

State of Texas

County of Brazoria

City of Freeport

BE IT REMEMBERED, that the Historical Commission and Main Street Advisory of Freeport, Texas met on Thursday, November 20, 2025 at 5:00 PM at the Freeport Freeport City Hall located at 1201 North Avenue H, Freeport Texas for the purpose of considering the following agenda items:

Board Members: Irene Ocañas
Edith Fischer
Betty Lopez
Michelle Backman
Jeff Crisp
Lon Siddall
James Wood

Staff: Maria Lopez - Main Street Coordinator
Dan Pannington- Interim City Manager

CALL TO ORDER:

Call to Order

Chairperson Ocañas called the meeting to order at 5:00 PM. She noted five members were present, which constitutes a quorum.

Invocation/Pledge

Betty Lopez led the invocation.

Irene Ocañas led the Pledge of Allegiance.

Public Comments - (This is an opportunity for citizens and visitors to address the Freeport Historical Commission & Main Street Advisory Board on any agenda or non-agenda item. Individuals must register in advance and adhere to a (4) two-minute time limit.)

There were no citizens signed up for the public comments.

PRESENTATIONS/ANNOUNCEMENTS:

Presentation of See My Legacy, a one-stop platform for campaigns to benefit the Main Street Program.

Bridget from See My Legacy presented an overview of their fundraising and community engagement platform to the board. She explained that See My Legacy helps communities with sponsorship efforts, fundraising for new amenities or beautification funds, vendor registrations, memorial programs, volunteer events, and interactive tours.

Bridget demonstrated the Freeport Main Street profile she had created with Maria, showing three campaigns already built out for Christmas on Main: sponsorships, vendor registrations, and volunteer opportunities. She highlighted how the platform allows community members to easily participate and make payments online. The system also generates QR codes and shareable links for promotional purposes.

Board members raised questions about promotion, client management, and data access. Bridget clarified that See My Legacy provides promotional tools and resources but doesn't directly market to the community. She

mentioned that she manages approximately 100 client accounts, many of which are Main Street programs in Texas.

The discussion continued after the video call ended, with board members discussing the cost of the service (\$2,250 for a year), metrics availability, and the potential benefits of fundraising for downtown projects. There was consensus that additional information was needed about how long data would remain accessible and whether it could be downloaded.

Staff Announcements

Museum Update

In the absence of Museum Director Wade Dillon, Maria Lopez presented and shared the Museum 2026 Events Calendar with the board.

Main Street Update

Maria reported on her attendance at the Texas Downtown Conference, where she connected with other Main Street managers and attended several beneficial sessions, including "Renovate Buildings and Increase Occupancy," "From the Blight Roll to the Tax Road," and learning about the Georgetown Master Plan implementation. She also mentioned investigating parklets for Freeport.

Maria noted upcoming deadlines including the Quarter 4 report due on January 10th and the Annual Report due on January 23rd, both important for maintaining Main Street accreditation. She is planning a transformation strategy work plan session for the January meeting.

Maria also mentioned contacting landscape architects to review the downtown plan and get cost estimates for implementation. She is considering proposing separate boards for the Historical Commission and Main Street in the future, as they have different focuses.

Chair Comments

Chair Ocañas announced two new board members: Michelle Backman, who has been sworn in and fills Lucy Martinez's vacancy, and Flora Green, who will replace Melanie Oldham who recently resigned. She noted that Flora was not present at the meeting but would likely attend next time.

BUSINESS-REGULAR SESSION:

Consideration and possible action to approve the September 18, 2025, meeting minutes.

Motion to approve the September 18, 2025 meeting minutes was made by Edith Fischer and seconded by Lon Siddall. The motion passed unanimously.

Discuss and update Roadway Mill and Overlay Partnership-2nd St. Revitalization Project.

Interim City Manager Dan Pennington, reported that all paperwork for the partnership with the county has been completed and submitted. The project is now in queue, though the county doesn't provide specific timeline information. He expressed hope that the project would begin soon and mentioned future plans to wrap traffic control boxes with decorative elements once TxDOT completes their pole installations. He also noted that TxDOT had recently trimmed trees in the area and progress was visible down to Highway 288B.

Discuss the 2026 Main Street events calendar.

Maria presented a draft 2026 events calendar, explaining her intention to reduce the number of major events to allow more focus on downtown revitalization rather than event planning. She emphasized that events should serve a purpose beyond entertainment, referencing a conference session she attended called "Stop Throwing Parties and Start Building a Brand."

The proposed calendar included events marked with stars to indicate major events to be maintained. Plans include a January networking event at the new Downtown Event Center to introduce the Main Street program to organizations, city staff, and business owners. Other events include a "Move and Groove Downtown" morning workout session in March to promote health and awareness in Freeport Historic Downtown.

Board members discussed the need to balance events with more substantive downtown development. Jeff Crisp expressed concern about the lack of a clear vision for downtown development, stating that while events are good, there needs to be a more defined path forward for actual business development and infrastructure improvements. Several board members acknowledged his points and discussed infrastructure issues that need to be addressed before businesses can thrive downtown.

Discuss the upcoming event, Christmas on Main.

Maria distributed information packets about the December 6th Christmas on Main event, including a map showing vendor and activity locations. She requested board volunteers for specific roles including managing the Main Street booth, monitoring the 1951 truck being loaned by Reggie (the building official) for photo opportunities, coordinating vendors, and handling barricades for road closures.

Maria mentioned that Edith and Irene had already volunteered for the Main Street booth, and James had agreed to help with early setup. Maria also noted that Brazosport student council members would be helping at the event.

WORK SESSION:

Design Committee Chair Betty Lopez announcements and comments.

Betty reported that while the committee had not met recently, she had added an artist as a member and was talking with Maria about a muralist based in Freeport who would like to be included in a future mural project for downtown.

Organization & Promotion Chair Edith Fischer announcements and comments.

James Wood discussed plans for the Santa Mailbox activity. Children will be able to place letters into the mailbox, providing their first name, age, and a brief note about being good, along with a short gift list. Artwork for the printed letter templates will be provided to staff, who will print approximately 100–200 copies for the event.

Economic Vitality Committee Chair Irene Ocañas announcements and comments.

Chair Ocañas reported that the committee has been working with banks to develop a program for downtown building improvements. An application is being developed that building owners could submit to the city. She expressed hope that by the first of the year, they could roll out something that building owners could take advantage of for needed repairs.

ITEMS FOR FUTURE DISCUSSION- NEXT SCHEDULED MEETING

Future Discussion Items for Freeport Historical Commission & Main Street Advisory Board

ADJOURNMENT:

Adjourn

A motion to adjourn was made by Betty Lopez, seconded by Edith Fischer, and the meeting was adjourned at 6:25 PM.