Minett made the motion to move the Regular November Main Street Advisory Board meeting to Wednesday, November 6th. Michelle Baggett seconded the motion and the motion passed 10-0.

1. Financials

B. Review, Discuss, and Take Action on Board Retreat:

Michelle Baggett made the motion to set the Main Street Advisory Board's Annual Retreat to coincide with the October Regular Meeting on October 3, 2019 generally from 8am-12pm. Betsy Boudreaux seconded the motion and the motion passed 10-0.

C. Review, Discuss, and Take Action on Committee Reports as needed:

i. **Organization: next meeting Friday, November 22 :**

Staff reported back details from Organization Committee Meeting held on August 23rd focusing on non-profit status, board retreat planning, volunteers, and possible other fundraisers. No action taken.

A. **Golf Tournament:**

No action taken.

B. **Fundraising:**

Staff reminded board members to reach out to 5 potential sponsors for upcoming events and fundraisers. No action taken.

1. Partnership Brochure

ii. **Design: Next meeting Friday, September 6 :**

Design Committee will be meeting on Friday, September 6th at 11:30am at City Hall to discuss bike rack options and 2020 goals. No action taken.

iii. **Economic Vitality: Next meeting: Thursday, September 19:**

The next Economic Vitality Committee meeting will be September 19th at 8:30am at City Hall. No action taken.

iv. **Promotion: Next meeting Friday, September 6:**

The next Promotions Committee meeting will be September 6th at 10am at City Hall. No action taken.

A. **Friday Night Market: September 5, October 4, November 1st :**

Staff updated on upcoming markets and need for volunteers. No action taken.

B. Oktoberfest: October 12:

Staff updated on upcoming event and volunteer sign-ups. No action taken.

C. Beware! Of The Squire: October 26, 6-10pm, next meeting: September 13:

Staff updated on upcoming event and volunteer sign-up to come. No action taken.

D. Christmas on the Squire: December 4, 2019, 5-8pm, next meeting: September 5:

Planning meeting taking place directly after this meeting. No action taken.

D. Board Appreciation:

Staff presented Board Appreciation plaque to Dante Ramierz for his time on the Main Street Board. Michelle Baggett, Phillip Ferguson, and Betsy Boudreaux were recognized for two years of service on the board. No action taken.

V. ADJOURNMENT:

Amanda Webber, Board President, moved to adjourn the meeting at 9:05am.

Chairman

Date Minutes Approved

Organizational Self-Assessment Tool

This questionnaire is designed to help you assess your organization. It will help affirm strengths and identify weaknesses and areas, that need attention. It should take about twenty minutes to respond to the questions and evaluate.

Directions: Do not put your name anywhere on this questionnaire. Please respond to all statements. For each, answer to what extent you agree that the statement is true for your organization. Be open and honest! For each statement, circle only one number to indicate your thinking. After you have responded to all of the statements, transfer the numbers to the scoring sheet.

These are the response choices for each statement:

- 1 I agree** (this statement is certainly true for my organization).
- 2 I agree slightly** (this statement is sometimes or partly true).
- 3 Uncertain** (I don't know).
- 4 I disagree slightly** (this statement is usually not true).
- 5 I disagree** (this statement is certainly not true for my organization).

- | | |
|---|----------------|
| 1. The goals of this organization are clearly stated. | 1 2 3 4 5 (1) |
| 2. Detailed operations decisions are not made by the board. | 1 2 3 4 5 (2) |
| 3. Board meetings are mostly concerned with matters of policy, planning, funding, and financial management, not day-to-day details. | 1 2 3 4 5 (3) |
| 4. Meetings are used to effectively make decisions and accomplish important tasks. | 1 2 3 4 5 (4) |
| 5. I feel like my efforts are recognized and appreciated. | 1 2 3 4 5 (5) |
| 6. I know most of the board members and staff well enough to understand their skills. | 1 2 3 4 5 (6) |
| 7. This organization prepares an annual budget which is regularly monitored to see if expenses and revenues are on target. | 1 2 3 4 5 (7) |
| 8. New ideas are fairly considered in this organization. | 1 2 3 4 5 (8) |
| 9. This organization identifies and nurtures new volunteer leadership. | 1 2 3 4 5 (9) |
| 10. New board members are oriented to their tasks and given a written description of their responsibilities. | 1 2 3 4 5 (10) |
| 11. I understand my responsibilities. | 1 2 3 4 5 (11) |
| 12. We have a balanced source of funding from grants, donations, and earned revenue. | 1 2 3 4 5 (12) |
| 13. This organization is open to changes. | 1 2 3 4 5 (13) |
| 14. I understand the purpose of this organization. | 1 2 3 4 5 (14) |
| 15. There are adequate systems to assure that volunteers, staff, board members, and the committees communicate with each other. | 1 2 3 4 5 (15) |
| 16. The board has an ongoing process for determining leadership needs and recruiting new board members. | 1 2 3 4 5 (16) |
| 17. The board reflects the community's demographics and racial mix and has a balance of the needed skills, contacts, and access to resources. | 1 2 3 4 5 (17) |
| 18. When conflicts arise, we cope with them. | 1 2 3 4 5 (18) |
| 19. Staff and board members have timely, accurate financial information. | 1 2 3 4 5 (19) |
| 20. We tend to spend our money and energy to fulfill our highest priorities. | 1 2 3 4 5 (20) |

