MINUTES REGULAR MEETING FREEPORT HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD THURSDAY, APRIL 21, 2022 AT 5:00PM 311 NAT HICKEY LANE, FREEPORT, TX 77541

<u>Chairperson:</u> <u>Board Members:</u> <u>Vice Chairperson:</u>

Sandra Barbree Nat Hickey VACANT

Carolyn Weatherly David McGinty Margaret McMahan James McDonald Edmeryl Williams

THE FREEPORT HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD MET ON THURSDAY, APRIL 21, 2022 AT 5:00PM, AT THE FREEPORT HISTORICAL MUSEUM, 311 NAT HICKEY LANE, FREEPORT, TX 77541.

THE MEETING WAS HELD FOR THE FOLLOWING PURPOSES:

CALL TO ORDER

Chairperson Barbree called the meeting to order at 5:11pm.

Board members present: Sandra Barbree

Nat Hickey David McGinty James McDonald Edmeryl Williams

Board members not present: Carolyn Weatherly

Margaret McMahan

INVOCATION AND PLEDGE OF ALLEGIANCE

Ms. Williams led the meeting in prayer; Mr. McGinty led the Pledge.

1. Staff Announcements

i. Main Street Update (Strahan)

Ms. Strahan reported a very successful week with the Main Street Resource team. We toured Barcadia and EDC owned buildings and learned that most are considered Moderne style, which is not typical in most Main Street cities. Susan Rios, Uvalde Main Street Manager, traveled with the Resource Team and will surely be a huge asset to us as we move forward. Mr. McGinty noted that the Resource team reported that we have a great downtown, but with 20% occupancy we are one of the worse. We are expecting our Main Street report in June.

Ms. Strahan advised that we need to start to identify our Main Street committee members for Design, Organization, Promotion, and Economic Development. Mr. Kelty had strongly expressed to Ms. Strahan the importance of having a majority of board members on each committee so as not to lose control of the Board. This would allow the pool of committee members to be available to step into a Board member position as it becomes available.

At this time, we have only one Board application, Irene Ocanas from Texas Gulf Bank. Ms. Barbree recommended either BHS principal, Ian White or his secretary, Daniela Bailey who she stated is smart as a whip. Mr. McGinty stated that Keith Stumbaugh has expressed interest in joining the Board. Ms. Strahan advised the Board that as we work to get the Main Street program on its feet, we need full Board participation and support not only at our regular meetings, but in all aspects of rebuilding downtown. Reappointments are coming up in May, Ms. Strahan suggested that if unsure of level of commitment, a Board member may choose to step down and join a committee during the next term and still be eligible to return to the Board at a later time to fill a vacancy. Mr. McGinty recommended we seek council support for our Board recommendation of new Board members in advance of presenting to City Council. We may need to call a special meeting regarding new Board members prior to our regularly scheduled meeting.

ii. Recent Exhibits/Events (Strahan, Dillon)

Mr. Dillon reported that the East End exhibition was extremely well-received with a diverse turnout. Guests stayed for the majority of the day, and even had Port Freeport represented by Phyllis Saathoff. Guest speakers included Lila Lloyd and Rosia James.

Ms. Strahan reported that the first Spring Market Day was a success. Live music by the Mark May Band was a huge hit, we had over 20 vendors and food trucks, a handful of antique cars, and the chalk art proved entertaining for all ages. There was not enough participation for the cornhole tournament, so we need to market that better in the future. Mr. McGinty reported that the overall mood of vendors was enthusiastic, they enjoyed themselves and do want to return.

iii. Museum Improvements (Dillon)

Mr. Dillon updated the board on recent improvements to the museum including track lighting installation and professional carpet cleaning. Maintenance helped with the installation of the Fort Velasco panel, the final piece of the Revolution section. Mr. Williams from the Brazos Valley Railroad Society Museum is assisting in repairing the train track and locomotive in the Children's Exhibit, as well as the motor to the swing bridge model. Mr. Dillon has also ordered a one-way visual graphic for the side door to the temporary exhibit hall.

2. Board Member Announcements

Ms. Williams reported that the Martin Luther King Celebration Committee received a grant from Freeport LNG. She encouraged staff to reach out to the MLK group for possible museum grants.

