

MAIN STREET BOARD
11:30 AM December 8th, 2020
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—REFLECTION on 2020:

- **Design** **Gary Gravley**
- **Economic Vitality** **Joel Chapman**
 - New businesses
 - Construction/Renovations
 - DowntownTX.org updates/changes
- **Organization** **Kristie Brian**
- **Promotions** **Kristie Brian**
 - 2020 Recap

Manager's Report:

Brenda Buck

- Reveal Main Street Goals for 2021
 1. Strengthening Businesses
 2. Building Inventory—DowntownTx.org
 3. Succession Planning
- **Consent Items:**
 - Minutes—October & November minutes to review

Adjournment

****Next Meeting: January 12th, 2021 @ 11:30 AM, Depot Community Room****