-
- | | |
|---|----------------|
| 21. When decisions are made, it is clear who is responsible to do what by when. | 1 2 3 4 5 (21) |
| 22. Board members get timely information in order to fulfill their job: agendas, minutes, financial reports, etc. | 1 2 3 4 5 (22) |
| 23. Staff, volunteer and professional, are regularly evaluated. | 1 2 3 4 5 (23) |
| 24. Staff have adequate salaries and benefits. | 1 2 3 4 5 (24) |
| 25. Someone is clearly responsible to monitor volunteer and staff fulfillment of committed tasks. | 1 2 3 4 5 (25) |
| 26. For every program, it is clear who is in charge. | 1 2 3 4 5 (26) |
| 27. Enough board members are committed to the organization and devote enough time so that the board is effective. | 1 2 3 4 5 (27) |
| 28. Staff members have job descriptions and understand their responsibilities. | 1 2 3 4 5 (28) |
| 29. I clearly benefit from my association with this organization. | 1 2 3 4 5 (29) |
| 30. Newcomers to the organization are quickly made to feel welcome | 1 2 3 4 5 (30) |
| 31. I understand the financial condition of this organization. | 1 2 3 4 5 (31) |

Now transfer your scores to the scoring section on the next page to self-assess your organization.

BYLAWS OF CELINA MAIN STREET ADVISORY BOARD

ARTICLE I

Name of Organization

Section 1: The name of this organization shall be the CELINA MAIN STREET ADVISORY BOARD, (Organization).

ARTICLE II

Purpose of Organization

Section 1: The purpose of the Organization is as follows:

- (a) To create a program to revitalize the downtown business district into a regional marketplace, increase capital investment downtown, attract new business and improve the business mix, restore downtown to its earlier social and economic significance, and preserve the historic buildings in downtown.
- (b) The downtown area has a unique concentration of period buildings. The restoration and preservation of this area will create a shopping experience in an attractive historic environment that will attract visitors to the downtown area.
- (c) To encourage participation in the Celina, Texas Main Downtown Revitalization Program.
- (d) To establish goals and priorities of the Celina Main Street Program.
- (e) To evaluate the process of said goals and priorities.
- (f) To coordinate activities coinciding with the Celina Main Street Program
- (g) To assist in the development of an annual report on the progress of the Celina Main Street Program.

ARTICLE III

Board of Directors

Section 1: The Main Street Advisory Board, heretofore called “Board”, shall be comprised of (13) members, Twelve (12) voting members and (1) non-voting City Councilmember.

Section 2: The Board shall be by appointment of the City Council of the City of Celina. The appointment will come after approval by a majority vote of the City Council, City of Celina, Texas upon recommendation of the City Council by the Board, or the Main Street Program Director. Twelve (12) appointees will be at large representative(s) of the Chamber of Commerce, CISD, Business leaders, the Community, and downtown merchants. The Thirteenth (13) appointment is a City Councilmember.

Section 3: The Main Street Program Director and the City Council member shall be ex-officio members of the Board. The Advisory Board and Director will invite other Ex-Officio members to attend Advisory Board meetings. Such members would include the director or executives from the following organizations: The Superintendent of CISD or School Board Trustee; the Chamber President or Chamber Board Members; the Director of Celina's Planning Department or designated planning staff member; President the Celina Economic Development Cooperation or Board members; President of the Celina Historical Preservation Commission, and other organization representatives as determined needed by the Advisory Board.

ARTICLE IV

Terms

Section 1. Board members shall serve for two (2) years with the exception of the representative of the City Council will serve for one year.

