



Life Connected.

**NOTICE OF  
MAIN STREET ADVISORY BOARD REGULAR MEETING  
CELINA COUNCIL CHAMBERS 112 N. COLORADO ST., CELINA, TX 75009  
THURSDAY, JANUARY 7, 2021 AT 8:00 AM**

**AGENDA**

- I. CALL TO ORDER:**
- II. PUBLIC COMMENT:**
- III. PRESENTATIONS AND UPDATES:**
  - A. Special Events Update:
  - B. Downtown Update:
- IV. MINUTES:**
  1. Main Street Advisory Board - Regular Meeting - Nov 5, 2020 8:00 AM
- V. ACTION ITEMS:**
  1. Review, Discuss and Take Action on Annual Main Street Reporting
- VI. DISCUSSION OF FUTURE AGENDA ITEMS AND MEETINGS:**
- VII. ADJOURNMENT:**

City Council Chambers 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



Life Connected.

**NOTICE OF  
MAIN STREET ADVISORY BOARD REGULAR MEETING  
CELINA COUNCIL CHAMBERS 112 N. COLORADO ST., CELINA, TX 75009  
THURSDAY, NOVEMBER 5, 2020 AT 8:00 AM**

**MINUTES**

**I. CALL TO ORDER:**

Attendee Name	Organization	Title	Status	Arrived
Buddy Minett	City of Celina	Board Member	Late	8:29 AM
Rachel Baty	City of Celina	Board Member	Present	
Jack Ousley	City of Celina	Board Member	Present	
Amanda Webber	City of Celina	Board Member	Absent	
Moises Casillas	City of Celina	Board Member	Present	
Betsy Boudreaux	City of Celina	Board Member	Present	
Michelle Baggett	City of Celina	Board Member	Present	
Philip Ferguson	City of Celina	Board Member	Present	
Eddie Cawlfeld	City of Celina	Board Member	Present	
Leya Grubbs	City of Celina	Board Member	Excused	
Renee Marler	City of Celina	Board Member	Excused	
Audrea Weimer	City of Celina	Board Member	Present	
Bill Hemby	Celina ISD	Assistant Superintendent of Operations	Present	
Rebecca Barton	City of Celina	Downtown Development Manager	Present	
Corbett Howard	City of Celina	Director of Governmental Affairs	Present	
Andy Glasgow	City of Celina	Director of Engineering	Present	
Mike Green	City of Celina	Community Services Manager	Present	
Jason Laumer	City of Celina	City Manager	Present	
Lalaina Alvarez	City of Celina	Assistant	Present	
Drew Jenks	City of Celina	Assistant	Present	
Megan McGraw	City of Celina	Special Events Coordinator	Present	

President Jack Ousley called the meeting to order at 8:16am.

**II. PUBLIC COMMENT:**

No public comment.

**III. PRESENTATIONS AND UPDATES:**

**A. Downtown CIP Update:**

Staff presented and answered questions on a Downtown CIP update including upcoming projects, timing, and design elements. Presentation was given before quorum was met. No action taken.

Minutes Acceptance: Minutes of Nov 5, 2020 8:00 AM (Minutes)

B. Special Events Update:

Staff provided updates on upcoming events Downtown including: Friday Night Market, Craft & Corked, Christmas on the Square, Gift Tour, Christmas Market, Fire Santa and more. No action taken.

C. Downtown Update:

Staff presented a downtown update including turf project, new business openings, city hall closures, conferences, volunteer opportunities, awards, and more. No action taken.

IV. **MINUTES:**

1. Main Street Advisory Board - Regular Meeting - Oct 1, 2020 8:00 AM

Philip Ferguson made the motion to approve the minutes from the October 1, 2020 Main Street Advisory Board Meeting. The motion was seconded by Michelle Baggett and the motion passed 9-0.

<b>RESULT:</b>	<b>ACCEPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Philip Ferguson, Board Member
<b>SECONDER:</b>	Michelle Baggett, Board Member
<b>AYES:</b>	Minett, Baty, Ousley, Casillas, Boudreaux, Baggett, Ferguson, Cawfield, Weimer
<b>ABSENT:</b>	Webber
<b>EXCUSED:</b>	Grubbs, Marler

V. **ACTION ITEMS:**

No action taken.

VI. **DISUCSSION OF FUTURE AGENDA ITEMS AND MEETINGS:**

No action taken.