BUSINESS - REGULAR SESSION:

3. Consideration and possible action to approve meeting minutes from March 10, 2022.

Mrs. Barbree inquired if the Board had time to review the minutes and had any changes to suggest. With a motion from Mr. McGinty and a second by Mr. Hickey, the minutes from the March meeting were unanimously approved.

WORK SESSION:

4. Board Vacancies & Term Renewals (Strahan)

Ms. Strahan reported that she has not been provided this information. This item was tabled until the next meeting.

5. Strategic Plan / 2022-23 Budget Discussion

i. Fundraiser Event

Ms. Strahan advised that we need a dollar amount to budget for our previously discussed 2023 Gala/Fundraiser event, suggesting we anticipate inviting 250 guests to the event at Riverplace and sell tables. Discussion ensued regarding cost per table, table included in sponsorship packages, etc. Mrs. Barbree suggested \$150-500 for a table of eight. Mr. McDonald advised \$400/table with half of that recovering costs. Mrs. Barbree suggested a silent auction, and Ms. Strahan stated she thought a live auction with an auctioneer would fit in with the wild west theme. Mr. Dillon asked what was the goal of the fundraiser, and Ms. Strahan advised that it would be for specific museum projects, events, exhibits, etc. Discussion ensued regarding food handling ordinances and codes for possible fundraising event. Ms. Strahan will develop a budget for the fundraiser to present at the next meeting. Ms. Barbree suggested we start shopping for

centerpieces/decorations now. Ms. Williams stated she wants to see more variety in our food choices for events, not always BBQ or tacos.

ii. New Annual Event

Discussion ensued regarding plans to introduce a new Main Street event downtown in 2023. McGinty suggested a Shrimp & Petroleum inspired event in an effort to engage with the large corporations. Mrs. Barbree inquired about combining with another event such as the Bike Fest, and Mr. McDonald agreed we could piggyback off an existing event, but Ms. Strahan advised that we consider a Main Street signature event.

iii. Hickey Pavilion/Gazebo Plans

Mr. McGinty reported that he met with David from Kraftsman Play regarding pavilion designs for Memorial Park. This would be an open concept to host outdoor concerts and programs. Kraftsman is the same company that did the splash park. He is currently waiting on design and pricing options.

6. Upcoming Events

i. Earth Day - Health & Wellness Market - April 23, 2022

Ms. Strahan announced that the Board recommended park use agreement had been finalized for the event, and Mr. McGinty agreed to be on site during the event to handle any issues that may arise.

ii. Spring Market Plans

Ms. Strahan suggested that she and Mr. McDonald get together to create a map for food and market vendors. Mr. McGinty advised we need more streets closed. Discussion ensued regarding the possibility of having Council approve to additionally close 2nd Street. Ms. Strahan will request that item be added to the next council agenda.

iii. Cinco de Mayo Celebration

Ms. Strahan reported the entertainment will include a Mariachi band and Folklorico dancers. Michelle Backman of Michelle's Cajun Shack will be making tacos from her food truck. Mr. McGinty suggested that although we couldn't do it this year, perhaps we could consider inviting our Mexico sister city of Altamira to participate in 2023. Mr. McDonald shared issues with Altamira politics.

iv. Fort Velasco Day

Mr. Dillon updated the Board on expected attendance for the event. Mr. McDonald offered to cook briskets and Mrs. Barbree offered to make sides and dessert again this

year. Ms. Strahan reminded Mrs. Barbree that Hooks sponsored the supplies for the sides last year.

7. Items for Future Discussion - Next Scheduled Meeting

- i. Fort Velasco fundraiser budget (Strahan)
- ii. Summer block parties (McDonald)
- iii. Juneteenth Event (McDonald)
- iv. February Black History Event (Barbree)
- v. Annual Event list by month (Hickey)

Ms. Strahan advised that we may need a special meeting to discuss Board recommendations before Board appointments is an item on the City Council agenda. The next regular meeting is scheduled for May 19, 2022.

ADJOURNMENT:

8. Adjourn.

With a motion by Mr. McGinty and a second by Mr. McDonald, the meeting was adjourned at 6:29pm with all in favor.

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LeAnn Strahan Museum Director/Main Street Coordinator City of Freeport, Texas