



**MINUTES
SPECIAL MEETING
FREEPORT HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD
MONDAY, OCTOBER 11, 2021 AT 5:00PM
311 NAT HICKEY LANE, FREEPORT, TX 77541**

THE FREEPORT HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD MET ON MONDAY, OCTOBER 11, 2021 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 5:00pm. The following Board and staff members were present:

- Sandra Barbree
- Nat Hickey
- David McGinty
- Margaret McMahan
- James McDonald
- Amanda Petty
- Edmeryl Williams
- Brenda George
- LeAnn Strahan
- Wade Dillon

Carolyn Weatherly was not present.

INVOCATION AND PLEDGE OF ALLEGIANCE

Mrs. George led the meeting in prayer; Mrs. Barbree led the Pledge of Alligance.

PRESENTATIONS/ANNOUNCEMENTS: Announcements by Board Members and/or Staff.

1. Board Member Announcements

Mrs. George thanked all the Board members who attended the Youth Mental Health First Aid certification training held at the museum in September and advised that if anyone had not received their certificate via email to please let her know.

BUSINESS – REGULAR SESSION:

2. Consideration and possible action to approve meeting minutes from September 30, 2021.

Mrs. Barbree announced a correction in the minutes stating that Ms. Weatherly was not present at the Sept. 30 meeting as she was ill. With that correction noted, Ms. McMahan motioned to approve the minutes, Mrs. Petty seconded the motion and the Board unanimously approved.

WORK SESSION:

3. Main Street Events Discussion

A. Downtown Monthly Events (McGinty, Williams, McDonald)

Mr. McGinty reported that the Special Events Subcommittee was abbreviated and that they no longer needed to meet now that event dates and plans have been scheduled.

B. Seasonal Events - Holiday on the Brazos/Christmas Market

Ms. Strahan noted that securing vendors for our November 20 date looks impossible since other vendor events have been scheduled for that same date in nearby towns such as Lake Jackson and Angleton. Ms. Strahan stressed the need to advertise now, and suggested we do the market event on Sunday following HOB. Discussion ensued regarding plans for the Christmas market date and activities. Ms. Williams expressed concerns for Christmas market being held on Sunday. Mrs. George reiterated concerns of crossing dates.

McDonald suggested we focus on the Tree Lighting ceremony instead of a vendor market, citing it could conflict with HOB and limit the number of vendors we could get the following Sunday. Ms. McMahan and Mrs. Barbree supported the Sunday date for Christmas Market and that it would give folks something fun to do on a Sunday. Mrs. Petty inquired about EDC Funds available for marketing, and if that might include promoting the holiday market by funding the ice-skating rink. –Mrs. Barbree suggested she could not see EDC approving a \$20,000 bill for a skate rink. **Mr. McGinty advised that the EDC funds budgeted to market the museum and recreation center was increased**

from \$50k to \$150k. Ms. Strahan noted that billboard marketing would be the best ‘bang for our buck’, estimating that annual cost to be around \$15-\$20k depending on the location. This would allow us to change out promotions on a monthly basis to advertise upcoming events and activities. Mr. McDonald confirmed that a billboard averages \$1,500 per month for a billboard and discussed the pros and cons; Mrs. George discussed Star of Hope and how their billboards helped to turn things around. Mr. McDonald advised we look into digital signage and contact Mattress Mack to advertise for us as well.

Ms. Strahan advised we needed a plan to tie these events together, with Holiday on the Brazos on Saturday Dec. 4th from 12-6pm at Freeport Municipal Park, what activities would the Board want to see along with the Tree Lighting Ceremony on Sunday, Dec. 5th? Members discussed ideas including a Snowman decorating contest (Barbree) and a Christmas Tree donation program (George). Ms. Strahan advised that Ms. Williams has confirmed school choirs and orchestras, and that we have already advertised for vendors.

Ms. McMahan made a motion to approve the Historic Downtown Holiday Market for Sunday, Dec. 5th, and Mrs. Barbree seconded the motion. The motion passed with a vote of 5-3, McGinty, Petty and McDonald voting ‘nay’.

Mrs. Petty suggested we have photographers available for holiday mini sessions with Santa. Mrs. Barbree advised we market as ‘A Weekend in Freeport’. Ms. Williams will make changes to the letter for BISD Superintendent Massey to promote band involvement. Ms. McMahan suggested a string quartet. Ms. Strahan will email Board members, including spreadsheet with potential entertainment, activities, pricing, etc.

4. Items for Future Discussion – Thursday, October 21, 2021

- **Rack cards for Holiday events**
- **Updated permit for food truck vendors**

ADJOURNMENT:

5. Adjourn.

With a motion by Ms. McMahan and a second by Ms. Williams, the meeting was unanimously called to a close at 5:54pm.