

# Main Street Program

A Report on Recent and Upcoming Downtown Happenings

Main Street Program Report - February 2023

## Temple Parks & Rec. to Host 'Pawz on the Plaza' on March 25th



Temple Parks & Recreation will host 'Pawz on the Plaza' on March 25th. The event will be held at Santa Fe Plaza, and all well-behaved and leashed dogs will be welcome. Guests at the event will be able to watch an amazing dog-skill & training demos, take a stroll down the 'Doggie Treat Trail', participate in fun pet contests, and visit the many local vendors that will set up around the plaza.

## 'Hat Trick' Sports Bar is Now Open

Temple's newest sports bar is now open. Hat Trick Sports Bar at 217 N Main Street combines a full service cocktail bar with an indoor AstroTurf soccer pitch for both soccer training and intermural games. They also offer food service to their guests with the 'Puerto de Oro' food truck.



## Coming Up In March/April:

**Now & throughout March.**— the 'Quanh Parker Exhibit: One Man, Two Worlds', at the Temple Railroad & Heritage Museum

**Fri. March. 3 - 'First Friday'** including great merchant discounts, happy-hour specials at downtown restaurants and bars, live music and street-closure block parties

**Fri. March 3 - Mardi Gras on Main** at Total Elegance Creations featuring free hurricanes, a 2nd line parade, snacks, and a live DJ.

**Fri. March 10, 'Down at the Yard'** with live music at The Yard Food Truck Plaza.

**Sat. March 11 - The TSBC's Market on the Square** featuring sales by locally owned businesses, artisans and craft vendors.

**Fri. March 17 - O'Briens Irish Pub's St. Patrick's Day Bash** at 11 E Central Ave.

**Fri. March 25 - Temple Parks & Rec. presents 'Pawz on the Plaza'** at Santa Fe Plaza

**Sat. April 1 - Temple Breakfast Lions Club Music Festival Benefit** featuring headliner singer-songwriter Eric Paslay, at MLK Fairgrounds

# Promotion

## Committee Hears Reports on First Friday & Geek-Out Family Day

The Main Street Promotion Committee met on February 6th. Committee Chair, Selese Thompson called the meeting to order and several issues were discussed.

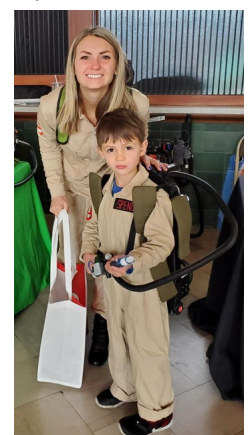
The first issue discussed was a report on downtown activities that had happened over the previous weekend. Several committee members said they had attended the First Friday event on February 3th and that despite the fact that some outdoor events had been cancelled due to cold weather, the event had a great turnout. The group looked at photos of the event that had been provided in their agenda packets. Also, JD McBride, the owner of Fire Base Brewing, told the committee that even though he did not have his regular outdoor block party for the last two months, he nevertheless had excellent crowds at the last two First Friday events. He asked the committee how they could take the success of First Friday and spread it to the other days of the month. Also, members noted that Mo's Railyard Saloon had attracted a good First Friday crowd with their special offer of \$1 margaritas and daquiris.



*There was lots of fun nightlife at the First Friday event on February 3th*

Also, on February 4th, the Temple Railroad & Heritage Museum held it's Geek Out Family Day event.

Museum Manager, Mike Hicks, told the committee the event was attended by over 300 children and their families, and that every year, the Geek Out Family Day event, with its theme of popular superhero characters, is among the museum's top two or three events.



*Hundreds of kids and their families enjoyed Geek Out Family Day at the Temple Railroad & Heritage Museum*

## Promotion

### Total Elegance Creations to Host Mardi Gras Party on February 3<sup>rd</sup>

[Continued from page 2] Next, the Promotion committee discussed upcoming First Fridays in March and April. They noted that the theme for the First Friday on March 3<sup>rd</sup> will be Mardi Gras & St. Patrick's Day

Tita Charleston of Total Elegance Creations told the committee that she would hold a Mardi Gras celebration on that First Friday with free hurricanes, a live DJ, and LED lighted stilt-walkers for the kids. She added that they will also offer gumbo and chicken wings for sale. Ms. Charleston also told the group that recent winter storm had delayed the launch of her pedal bike tours until the First Friday in April.



