



**MINUTES
REGULAR MEETING
FREEPORT HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD
THURSDAY, JUNE 16, 2022 AT 5:00PM
311 NAT HICKEY LANE, FREEPORT, TX 77541**

CALL TO ORDER

Chairperson Barbree called the meeting to order at 5:02pm. The following Board members were present:

- Sandra Barbree
- David McGinty
- Margaret McMahan
- James McDonald
- Keith Stumbaugh
- Irene Ocañas
- Daniela Bailey

Staff Members LeAnn Strahan and Wade Dillon were also present.
Board Member Olivia Kloss was not present.

INVOCATION AND PLEDGE OF ALLEGIANCE

Ms. Weatherly led the meeting in prayer; Mr. McGinty led the Pledge of Allegiance.

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

1. Staff Announcements**A. Main Street Update (Strahan)**

Ms. Strahan announce that we had still not received the final report from our Design Team Resource Visit. She will notify the Board when received and call a special meeting to review and discuss the details.

Ms. Strahan reported that Ms. Betty Page, property owner of 204 W Park, is the first to apply for assistance from the Main Street Program. We have received her design report, and she has secured a contractor that is interested in preserving as much of the original structure as is feasible.

Ms. Strahan reported that she began basic training with the TMS team and other new MS managers every Thursday in June. Topics have included reporting and gathering investment numbers, manager's role in working with the Board, and an 'elevator speech' to answer the question "What is Main Street?".

B. Recent Exhibits/Events (Strahan, Dillon)

i. Cinco de Mayo Celebration

Ms. Strahan reported the inaugural Cinco de Mayo Celebration to be a great success. With an estimated 300 in attendance, we received nothing but positive feedback from the community and vendors. With next May 5th falling on a Friday, Ms. Strahan plans to grow the family-oriented event to include more vendors and live music, extending the hours to later in the evening.

ii. Barcudia Bike & Car Show/Spring Market Day

Mr. McDonald reported on the successful downtown event that involved clubs coming in and out all day. With 600 bikes lined up and classic cars stretching down Broad Street, he estimated the event was three times bigger than last year. He spent a lot of money advertising and reached out to clubs in Houston and Galveston, but he also attributed this year's success to the time of year before the weather got too hot. Mr. McDonald funded the event with the exception of a \$5,000 sponsorship by the FEDC. Next year he wants to go big, bringing in A-list artists and a carnival. Mrs. Barbree suggested that to bring a carnival would be unsafe, and advised having a kids' corner with inflatables and other activities instead. Mr. McDonald said that the only complaint with inflatables on the concrete and one child was hurt after exiting a slide. Mrs. Ocañas suggested a petting zoo. Mr. McDonald stated that any A-list talent will bring in 10K visitors to downtown; Mrs. Barbree advised we have EMS on alert for big events.

iii. Museum Improvements (Dillon)

Mr. Dillon provided status updates on the Wilma display and the Texas Navy Room. Wilma is now on display, and we are waiting on the interpretive panels to be delivered for the Texas Navy Room, hopefully in time for Fort Velasco Day. Museum Arts sponsored the Texas Navy Room by providing two interpretive panels at no cost to us.

Mr. Dillon explained that we had issues with the A/C in the first exhibit hall that were determined to require a new compressor and air handler. Repairs were made just in time for the opening of the Fort Velasco Exhibit.

2. Board Member Announcements

No announcements were made.

BUSINESS – REGULAR SESSION:

3. Consideration and possible action to approve meeting minutes from April 21, 2022.

As there was no quorum of members from the April meeting, this item was tabled until the June meeting.

WORK SESSION:

4. Main Street Committee Member Appointments

Ms. Strahan introduced the Four Point Approach to the new Main Street members, providing a hand out and offering a 60-minute training video to be shared outlining the purpose of each point.

Ms. Strahan requested the designation of five committee members, including three Board members for each of the four Main Street Committees and an additional two non-board members to be recruited to each committee. Board. Discussion ensued about committee structure and execution. Appointments were as follows:

A. Design

Daniela Bailey, Margaret McMahan, Olivia Kloss

B. Organization

Carolyn Weatherly, Keith Stumbaugh, Olivia Kloss

C. Promotion

Sandra Barbree, Margaret McMahan, James McDonald

D. Economic Development

Sandra Barbree, Irene Ocañas, David McGinty

Ms. Strahan reported that she had recruited Betty Page to the Design Committee. Ms. McMahan inquired as to any recruiting tools available for potential members, and Ms. Strahan agreed that she could put a packet together to outline the need and goals. Ms. Ocañas inquired about the long-term goals for committees. Ms. Strahan explained that through the work of the committees to strengthen these points, we should be able to establish our Main Street to stand alone successfully within a three-year period.

5. Fort Velasco Fundraiser Budget 2023

The item was table for a future meeting.

6. Upcoming Events

A. Fort Velasco Day

Mr. Dillon reported the progress in preparing for Fort Velasco Day. Ms. Ocanas inquired as to whether or not we partner with Surfside for this event. Mr. Dillon explained that while each location has activities on this day, they are separate events at different times, but they will have a presence at our event. He added that in addition to the day's events in the park, regular admission to the museum will include additional period activities inside. Wristbands will be provided to allow re-entry into the museum. Mr. McGinty urged that Board participation is needed at all events.

B. KidFest

This discussion was tabled until the next meeting.

C. Fall Market Days

Discussion ensued regarding upcoming Fall Market plans. The Board agreed that September may still be too hot for a market, so we will host Fall Market days in October and November, and continue with the Christmas Market in December. McDonald advised we revise our vendor apps to include times to set up and specify when vendors may be allowed to leave.

7. Potential Future Events

Ms. Strahan shared the tentative event calendar for 2022-2023, and discussion ensued regarding ideas for new upcoming events.

A. Black History Event (Barbree)

This item was tabled until next meeting.

B. Juneteenth Event (McDonald)

Mr. McDonald would like to see us host a small event in celebration of Juneteenth. Mr. McGinty suggested we do a march in honor of Edmeryl Williams. Mr. McDonald suggested we reach out to Pastor BL & Brenda George to partner, adding that Juneteenth would be a good occasion for Freeport to embrace. Ms. McMahan suggested that Ms. Williams' sister's church might have ideas to contribute. Mr. McGinty advised we form a subcommittee to make those contacts and gain support.

C. Summer Block Parties

Discussion ensued regarding ideas for downtown events next summer. Mr. McDonald suggested a series of movies in the park. Mr. McGinty suggested we consider hosting a cardboard boat contest on the river downtown. Ms. Strahan reported a suggestion by Nicole Mireles that we host a skate party downtown. Mr. McDonald stated that it would be a huge liability.

8. Items for Future Discussion - Next Scheduled Meeting

The next regular Board meeting is scheduled for Thursday, July 28, 2022 at 5pm. Items for future discussion to include:

- Approval of minutes from April and June
- Event/Exhibit sponsorships (Strahan)
- Meetings held at City Council Chambers (Strahan)
- Officer appointments
- Pavilion proposal (McGinty)
- Blues Fest – Labor Day (Stumbaugh)
- Golf Tournament fundraiser (McDonald)

ADJOURNMENT:

9. Adjourn.

With a motion by Ms. Ocanas and a second by Mr. McDonald, the Board unanimously voted to adjourn at 6:18pm.

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