Section 2: Board members may be reappointed for consecutive terms.

Section 3: Board members with three (3) absences from regular meetings in a row or who are absent for 30% of the meetings in a one twelve (12) month period may forfeit the unexpired portion of their term.

Section 4: Resignation from the Board shall be presented to the President.

ARTICLE V

Powers and Duties

Section 1: The Board is empowered to hold and conduct meetings to recommend projects and activities to include marketing, advertising, promotion, design, organization and economic restructuring as they directly relate to the achievement of the Main Street Project Goals of a healthy and vibrant central business district. The Board shall also be empowered to publicize the Main Street Program in order to keep the community aware of its progress.

Section 2: The Board shall establish a time and place or places of its meetings.

Section 3: The Board shall compile an annual report of the activities of the Celina Main Street Program to the City Council.

ARTICLE VI

Meetings

Section 1: There shall be one regularly scheduled meeting each month of the year.

Section 2: Special meetings may be called by the Board President, Main Street Program Director and/or the City Manager at their discretion or upon petition by a simple majority of the Board members.

Section 3: A simple majority of the Board members constitutes a quorum and the concurrence of a majority of the quorum of the Board is necessary to authorize any action.

Section 4: In order to vote on a proposal, a member must be present, defined by being in person, on telephone or video conference call in order to vote. No proxy votes will be allowed. Each member is only allowed two (2) telephone or video conferencing in a calendar year.

ARTICLE VII

Officers

Section 1: The officers of the organization shall be a President, Vice President, Secretary and Treasurer and such other officers as the Board shall from time to time determine and elect. Except as otherwise provided by law, or these by-laws, any officer may not hold more than one office of the Organization. The officers of the Organization shall be elected annually by the Board at the regular meeting of the Board in October. New offices may be created and filled at any meeting of the Board. Each officer shall hold his/her office for one year and until their successors are elated and assume duties. Any officer may be elected to another office upon the expiration of a term of office provided that no person shall serve in an office of the organization more than two (2) consecutive years. The power and duties of the officers of the Organization shall be such duties and powers as may be from time to time determined by the Board.

Section 2: The President shall preside at all meetings of the Board: and he/she shall perform all the duties and exercise all the powers as are customarily exercised by the Chief Executive Officer of an organization and such other duties as the Board shall, from time to time determine.

Section 3: The Vice-President shall perform such duties and exercise such powers as shall be determined by the President and the Board; and during the absence or inability of the President to perform his/her duties and exercise his/her powers, the Vice President shall perform his/her duties and exercise the powers of the President of the Organization.

Section 4: The Secretary shall keep the minutes of the Advisory Board meetings. The Secretary shall keep a register of the post office address of each member; he/she shall in general perform all duties incident of the office of Secretary and such other duties as from time to time may be assigned to him/her of the President or the Board.

Section 5: The Treasurer shall be custodian of the financial records of the organization. The treasurer shall in general perform all duties incident of the office of Treasurer and such other duties as from time to time may be assigned to him/her of the President or the Board. Since the City of Celina has charge and responsibility of the funds of Main Street, the Treasurer shall work with the City Finance department to present an accurate financial report to the Board each month.

Section 6: The Board may remove any officer by a majority vote of the quorum present, at any time or without cause.

Section 7: All vacancies in any office shall be filled by the Board at its next regular or special meeting.

ARTICLE VIII

Committees

Section 1: There shall be an Executive Committee consisting of the President, Vice President and the Main Street Program Director. The committee shall function at the call of the President at times when it is impractical to call the entire Board for a meeting. Actions taken by the committee shall be subject to approval or disapproval by the Board at its next regular or special meeting.

Section 2: The President or Main Street Program Director may appoint or create other committees as authorize by the Board with Board approval of committee members as needed. There shall always be an Economic Vitality, Design, Promotions and Organization Committee headed by competent, dedicated Chairpersons.

ARTICLE IX

Amendments

Section 1: The by-laws may be altered; amended or repealed and new by-laws may be adopted by a majority vote of the Board at a regular or special meeting and presented to City Council for approval.

ARTICLE X

Fiscal Year

Section 1: The fiscal year shall begin the 1st day of October and end on the 30th day of September.