*The LED-Lighted Stilt Walkers will be at the Mardi Gras Celebration at Total Elegance Creations*

Although it will not happen on First Friday, members noted that O'Briens Irish Pub was planning a St. Patrick's Day Party on March 17 and that these parties have been fun and well attended in past years.

Next, the committee discussed the upcoming First Friday on April 7. The theme for this event will be Easter Weekend & Springtime. Several members of the group said they were working on their plans for this event.

Next on the agenda was a report on the activities or plans of the Temple Small Business Coalition (TSBC). JD McBride told the committee that he has learned that the TSBC will be able to continue to use the City Hall parking lot for the Farmers Market until the end of this year. He told the group that the next market will be held on March 11<sup>th</sup> from 9 AM – 2 PM. He also told the committee that he would be meeting with city officials in early February to discuss the market's future at its current location, and he said that if an agreement for using the City Hall Parking Lot on a long-term basis cannot be reached, then he will work with FoxDog and other downtown stakeholders to find an alternate venue for their popular Saturday Markets.

Next on the agenda was a report on upcoming activities of the Temple Railroad & Heritage Museum. Museum manager, Mike Hicks, told the committee the next family day will be Quanah Park Family Day on March 4th. He also said

that the current featured exhibit at the museum is "Quanah Parker: One Man Two Worlds," which will run from January 14 to April 15, 2023. He explained that this photo exhibit tells the story of the lives of Quanah Parker and his family, caught between two different worlds.



# Promotion

## Committee Discusses New Exhibit Coming to Railroad Museum

[Continued from page 3] Mr. Hicks said the next exhibit at the Museum will be 'Danny Lyon: Bikeriders'. This exhibit will open on April 22nd. In 1963, Danny Lyons joined the Chicago Outlaws Motorcycle Club and over the next four years he participated with the members on long-distance rides and at races, field meets, and informal gatherings. Lyon became friends with his club-mates and he demystified a culture that has often been unfairly stereotyped as a form of "low life." Lyon's book of photographs, 'The Bikeriders', was published one year before the film Easy Rider.



The exhibit, 'Danny Lyon: Bikeriders' will open at the Railroad & Heritage Museum on April 22

The next issue the committee discussed was recent and upcoming activities of Temple Parks & Rec Dept. The group talked about the recent Father-Daughter Dance at the Mayborn Convention Center, and about upcoming downtown events such as the 'Down at the Yard' event on March 10th from 6–8 PM at *The Yard Food Truck Plaza*, and the *Paws on Plaza* dog festival that will be held on March 25th, from 11 AM – 2 PM at Santa Fe Plaza. They also noted that the *Bloomin Temple Festival* would take place on April 28 – 29, and that it's music, vendors and events would span all the way from the MLK Fairgrounds to Santa Fe Plaza.

Next on the agenda was a report on upcoming events and activities at Corkys Wine Bar. Corky's promotional manager, Sandra Escalante, told the committee that Corkys would put on an Art Walk along Avenue A on First Friday, March 3rd, and that they would hold a Thursday Comedy Special featuring Bill Dawes on March 9th. She also said that Corky's would offer a combination St. Paddy's Day Party and Corkys Second Year Anniversary Party on March 17th, a Jazz Concert by AJI on March 23rd, and an 80s Murder Mystery on February 24th. Susan Sterle, of the Sterle Fine Art Studio said that she would try to help make the Corky's Art Walk a success by spreading the word about their Art Walk event to artists in her network.

The next issue worked on was planning for the upcoming Chamber of Commerce 'Business After Hours' reception in April, that will be hosted by the Temple Main Street Program and by downtown Temple stake holders.

**PAWS  
ON THE  
PLAZA**

Saturday, March 25th from 11 AM - 2:00 PM

**downtown  
art walk**

**March 3rd First Friday**

Join us as we line the sidewalks on Central Ave. from Main St. to 2nd St. with art!!

**NO FEE TO PARTICIPATE.  
ALL SKILL LEVELS. ALL MEDIUMS.**

Ready to sign up?  
email us today at  
**HELLO@CORKYSBARTX.COM**  
with your name, medium, and  
the best way to contact you.

