

**MAIN STREET BOARD**  
**08:30 AM Tuesday, March 12th, 2024**  
**Depot Community Room, Winnsboro, TX**

**Agenda**

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

**Jody Jones**  
**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/Action:**

- **Design–**
  - > Façade Grant applications

**Carl Sutherland**

**Economic Vitality–**

- Businesses: new, relocated, employee number change

**MS Board**

**Organization–**

- Liaison Program list reassignment discussion

**MS Board**

**Promotions–**

- Promotional updates

**Kristie Brian**

**Manager's Report/Updates – Discuss/Action:**

**Brenda Buck/MS Interim**

- Alan Pettingdale visit March 18th & 19th
- Discuss Chair nominations
- Consent Items:
  - > Monica Coffman, Board Application
  - > January minutes to review

**New Business**

**Adjournment**

**Next Meeting: Tuesday April 09, 2024 @ 8:30, depot Carolyn Jones Community Room**