ARTICLE XI

Conveyances, Bills, Notes, Mortgages

Section 1: The Board of Directors shall have control of all assets of the Organization. All notes, checks, drafts or other negotiable instruments of the Organization shall be made in the name of the Organization through the City of Celina, and shall be executed by the City of Celina. No officer or agent of the Organization either singularly or acting jointly with others shall have the power to make any note, check, draft or other negotiable instrument or endorse same in the name of the Organization or make liable or such obligation, except as herein authorized and provided, except as otherwise expressly authorized by the Board and the City of Celina.

ARTICLE XII

Compensation of Officers

Section 1: There shall be no compensation of officers of the organization.

ARTICLE XII

Rule of Procedure

Section 1: Meetings of the Board shall be governed by and conducted according to the latest Robert's Manual of Parliamentary Rules.

ARTICLE XIV

Dissolution

Section 1: The dissolution of the organization may be authorized by a majority of the members at any regular or specially called meeting providing notice of the meeting contains the intention to consider dissolution.

Section 2: In the event of dissolution, the residual assets of the organization shall be turned over to one or more organizations which themselves are exempt as organizations described in the Section 501 (c) (3) and 180 (c) (2) of the internal Revenue Code of 1954 or corresponding section or any prior or future Internal Revenue Code, or the City of Celina, Texas for exclusive public purpose.

APPROVED by the Board of Directors of the 1st day of February 2016.

Main Street Director: _____
Bridgette Bise

APPROVED by the City Council, City of Celina, Texas, on the 9th day of February 2016.

City Secretary: _____
Vicki Faulker

Amended on the 7th Day of June 2010

Amended on the 1st day of February 2016



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.

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.

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.

Celina Main Street Advisory Board Members, Board Officers, and Committees

Requirements and Responsibilities of Main Street Advisory Board Members:

Requirements:

- Regularly attend board meetings – 3 absences in a row or 30% (4) of meetings in a 12 month period forfeit the unexpired portion of their term.
- Serve on one committee.
- Work golf tournament, required day of event.
- Volunteer recruitment.
- Four to ten hours of time per month available to be given to the Main Street Program.
- Advocate for the Main Street Program and the revitalization and preservation of downtown.

Responsibilities (jointly):

Policy Administration

- Ensuring that the program fulfills its commitment to the community in areas of standards and policy.
- Adopting and administering by-laws.
- Adopting policies that determine the program's purposes, governing principles, functions and activities and courses of action.
- Developing a partnership with city council and respecting the final decisions of the council in an effort to build community consensus.
- Working as a cohesive group to resolve conflict of opinion on decision matters that relate to the board as a whole or the city council.

Finance

- Monitoring the finances of the program within the approved budget.
- Educating community and city council about budget needs.

Public Relations

- Understanding and interpreting the program's work to the community.
- Relating the services of the program to the work of other organizations and agencies.
- Giving sponsorship and prestige to the program and inspiring confidence in its activities.
- Serving as advocates of economic development through historic preservation in the downtown area.
- Promoting the local heritage of the community.

Evaluation

- Regularly reviewing and evaluating the program's operations and maintaining standards of performance.
- Monitoring the program's activities.

- Counseling and providing good judgment on plans adopted by committees and the program director.

Personnel

- Participating in the recruitment, recommendation and development of individuals to serve on the board as approved by city council.
- Encourage and support the efforts of the Main Street director.

Ex-officio members are nonvoting.

- City Council Member
- Celina Economic Development Corporation (EDC) Director
- Greater Celina Chamber of Commerce President/CEO
- Celina Independent School District (CISD) representative

Main Street Advisory Board Officers and Responsibilities:

President:

- Chairs the board meetings
- Facilitates open discussion of the board
- Monitors accountability of the organization
- Works with staff to set board meeting agendas

Vice President:

- Supports the president and shares responsibilities as delegated by the president.
- Performs the president's duties when the president is absent
- Assists in keeping committees accountable

Secretary:

- Serves as the primary record keeper
- Transcribes and prepares official board meeting minutes for approval by the board

Treasurer:

- Maintains the financial records and works with City staff to present an accurate financial report to the Board each month.

Committees and Chair Responsibilities:

Committee Chair Responsibilities:

- Commit to at least one year of service
- Reach out and orient committee members
- Schedule committee meetings and preside at meetings and keep record of meetings.
- Oversee subcommittees and project teams.
- Report to board on committee activities and issues

Committees:

Economic Vitality: The Economic Vitality Committee strengthens our community's existing economic assets while diversifying its economic base.

- Retail Subcommittee:

Design: The Design Committee guides and fosters historic preservation and beautification in the program area through improving physical elements.

Organization: The Organization Committee establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district including program volunteers.