## Downtown Photo Exhibit Featured Work of Three Local Talents

[Continued from page 4] Main Street Manager, Dan Kelleher, led a brief discussion about possible venues for this year's event. He said that he thought several venues could host the event effectively, but that in his opinion, the Santa Fe Depot would be the most convenient for both event exhibitors and event guests. He said this because of the large space available at Santa Fe Depot and because of the building's convenient loading and unloading capabilities, and convenient parking available nearby.

Two businesswomen with alternate venues, Selese Thompson of Precious Memories-Downtown and Tita Charleston of Total Elegance Creations, were present at the committee meeting, and they said they agreed with Kelleher, and that although they would someday like to host this event, they were comfortable holding it this year at the Santa Fe Depot.

The next issue related to the 'Business After Hours' reception was the date for the event. The group noted that the Chamber of Commerce likes to hold these events on Thursdays, and that the 4th Thursday of April is problematic because it falls so close to the Bloomin' Temple Festival. So the group asked Mr. Kelleher to propose to the Chamber of Commerce that we hold the event on the 3rd Thursday in April: April 20th.

The next report that the committee heard was from Tita Charleston of Total Elegance Creations. She told the committee that the Infatuation Photo Exhibit featuring the works of Jason Deckman, Chris Winston and John John Montelongo would take place on the evening of Saturday, February 11th, and she also said she would put on a Mardi Gras Party on Friday, March 3rd, featuring free hurricanes, LED-lighted dancers, and gumbo and chicken wings available for sale.

The next item on the agenda was a report on activities of the Communications & Marketing Dept. Sennett Farias told the committee that the winter edition of the digital magazine Temple Ticket is now available. Also, she let the committee know that March 8th is International Women's Day, and that the Communications and Marketing department will do a Salute to Female Downtown Business owners.



Photo by Chris Winston

*Lots of people attended the Infatuation Photo Exhibit that was held on February 11<sup>th</sup> at Total Elegance Creations*

Next on the agenda was a report on the activities at the Temple Children's Museum (TCM). Emily Smith, the museum's Executive Director, told the committee the museum would have a special Valentine's Day event, and they will be open during the week of Spring Break from 10 AM – 4 PM.

Selese Thompson, who is a member of the TCM Board of Directors, said they had found the next speaker for the museum's Cultivator Speaker Series. It will be Gwynne Shotwell, who is president and chief operating officer of SpaceX. Also, she said the museum's annual fundraiser gala, the 'Celebrity Host Dinner' will be held on April 27, and that the theme for hosted tables at the event will be 'Your Favorite Book'. Ms. Thompson also said that museum's 'The Yuletide Home Tour' fundraiser had been very successful this past year and that planning for the 2023 Tour has already begun.

# Choral Concert and Lions Club Music Festival Coming Soon

[Continued from page 5] Next, the committee heard a report on upcoming activities of Christ Episcopal Church. The group heard that there will be a Master Gardeners event at the Church on February 23rd and a Choral Concert on March 18th. There was not a representative from the church at the committee meeting, but Ashley Carter of Los Voces Chorus told the committee the group that her choral group will put on a Renaissance, spring-themed concert at the church on March 18th. She added that they also plan to hold a reception after the concert and they need a caterer. She asked if anyone was interested to contact her.

Next, Lisle Meeker told the committee that the Temple Breakfast Lions Club Music Festival would be held on April 1st starting at 2:30 PM. He explained that the festival will be a fundraiser for the Texas Lions Camp. The Texas Lions Camp is a residential summer camp for children with physical disabilities, type 1 diabetes, and cancer.

Mr. Meeker said there will be five bands performing at the festival, with Eric Paslay as the headliner. Mr. Meeker told the group that he had vendor and sponsorship information with him for anyone who may be interested.



*Eric Paslay will be the headlining act at the Lions Club Music Festival on April 1st at the MLK Festival Grounds*





*Eric Paslay*

The Las Voces Chorus chamber ensemble presents

# RENAISSANCE SPRING

Ring in the Spring with a cappella and madrigal hits from the 1600s and the 90s

March 18, 2023 | 7 PM  
Christ Episcopal Church, Temple

Donation tickets only  
Suggested donation: \$15

RSVP at  
[LasVocesRenaissance.eventbrite.com](https://LasVocesRenaissance.eventbrite.com)



## Economic Vitality

### Downtown Businesses Openings Include Sports Bar and Candle Shop

The Main Street Economic Vitality Committee met on February 7th and discussed several issues.

