



CITY OF LEVELLAND, TEXAS
MAIN STREET ADVISORY BOARD REGULAR MEETING
THURSDAY, APRIL 28, 2022, 12:00 PM
CITY HALL, R.O. DENNIS COUNCIL CHAMBERS 1709 AVENUE H

AGENDA

❖ Statements by Citizens

1. Call to order, welcome any guests.
2. Consider and take necessary action on minutes of the last two meetings.
3. Consider and take possible action on getting 7 light poles painted.
4. Consider and take possible action on replacing 6 globes.
5. Consider and take possible action on Vice Presidential appointment.
6. Consider and take possible action on proposed changes to Brand vision and positioning.
7. Sign up to contact sponsors for Sip and Swirl.
8. Review & Discuss membership proposal
9. Main Street Manager Activity Report
 - Organization: Update
 - Revitalization: Update
 - Promotion: Update
 - Dates to remember: Community Planting Event May 21st 10am - Noon
10. Three Minute Thrills – community updates from board members.

Adjournment.

CERTIFICATION

DATED THIS THE 25th DAY OF April, 2022

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Main Street Advisory Board of Levelland Texas is a true and correct copy of said notice that has been posted on the bulletin board of the City Hall of the City of Levelland, Texas, a place convenient and readily accessible to the general public at all times, and said notice was posted on Monday, APRIL 25th 2022, by 12:00 PM and remained so posted continuously for at least 72 hours preceding the scheduled time of such meeting.

Savannah Adams, Administrative Assistant

I certify that the attached notice and agenda of items to be considered by the Main Street Advisory Board was removed by me from the bulletin board of City Hall on _____ day of _____, 2022.

Savannah Adams, Administrative Assistant

The City Hall, Meeting Room #2 is wheelchair accessible. Requests for any special accommodations must be made 48 hours prior to the meeting. Please contact Andrea Corley at 894-0113.



AGENDA MEMO

- ❖ *Statements by Citizens*
- ❖ *Meal Provided by: The Main Street Program*

1. Call to order, welcome any guests – Nicole
2. Consider and take necessary action on minutes of the March meeting. – Nicole

_____ Motion _____ Second

3. Consider and take possible action on getting 7 light poles painted. - Nicole

_____ Motion _____ Second

4. Consider and take possible action on replacing 6 globes. - Nicole

_____ Motion _____ Second

5. Meleta Atchison has indicated her desire to serve out the remaining office of Vice President, currently held by resigned member, LaTryle Sehon. Are there any other members that would like to be considered for this position, if so, please make that known at this time. *If there are more than one, we will vote. – Nicole Consider and take possible action on Vice Presidential appointment.

_____ Motion _____ Second

6. Consider and take possible action on proposed changes to Brand vision and positioning. - Tania

_____ Motion _____ Second

7. Sign up to contact sponsors for Sip and Swirl. - Tania
8. Review & Discuss membership proposal – Nicole

9. Main Street Activity Report (**See Attached Addendum**) - Tania

- Restructure of Committee Meetings Discussion
- Organization Update: Chair, Rob Martin
- Revitalization Update: Iris Keeling
- Promotion Update: Tania Moody
- Imagine the Possibilities Task Force Update
- MS Manager’s Update: Tania Moody

11. Three Minute Thrills – community updates from board members.

Business Updates	Merchants	Levelland ISD	Sonnenburg
South Plains College	?	Chamber/KLB	Adams
City of Levelland	Osburn		

Adjournment: Motion _____ 2nd _____

Next Meeting: May 26, 2022



AGENDA MEMORANDUM

TO: Main Street Advisory Board
FROM: Tania Moody
DATE: April 28, 2022
SUBJECT: Board Meeting April 28, 2022

❖ **Organization Update:**

- *Committee Tasks: Communication/Public Relations, Fund-Development/Fundraising, Management, Volunteer Development, Strategic Planning*
- *Current Committee Members: Chair- Rob Martin, Donna Pugh, Robyn Reaves, Sam O'Connor*
- *Main Street Award Recipients: Main Street Hero – The Wallace Theater, George R. Keeling Achievement Award – City Parks and City Streets Departments and Levelland Legacy – Tony Malouf / Malouf's J-M Western Wear.*
- *Committee recommended the following be submitted for Texas Treasure Awards: Your Shop & Lou Dees. These will be submitted for consideration and if awarded, will join the two businesses – Atchison's and Billy Price Furniture in being recognized at the Hockley County 100th year celebration for businesses 50 years and older.*

❖ **Revitalization (Economic Vitality & Design) Update:**

- *Committee Tasks: Historic Preservation, Architecture, Planning, Design, Engineering, Construction, Landscaping, Gardening, Arts, Small Business Entrepreneurship, Business planning/financing, Real Estate Development, Marketing/Advertising, Interior Design/Merchandising, Hospitality*
- *Current Committee Members: Chair-Aryn Corley, Kelly Adams, Tanner Terrell, Barbra Pinner, Joey Pierce, Iris Keeling, Roxanne Gonzales, Kathryn Perez, LeeAnn Paxton*
- *Community Planting Day will be May 21st***dependent on plant availability, freeze and arrival of materials.*
- *Proposed a restructure of committee meetings.*

❖ **Promotion Update:**

- *Committee Tasks: Event organizing/coordination/logistical management, Media – public relations/marketing/advertising / branding, arts/artists, fundraising, fun*
- *Current Committee Members: Chair-Brooke Obenhaus, Nicole Campbell, Shelby Lewis, Beth Walbrick, Roxanne Gonzales, and Meleta Atchison*
- *Community Planting Day May 21st, 10-Noon. HCSECU will be cooking and there will be 44 planters to adopt.*

❖ **MS Manager's Update:**

- *Upcoming Events:*
 - *May 4th – Investors Tour for Imagine the Possibilities – 3p-5p*
 - *May 5th – National Day of Prayer on the Square – All Day*
 - *May 7th – 1st Saturday Shop the Square – Salsa de Mayo*
 - *May 7th – Imagine the Possibilities Tour for the Public – 10am - Noon*
 - *May Historic Preservation*
 - *May 19th – Food & Food Truck Day*
 - *May 21st – Community Planting Day – HCSECU Cooking – 44 planters to adopt*
- *806 Co & Clothing Company Grand Opening Celebration – May 6-7*
- *Bench purchased with HCE grant is Shipping July 25th*
- *By end of May planters will be installed on poles.*
- *By June 10th, handrails will be finished and installed.*