VII. **ADJOURNMENT:**

Jack Ousley, Board President moved to adjourn the meeting at 8:39 am.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date Minutes Approved

Minutes Acceptance: Minutes of Nov 5, 2020 8:00 AM (Minutes)



## ANNUAL MAIN STREET PROGRAM ACCREDITATION

To: Staff and Boards of Texas Main Street communities

Date: November 24, 2020

Report due date: **Friday, January 15, 2021**

As referenced in the November 24, 2020 listserv email that accompanied this report, due to COVID impact:

- If you were Accredited for the 2019 report, your program will be Accredited again this year as long as you can show in the updated report that your program has not gone COVID dormant. *Please set aside time at upcoming board meetings to review last year's report and provide updates as needed or reference information already submitted in the quarterly Activity reports. If applicable, all self-evaluation scores can remain the same.*
- If you were not Accredited last year, please update the report with your board. While it may not result in the program becoming Accredited for the current year, you would still be considered a Main Street America Affiliate program.

Foundational elements/strategy areas of the new National Accreditation **Standards of Performance:**

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

Due to this reporting, a 4th quarter 2020 Activity report is not due. (Year-end Reinvestment reports/4<sup>th</sup> Quarter are due January 10, 2021)

**How to submit.** As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov). The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

# City of Celina

---

## CITY / PROGRAM NAME

**1 = We do not do this.**

**2= Marginal performance. We do not consistently do this.**

**3 = Average performance. We do this, but there is general agreement improvement is needed.**

**4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.**

### STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

Items not presently possible/expected due to COVID impact are crossed through.

**A. The Main Street organization** fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	5
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	5
3. Connecting with businesses in the district regularly is a program priority. <del>This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.</del>	4
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	4
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	5
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	4
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	4
Self-evaluation score, this section	

**B. Public sector participation.** In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. <i>(Budget detail under Strategy III)</i>	4

4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	<b>4</b>
Self-evaluation score, this section	

**C. District Stakeholders**, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	<b>5</b>
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	<b>4</b>
Self-evaluation score, this section	

*Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses.*

There is a strong and broad based community commitment for Downtown in Celina from both the public sector and district stakeholders.

In 2020, the City leadership has provided incentives to new businesses, funding to CIP projects, and funding to public art projects in downtown to support development, redevelopment, and quality of life projects. The City also spent millions to rehabilitate a city owned building in the Downtown.

Downtown is a regular topic at both board meetings and City Council meetings. The Downtown Manager regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year (standard I. A. 6). In 2020, the Downtown Manager presented two annual updates: one on the progress of the Downtown Master Plan and a second on the ways in which the City supported downtown businesses in 2020 including incentives. Throughout the year, the Downtown Manager or Development Services Director provide period updates on Downtown programs. 2020 presentations including holiday decorations, event updates, public art ordinance, and more.

There is also a strong partnership with other community organizations including the Economic Development Corporation and Celina Chamber of Commerce. These entities teamed up several times to rally behind businesses during COVID-19 including business retention virtual meetings, business parade, and Facebook lives.

The City and Main Street Program also supports other organizations by volunteering, participating, marketing, and being present in their meetings and events.

Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)

**D. The Community-at-large**, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value
----------------	-------

	(1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. (Refer to similar questions under A.)	5
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. (Refer to similar question under A.7.)	4
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	n/a
Self-evaluation score, this section	

**STANDARD I TOTAL SECTION SCORE**

**STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY**

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

**A. Active Volunteer Leadership. The Board.**

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. (Refer to similar questions under Standard I.)	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	4
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	5
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	5
6. Board members sign an Accountability Agreement that outlines the commitment for board service. (Note: examples are in the Online Resource Library)	4
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	5
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	5
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5
Self-evaluation score, this section	

**B. Supporting Volunteer Structure.**

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. Note: Specific questions about the Work Plan is covered in Standard IV.	5

2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	3
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	4
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	4
5. Volunteers not in board leadership roles also receive orientation and training.	3
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	3
Self-evaluation score, this section	

### C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. (Note: see related questions under Standard III)	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	5
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	5
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
8. Quarterly Activity reports as required in the contract are consistently submitted. (Note: No 4 <sup>th</sup> Q Activity report due to this submission. 4 <sup>th</sup> Q reinvestment reports due January 10, 2021)	Texas Main Street office will score this based on your report submissions.
Self-evaluation score, this section	

### D. Defined mission and organizational foundation. Note: the Work Plan is covered in Standard IV.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	5
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	4
3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	5
Self-evaluation score, this section	

*Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online.*

Staff attended the following trainings even in a year where many training and conference options were canceled or other cities training budgets were cut due to COVID-19:

- Strategic Government Resources (SGR) Servant Leadership Conference Leadership – January 23-24, 2020
- Texas Downtown Association (TDA) Conference - Virtual – November 9-12, 2020
- Several webinars throughout the year from TDA, Governor's Office of Small Business Assistance, Google, and more.