Committee Chairman, Jack Folsom started out the meeting by leading an open discussion about business recruitment and about prospective new downtown businesses and about spaces they might be able to rent or buy.

Some of the new businesses that the committee discussed included Hat Trick Sports Bar & Soccer Training Center, located at 217 N Main Street. The group noted that the owners of Hat Trick Sports Bar had said they expected to open by Super Bowl Sunday.

Committee members also talked about the new business, Wick & Burn Candle Shop, located at 8 E Ave A, that had held their opening ribbon cutting ceremony on Friday, February 3rd. Members who attended their opening said they had a large turnout. Wick & Burn Candle Shop sells candles, and it offers candle-making classes for people who want to custom-design their own candles. They also offer refreshments so guests can have a drink while crafting their fancy flambeaus.



*The indoor-outdoor bar at HatTrick Sports Bar has been kept busy since their opening at the beginning of February*



*Wick & Burn, offers candle-making classes for those who want custom-designed candles*

The group also discussed the continuing tenant improvements at Weird Doughs Bakery & Café at 11 North 6th Street and they said they were looking forward to the opening of this new restaurant within the next few months.

The committee also discussed the new businesses that will move into the space previously occupied by Mexiko Café at 116 S 1st Street. The new business called Melody's Brunch & Cocktails, and it will be an upscale restaurant that will offer brunch and cocktails.

Next the group talked about the building owned by Travis Wilkes at 7-11 N Main Street. Mr. Wilkes is still looking for a new tenant for a 4,000 square foot retail or restaurant space at 9 N Main Street. The group also discussed the fact that Mr. Wilkes has signed a new tenant, a photography studio, for a smaller space in his building that is set back from the street.

Main Street Manager, Dan Kelleher, told the group that a local investor has expressed interest in possibly developing a small hotel at 14 E Central Avenue, and that he has already had a preliminary meeting with city staff to discuss the project.

Next, the committee discussed the commercial spaces available at 11 E Ave B (1125 sq ft) and at 120 S Main (1900 sq ft). Everyone agreed to try to identify small businesses that might want to fill these spaces.

## Economic Vitality

### Committee Hears of New Embroidery Shop and Scooter Dealership

[Continued from page 7] Also, the group discussed the commercial space at 118 S Main, which is the former home of 'Impressions by Criswell'. Members noted that the building had a sign posted indicating that the new tenant in this space will be *1st Place Embroidery, Engraving and Awards*.

Next, the group discussed the commercial space available at the base of the Kyle Hotel at 111 North Main Street (2700 sq ft) and the food service spaces available at both the Union Crossing and City Eats Food Halls.

Also, several committee members said they have seen photos posted on social media sites showing the progress that 'Wreck Room & Art Department,' is making on their tenant improvements at 14-16 S 4th Street, and that they hoped to see that business open in the coming months.

The next issue discussed by the committee was downtown business retention. Chairman Jack Folsom led the committee in an open discussion about any businesses that might be struggling and how we might assist them.

The group noted that Ras Kitchen, at 17 S Main, had recently closed, but they said they were not aware of any other businesses that have been struggling or that might close.

Next, the committee discussed downtown business expansion. They discussed the fact that 'Tour Temple', at 13 S 2nd Street is in the process of changing their business model from a tour service and a scooter rental service into a scooter and bike sales dealership and service center.

Also, Tita Charleston, the owner of 'Total Elegance Creations', told the committee that she will delay the grand opening of her new Pedal Bike Tours service due to setbacks related to the recent winter storm. She said this opening has been rescheduled for April 7th. Also, the committee discussed reports that preliminary demolition work at the new Westphalia-Tanglefoot Market to be located at 13 S Main, may begin soon, and that they hope to see that business open within the next year.

Downtown property owner, Jack Folsom, then told the committee that he has signed a another new tenant, a consignment shop, at his retail shop space at 204 S Main Street. He said the new store is expected to open on April 1st and that they plan on having some sub-leasing opportunities for other vendors. He also said that they hope to host a monthly Market Days event. Mr. Folsom also told the committee that he is working on the development of a downtown daycare center in his building at 317 N 2nd Street, but he added that it might take quite some time before he is ready to open it. Mr. Folsom also mentioned that he had sent the details of the building project he plans like to build on his property at 205 S Main Street to the City building department for their review.

Finally, Kandy James of Retro Violet Studios told the committee that she has been providing social media consulting services to several downtown businesses including Chupacabra Strength & Conditioning and Extreme Clean of Temple, and that she is accepting new clients.



