

MAIN STREET BOARD
08:30 PM Tuesday, April 13th, 2021
Depot – Community Room, Winnsboro, TX

Agenda

- **Call to Order:** Welcome Visitors/Citizens **Cheryl Estes**
- **Opening Statement:** Read & review Mission/Vision/Core Value Statements **MS Board**

Our Vision:

The Winnsboro Main Street Program envisions downtown Winnsboro as the cornerstone of the community where residents and visitors can come together in a spirit of unity and hospitality, preserve the rich historical heritage of the community, and work towards future prosperity for later generations.

Our Mission:

The mission of the Winnsboro Main Street Program is to revitalize historic downtown Winnsboro into a healthy marketplace and to improve the quality of life of its citizens and guests by using the Texas Main Street four-point approach – Organization, Design, Promotion, and Economic Vitality.

Core Values:

Historical: We value our culture, our arts, and their roles in forming our history; therefore, we remain committed to ensuring our *heritage* lives on for future generations.

Integrity: We value our diverse community, cultural heritage and businesses; therefore, we embrace openness and inclusion of all, creating a viable partnership with our fellow-merchants, recognizing our challenges as opportunities for growth.

Team: We value our diverse community; therefore, we embrace openness and inclusion of all. We believe in working as a *team* to achieve our collective goals, exercising *integrity* in all that we do.

Economic Prosperity: We value our *economic prosperity*; therefore, we will grow the culture of entrepreneurship within the community.

Committee Reports—Discuss:

- **Design—Façade grants/status/pending applications** **MS Board**
 - Façade Grant applications
- **Economic Vitality--** **MS Board**
 - Structural
 - Business updates
 - DowntownTX.org updates/changes
 - DowntownTX.org
 - Updates
- **Organization--** **MS Board**
 - Volunteers
 - Board member recruitment--contact updates
 - Welcome packets to downtown businesses
 - Board recruitment packets
- **Promotions--** **Kristie Brian**
 - MS Merchants updates
 - Merchants Corner
 - Merchants Minute
 - 2021 Calendar Updates

Manager's Report/Updates –Discuss/Action:

Brenda Buck

- **Winnsboro Strategic Plan**
 - review
- **Consent Items:**
 - Minutes—
 - March minutes to review

New Business

Adjournment

Next Meeting: Tuesday May 11th, 2021 @ 8:30, depot Community Room

Notice is hereby given that a possible quorum of the City Council of Winnsboro, Texas may take place at this meeting, March 9th, 2021 at 8:30 AM at Depot @ 100 E Broadway, Winnsboro TX 75494. There will be no business transacted by City Council at said time and place.