- Golf Subcommittee:

Promotions: The Promotion Committee creates a positive message and brings consumer and investors downtown through events and marketing initiatives.

- Friday Night Market Subcommittee:
- Movie Night Subcommittee:
- Beware! Of The Square Subcommittee:
- Gift Tour Subcommittee:
- Christmas on the Square Subcommittee:
- Galentines Event Subcommittee:



ANNUAL WORK PLAN DEVELOPMENT PROCESS..the Main Street Board 'walkabout'

As a board activity during the annual work plan process, you might consider beginning with a walk around the Main Street district to take an objective look at where problem areas are or where downtown really 'works.' This is a good exercise to help build or improve upon the Main Street Plan of Work, and can also be a good team-building activity for the Board. Invite all committee members to participate, or possibly other stakeholders. For the purposes of the annual board retreat, this exercise is intended to provide a very general overview and guide discussions for the rest of the meeting. However, this exercise can also be done at a more in-depth level as a committee project, with each block of the district covered and more precisely documented. There are also building and business inventory templates that the Texas Main Street office can provide to specifically document building conditions (design committee), business mix (economic restructuring committee) etc. This work plan development template is intended to heighten general awareness of your downtown's condition, lead to productive retreat discussions and possible project prioritization but it is not intended to be a formal inventory. Use the other templates mentioned for those purposes.

To be successful in this exercise participants will have to be both 'connected' and 'disconnected'... Connect yourself to the Main Street program/board by looking for things that have improved (or become worse) since the last time you did this exercise. Disconnect yourself from the Main Street program by looking at downtown through the eyes of visitors and residents. What would draw them here to spend both time and money? Is the environment pleasant and inviting? Are there accessibility issues? Can they find the places they want to go easily?

If you have a large Main Street district, it may not be possible to cover the entire area during the time allotted for the exercise. In that case, you might consider the inventory or committee projects mentioned above.

You can have people identify themselves on this form; however you might find it best to keep it completely anonymous so the most honest answers will be shared.

BLOCK OR AREA: (Answer the same questions for each block/area to be covered. Use a separate sheet for each block/area) _____

PHYSICAL

SIDEWALKS AND GENERAL ACCESSIBILITY

What is your impression of the general condition of sidewalks & accessibility in this area?

___ *Good* (people visiting downtown can easily get to businesses, sidewalks are in good shape and it's pleasant to walk around)

___ *Fair* (some improvements are needed, but generally accessible)

___ *Poor* (the condition of sidewalks & lack of accessibility is a deterrent to shopping in this area)

Pertaining to sidewalks in this area, comment on the following:

1. More than half are uneven ___ even ___

2. More than half have cracks. Yes ___ No ___

3. The sidewalks are clean. Agree ___ Disagree ___

4. I saw litter on the sidewalks in this area. Yes ___ No ___

5. There was grass growing through the cracks in some places. Yes ___ No ___

6. If I arrive in my car and park in front of any of the businesses in this area, I can easily get to and inside the business or businesses I plan to visit. Agree ___ Disagree ___

Why or why not? _____

7. Someone with accessibility challenges (i.e. wheelchair, elderly etc.) would be able to easily get to and inside the business or businesses they plan to visit. Agree ___ Disagree ___

Why or why not? _____

BUILDINGS

1. Check all that apply that describe the buildings in this area/block:

___ mostly smaller, one or two-story commercial structures

___ a block/area of larger buildings (2 or more stories)

___ in this block/area there is a significant, landmark and/or iconic structure or building

___ some non-commercial buildings here (i.e. residential)

___ most have storefront windows

___ a mix of building types and styles

___ a mix of eras of construction

___ mostly historic (more than 50 years old)

2. The buildings in this area are well maintained. Agree ___ Disagree ___

What makes you *agree*? _____

If you disagree, why? Is it because:

___ broken windows

___ canopies or awnings in disrepair

___ seems to be structural issues (i.e. cracks, sags)

___ weather-related issues are visible (i.e. water damage)

___ bricks missing or damaged

___ major elements gone (i.e. roof, wall)

___ other _____

3. Is there anything you saw in this area/block that could be considered dangerous in terms of public safety?

___ Yes ___ No

4. Would you say that buildings in this area/block have been well rehabilitated? ___ Yes ___ No

OTHER PUBLIC SPACES & BUSINESS ENVIRONMENT

1. In this block/area, there are:

- ☐ green spaces
- ☐ benches
- ☐ shade
- ☐ art (i.e. banners, murals)
- ☐ trash cans
- ☐ place(s) to gather
- ☐ good displays in storefronts