The building at 118 S Main Street is sporting signs that say '1st Place Embroidery, Engraving & Awards', and 'Coming Soon'





## Design Committee Hears Report on City's Permitting Process

The Main Street Design Committee met on February 8<sup>th</sup> and discussed several issues. Committee Chairman, Patrick Guillen started off the meeting by opening the floor to public comments. During this part of the meeting, Sennett Farias addressed the committee and telling them that March 8<sup>th</sup> is 'International Women's Day', and that as part of observance of this day, the Communication and Marketing Department would like to spotlight some of the local women who own downtown businesses. Ms. Farias explained asked the committee members to contact her if they knew of downtown businesswomen who should be recognized.

The next issue on the committee agenda was a report on the status of our TMSP Design service requests. Main Street Program Manager, Dan Kelleher told the committee that a design service request for 315 N 3<sup>rd</sup> Street had been submitted to the state, and that he had also received notice from the owners of a single-family home located at 118 N 11<sup>th</sup> Street saying that they too are interested in submitting a design service request.

The next issue on the agenda was a report on the status of the Temple Art Train Program. Mr. Kelleher told the committee that the procurement process – collecting price quotes – to purchase 4 new unpainted art train blanks has been completed, and that we will now order them from the supplier. He also reminded the committee that we have received two completed art train applications, one from the Central Texas Housing Consortium and the other from MRB Group, and that we have also received several other expressions of interest from people who plan to submit applications in the future.

The next issue that came before the committee was a report from Temple Development Services Coordinator, Nancy Whetstone, about the city's permitting process. She first explained that those who plan construction projects can use an interior-exterior checklist that contains all the documentation needed to start a project before applying for a permit. Then, she explained that once an applicant is ready to apply for their building permit, they can go to the city's website and fill out an online application, and that after the application is reviewed and approved and the fee(s) have been paid, the applicant will be given their permit placard. Ms. Whetstone told the committee that if they have any questions about the process, they can call her at (254) 298-5269.



*Temple Development Services Coordinator, Nancy Whetstone gave a presentation to the Design Committee about the city's permitting process.*

## Committee Hears Report on Downtown Homelessness Issues.

[Continued from Page 9] The next item on the agenda was a report on downtown construction-related street closures and detours. Temple Public Relations Specialist, Allison O'Connor, told the committee that not much had changed since her report to the group last month. She said Ave A between 1st Street and Main Street would remain closed throughout the summer due to the construction of the 1st parking garage, and that periodic street closures will continue on the streets surrounding the City Center development (2nd, 4th, and 6th streets), and she also let the committee know that Phase 2 of the public portions of the City Center project will open for bidding soon.

The next issue taken up by the committee was a report from downtown property owner, Travis Wilkes, who told the committee that he had received several complaints from his tenants about aggressive panhandlers coming into their businesses and causing issues. Several members shared their stories about theft and difficult interactions with homeless individuals, and they expressed their concerns that negative interactions with some homeless individuals appear to be on the rise.

Lt. Tim Simeroth provided the group with a pamphlet that can be used to help direct homeless people to agencies that might help them, and he also told the committee about several things stakeholders can do to assist the police department in enforcing 'no trespass' rules at their businesses. He told the committee that business owners could fill out a Criminal Trespass Affidavit form and that this form will give police officers the authority to warn trespassers and to direct them to leave the business or property. Lt. Simeroth also asked the stakeholders to keep a running list of any individuals that have been banned from their property. He also reminded the committee that people can not be jailed just because they are homeless, and that homelessness is not a crime.

Lt. Simeroth also told the committee that he would move to the night shift Lieutenant on March 31st, and Lt. Buddy Best will take his position. The committee had several questions for Lt. Simeroth. One member asked if there was any plan to have a downtown officer. Lt. Simeroth said the department is currently short-staffed, so not at this time. Another member asked about the possibility of setting up a program of uniformed downtown 'ambassadors'. Lt. Simeroth said he had heard of this proposal, but that it has not been approved. Another committee member asked about a citizen police academy, and Lt. Simeroth said that we do have a citizen police academy. The last question was about how the city could create a Safe Zone downtown with stricter rules than in other areas of the city.

Lt. Simeroth said that any program of that type would need to be approved by senior management of the City, and he suggested that any such proposals should be directed to the City Manager.