**Downtown 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 efforts.

**Downtown 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.

**Downtown 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.

**STANDARD II TOTAL SECTION SCORE**

**STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS**

*Please explain budget adjustments due to COVID here.*

Fortunately, there were not sweeping budget cuts to the Main Street Budget. There was a slight decrease in overall revenue for the year tied to not seeking sponsorships on a few canceled events.

### A. The Main Street Program Has **Diversified Funding Sources**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	3
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	3
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	4
Self-evaluation score, this section	

### B. The Main Street Program Has **Sustainable Program Operations**.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	5
2. Work aligns with financial capacity.	5
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	5
4. The budget adequately covers programming and activity expenses.	5
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	5
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	n/a
9. For urban non-profits: There has been an independent financial review in the last 12 months.	n/a
Self-evaluation score, this section	

### STANDARD III TOTAL SECTION SCORE \_\_\_\_\_

## STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

### A. Main Street Has a **Vision** for the future of District and **Defined Strategic Direction** for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	5
2. We have up-to-date district market, economic and demographic data.	5

3. Our vision and mission ( <i>outlined in Standard II-Leadership</i> ) drives our work.	5
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	4
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	5
Self-evaluation score, this section	

**B. Main Street's Work Plan is Aligned to Selected Strategies and the Main Street 4-Point Approach.**

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	4
2. We are ( <i>please indicate which one</i> ) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	4
3. Our work plan has activities across all four points of the Approach.	5
Self-evaluation score, this section	

**STANDARD IV TOTAL SECTION SCORE** \_\_\_\_\_

*Please submit your current work plan as a separate document. To allow us to provide assistance as needed in 2021, please answer the following:*

- Our work/action plan reflects what was in place before COVID and we expect it will need to be adjusted during 2021 (for it's regular update, not due to COVID)
- Our work/action plan reflects what was in place before COVID but we DON'T expect that it will need to be adjusted during 2021
- Our work/action plan has been adjusted to reflect anticipated post-COVID proposed activities
- Other \_\_\_\_\_

Reference: [Main Street Transformation Strategy planning model \(Planning for Recovery\)](#)

## STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, uses and utilizing as possible the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. ( <i>We will reference reinvestment &amp; design reports for this section.</i> )	5

2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	3
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	5
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	5
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	5
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	4
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	4
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	4
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	5
13. We are actively working to become live/public on DowntownTX.org.	n/a
Self-evaluation score, this section	

**STANDARD V TOTAL SECTION SCORE** \_\_\_\_\_

*From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during 2020, with before/during/after images and a brief description of the work. This can include investment pertaining to COVID responses.*

**Huddleston Building – 322 W. Walnut, Celina, TX 75009**

- Infill new build matching historic aesthetics

Before:



After:



Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)

**City Council Chambers – 112 N. Colorado, Celina, TX 75009**

- Interior rehabilitation and added ADA access clock tower

Before:



After:



Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)

**Buff City Soap – 308 W. Walnut, Celina, TX 75009**

- Façade and interior rehabilitation – vacant to occupied including new awning, doors, windows, paint, etc.

Before:



After:



Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)

**Lucy's On The Square – 127 N. Ohio, Celina, TX 75009**

- Façade improvements including new paint

Before:



After:



Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)

**STANDARD VI. DEMONSTRATED IMPACT & RESULTS.**

<b>Key Indicators</b>	<b>Value</b> (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	<b>5</b>
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	<b>4</b>
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	<b>5</b>
5. Downtown is generally viewed as an active marketplace which the community supports.	<b>5</b>
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	<b>4</b>
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	<b>5</b>
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	<b>4</b>
9. Property owners see a positive return on their investments.	<b>4</b>
10. Downtown's occupancy rate has increased over time, including second floor uses.	<b>4</b>
11. Downtown has destination businesses.	<b>5</b>
Self-evaluation score, this section	

**STANDARD VI TOTAL SECTION SCORE** \_\_\_\_\_

-end-

Communication: Review, Discuss and Take Action on Annual Main Street Reporting (Action Items)