



AGENDA

Main Street Program Coordinating Board

Monday, April 5, 2021

The Main Street Program Coordinating Board will hold a meeting on Monday, April 5, 2021 at Fair Theater, located at 717 Broadway Street, Plainview, TX 79072 at 11:30 a.m.

1. Call to Order
2. March Board Minutes – Approve
3. Historic Standards – Discuss
4. Construction Updates
5. Façade Grants – Review and Approve
6. 2021 Strategic Plan – Discuss and Approve
 - a. Non-Profit/ Economic Development
 - i. Friends of Main Street
 - ii. By-Laws
 - iii. Business Appreciation
 - b. Marketing/ organization
 - i. Imaging/ Branding and Marketing – Tonya Keesee
 1. Vendors – Diane Martinez
 - ii. Business of the Month
 - c. Promotions and Events
 - i. Dining and Entertainment – Carol Terrell
 - ii. April 2nd Saturday
 - iii. Holiday 2nd Saturday/ Holiday Celebration
 - d. Beautification/ Education/ Awareness
 - i. Murals
 - ii. Holiday Lights
 - iii. Historical Information
7. Covenant's Diabetes Sugar Run – Carol Terrell – Discuss and Approve
8. Downtown Clean up – Diane Martinez – Discuss and Approve
9. CVB Updates
 - a. HOT Grant – Review and Approve
 - b. Mark Marley's Go Big or Go Home BBQ Bash – Discuss and Approve Main Street Board Participation
10. Adjourn

This notice is posted pursuant to the Texas Open Meetings Act. [Tex. Gov't Code Ann. Sec. 551.001 et. seq.] The Council reserves the right to conduct a closed meeting on any agenda items in accordance with Tex. Gov't Code Ann., Chapter 551, Subchapter D. This meeting is also being conducted in accordance with the Americans with Disabilities Act [42 USC 12101 et. seq.]. The facility is wheelchair accessible and handicap parking is available. Requests for sign interpretive services are available upon requests received at least 48 hours prior to the meeting. To make arrangements for those services call 296-1107.

Posted this 29th day of March, 2021

Time: 2:00 p.m.

A handwritten signature in black ink that reads "Melinda Brown". The signature is written in a cursive style with a large, sweeping initial "M".

Main Street Manager

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