The next issue discussed by the committee was an update on public projects in downtown Temple. It was shared with the committee that the 4th Street parking garage should be completed in April or May, but that the streets and sidewalks around the building will need to be completed before the garage can be opened for use. Also, the excavation for the 1st Street Parking Garage has now been completed and the piers that will support its foundation have now been installed. This parking garage is expected to be finished by the end of this year.

The next issue discussed by the committee was a series of updates on private sector downtown construction projects. The group noted that the building rehab' project for the *HatTrick Sports Bar* and Soccer Training Center at 217 N Main Street is now complete and the business is open, and that in addition to food and refreshments, this business will provide soccer training.

*Free Soccer*  
CLINIC

Littles (ages 2-4)	Kids (ages 5-8)	Big Kids (ages 9-12)
11am - 12pm	1 - 2pm	3 - 4pm

SATURDAY, FEBRUARY 18TH

\* please wear turfs or cleats and shin guards  
\*\* please bring water bottle

 Coach Angel Hernandez	 Coach Juan Lumbreras	 Coach Pedro Rodriguez
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217 N Main Street, Temple, TX 76501

**HAT TRICK**  
TEMPLE TEXAS

## Design

### Committee Discussed Progress Being Made at Bird Creek Brewing

[Continued from Page 10] The committee continued its review of downtown private sector construction projects with an update on the 'Bird Creek Brewing' that is projected to be open in the 2nd quarter 2023. After the Bird Creek Brewing project is completed, the construction crew on that project is expected to move over to the Westphalia-Tanglefoot Market at 13 S Main Street. This exciting new business will feature a bakery, a butcher shop, and an upscale small grocery market.



*The windows are going in at the new Bird Creek Brewing at 8 S 4th Street*

Another tenant improvement project that continues under way is the 'Melody's Brunch & Cocktails' restaurant at 116 South 1st Street. Also, downtown property owner, Patrick Guillen, told the committee that he is making some design changes on his 'City Eats Food Hall' project and he will have more details soon. Also, it was noted that the owners of the 'Wreck Room and Art Department' at 14-16 S 4th Street are occasionally reporting their progress on their tenant improvements on their social media pages.

Similarly, we know that progress on tenant improvements for 'Weird Doughs Bakery & Café' at 11 North 6th Street are continuing because we continue to see progress update posts on their social media pages.

Also, property owner, Travis Wilkes, told the committee that his glass storefront at 7 – 11 N Main Street would be installed soon, and that he is still looking for a tenant for a 4,000 square-foot space at this location.



*The windows are going in at the Wilkes Building at 7-11 N Main Street*

## Committee Hears Report on Downtown Parking

[Continued from Page 11] Other updates included a report that the 'Central Plaza Apartment Complex' at 103 N Central Ave should open by May, and that work is progressing on schedule at the Hawn, Arcadia, and Sears building projects.

The next item discussed by the committee was a report on Transform Temple by Chad Parsons.

Mr. Parsons told the group that told the committee that his work crew is helping other departments with the storm-related tree clean-up that is happening all over the city, and he also said that his downtown clean-up team should be fully staffed within the next two weeks.

Next, Parking Manager, Mark Jesse, told the committee that the city's parking policy is being rewritten and is currently being reviewed by the city's legal department.

Mr. Jesse was asked about how the parking spaces at the 4th parking garage would be allocated for use.

He said that tenants at the Hawn-Arcadia developments will be allotted 92 of the nearly 400 spaces in the garage, and that the remaining spaces would be set aside for public use. Also, he said that that the public spaces would be free of charge for the near future.

The last item on the committee agenda was a discussion of any items that members would like to see on upcoming agendas. Committee members asked for an update on the homelessness issue when the regional homelessness study is complete and for periodic updates on City Parking Policy.



*The 4th Street Parking Garage will open soon*

## Organization

### Committee Discusses Recruitment of People to Main Street Program

The Main Street Organization Committee met on February 9<sup>th</sup> and discussed several issues.

The first item on the agenda was a report on recent outreach efforts to recruit people to participate in Main Street Activities. Main Street Manager, Dan Kelleher told the committee that the community outreach table was not set up on First Friday this month because of the cold weather, but he also told the group that there had been quite a few people who had contacted the Main Street Program office wanting to participate in First Friday events. Several committee members suggested some new community outreach activities such as offering promotion cards and flyers to distribute through downtown business owners. Mr. Kelleher said that he would check into this and report back to the committee.