2. Are the buildings in this block/area being used for:

- ☐ retail
- ☐ financial
- ☐ office
- ☐ residential
- ☐ other _____

3. More than half of the ground floor spaces are:

- ☐ Occupied
- ☐ Vacant

4. More than half of the upper floor spaces are:

- ☐ Occupied
- ☐ Vacant
- ☐ Not applicable (all one-stories)

GENERAL IMPRESSIONS

Overall, I find this block/area, to be inviting & pleasant. Agree ____ Disagree ____

The one thing that stands out in my mind about this block/area is: _____

-END-



The Celina Main Street Program:

Plan of Work

October 1, 2019 – September 30, 2020

Work Session: October 4, 2019

Program Goals

Goal 1: Promote downtown as a local destination			
Organization	Design	Economic Vitality	Promotion
HOA partnerships	Signage	Promote History	Events
Business & Building Owners	Public Art Programs	Business Retention	Other Business/District Promotions
Community orgs.		Map	Map
Visit other MS Cities		Online Presence	Online Presence
MS Informational brochure			
Downtown Master Plan			
501 c3 Status			
Volunteer			
Coordinator/tracking/recruiting			
Fundraising			

Goal 2: Beautification			
Organization	Design	Economic Vitality	Promotion
	Public Art Program	Facade Grant	
	Flower Pots	Maintenance	
	SE Bench Area		
	Rotating Sculptures		
	Bicycle Rack		

Goal 3: Historic Preservation			
Organization	Design	Economic Vitality	Promotion
Inventory of Properties	Design Guidelines	Facade Grant	

The Committee Work Plans

ORGANIZATION Committee

Committee Chair: __

Committee Members: _____

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 2020	TBD	Completed/Not Completed
	Volunteer Coordinator/tracking/recruiting	Staff/Organization Committee	Complete in 2020	NA	Completed/Not Completed
	Fundraising	Staff/Organization Committee	Continuous		
Goal 3: Historic Preservation	Inventory of Historic Properties				

ECONOMIC VITALITY Committee*Developing and sustaining a vital downtown marketplace***Committee Chair:** _____**Committee Members:** _____

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 Retention	Staff/Consultant		TBD	Completed/Not Completed
	Downtown Map	Staff		TBD	Completed/Not Completed
	Online Presence				
Goal 2: Beautification & Goal 3: Historic Preservation	Façade Grant	Staff/Board/Design Committee		TBD	Implement program
	Maintenance	Staff/Volunteers	1 year	NA	Understand and set schedule

DESIGN Committee, Capitalizing on historic downtown's physical assets**Committee Chair:** _____**Committee Members:** _____

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 Program	Design Committee	1 year	TBD	Get cost estimates
	Flower Pots	Committee/Volunteers	TBD	TBD	Completed/Not Completed
	SE Bench Area	Committee/Volunteers	TBD	TBD	Completed/Not Completed
	Rotating Sculptures				
	Bicycle Rack				
Goal 3: Historic Preservation	Design Guidelines	Staff		TBS	Completed/Not Completed

PROMOTION Committee*Reintroduce the public to the historic downtown***Committee Chair:** _____**Committee Members:** _____

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	Events	Staff	Monthly	NA	
	Other Business/District Promotions	Staff/Committees	Throughout year	Special Events	TBD
	Map				
	Online Presence				

Celina Main Street 2020 Event Schedule:

March 6, 2020 – Friday Night Market

April 3, 2020 – Friday Night Market

April 18, 2020 – Cajun Fest

April 24, 2020 – Movie Night (Pirate & Princess)

May 1, 2020 – Friday Night Market

May 5, 2020 – Golf Tournament

June 5, 2020 – Friday Night Market

June 20, 2020 – Movie Night (Date Theme)

*June 27, 2020 – Splash & Blast

July 10, 2020 – Friday Night Market**

August 7, 2020 – Friday Night Market

August 15, 2020 - Movie Night (Family Night)

September 4, 2020 – Friday Night Market

October 2, 2020 – Friday Night Market

*October 10, 2020 – Celina Oktoberfest

October 24, 2020 – Trick or Treat on the Square

November 6, 2020 – Friday Night Market

*November 14, 2020 – Craft Beer Event

December 2, 2020 - Christmas on the Square

December 5, 2020 - Gift Tour (w/ Celina Education Foundation)