## Organization

### Committee Starts Preliminary Work on Preservation Month Activities

[Continued from Page 12] Next, the committee heard a report on the recently submitted Texas Main Street Program (TMSP) 6-Standard Report. Mr. Kelleher told the committee TMSP had made some last minute changes to the 'key indicators' on this year's 6-standard report, and that as a result we had lost a few points on our score. He said that in the coming year, we will have advance notice of what these key indicators will be, so we will be able to adjust our organizational practices to maximize our score. The Committee went over the last year scores and discussed the areas in which our scores had fallen. Two examples of new performance indicators that were added late were 1) that our Board members should attend our committee meetings more regularly, and that our Board members should lead them as committee chairs, and 2) that the Main Street staff should meet more regularly with the Chairman of the Main Street Advisory Board. By making modest changes in our operations on these and other performance indicators, we can improve our score and increase the likelihood that we will continue to maintain our status as a nationally accredited Main Street Program.

The next item discussed was the 2023 Main Street Program Contract with TMSP. Mr. Kelleher reported that this contract was fully executed in the first week of January.

The next issue that the committee addressed was planning for the Chamber of Commerce 'Business After Hours' reception that our organization will host in April. First, the group discussed their preferred date for the event. They noted that the Chamber of Commerce prefers for these events to fall on Thursdays, but that the 4th Thursday of April (the 27th) presents a problem because it is too close to the 'Bloomin' Temple Festival', that falls on the following day. So the group agreed that their preferred day for the reception would be Thursday, April 20th. The group also talked about what venue would be best for the event. Mr. Kelleher said that several locations could be suitable for the event, but that he thought Santa Fe Depot would be the most convenient because of parking and construction concerns at other locations. The committee agreed and said they recommended that Santa Fe Depot should be the venue for this year's event. Lastly, the committee discussed having downtown restaurants bring in food samples for the event as they have in past years.

The next item on the committee's agenda was discussion of our preparation for our community observances of National Preservation Month. The purpose of National Preservation Month is to draw public attention to the importance of preserving our history generally, and our historic buildings.

The group noted that several of our preservation month activities were already underway. The Temple Community Treasures Photography Contest and Painting Contest, for example, are already accepting entries. The committee then briefly discussed the

sponsorships and the monetary prize payouts for the winners of these contests. Dan Kelleher explained that entries in these contests will be accepted until March 31st; that Judging will take place in April, and that prizes will be awarded in May, which is Preservation Month. Then, he said we will combine all the contest entries into a consolidated visual arts exhibit, and that 3 local museums have already agreed to take turns displaying the exhibit for the subsequent 6 months.

The group also discussed other Preservation Month activities to be undertaken in May, including the unveiling of a new marker honoring the MKT Depot as a Registered Texas Historic Landmark (RTHL), and the Imagine the Possibilities Tour, that will be held on Wednesday evening, May 24th.



Temple Treasures

Temple Treasures

Temple Treasures

Temple Treasures

Temple Tre

# Organization

## The Temple Main Street Advisory Board

### Who we are and what we stand for:

The Temple Main Street Advisory Board is a Board that is appointed by the Temple City Council and operates under the authority of the City of Temple. Members of the Board receive staff support from the Main Street Program office of the Temple Planning and Development Department.

#### **Our Vision Statement**

The Temple Main Street Program envisions a thriving future in which downtown Temple bridges the past and future. We aspire for downtown Temple to be an attractive destination in the heart of central Texas where both locals and visitors can live, eat, work, shop and play.

#### **Our Mission Statement**

The Temple Main Street Program engages in public and private partnerships to revitalize and encourage reinvestment, enhance cultural diversity, and preserve the historic integrity of the historic Main Street District. We also strive to develop tourism and to recruit and retain businesses through the Main Street approach, in order to provide a solid economic base for Temple.

#### **Our Statement of Core Values**

##### Leadership and Transparency

The Temple Main Street Program provides leadership to bring a vision of growth and progress to the community with integrity and transparency.

##### Teamwork

The Temple Main Street Program works as a team and has a commitment to promote a common vision. We encourage downtown stake holders to work together and we support each other in everything we do.

##### Communication

The Temple Main Street Program is committed to spreading the good news about our impressive downtown revitalization throughout our community.