



HISTORICAL COMMISSION & MAIN STREET ADVISORY BOARD WORKSHOP MINUTES

Saturday, July 25, 2026, at 10:00 AM

Nat Hickey Education Center, 311 East Park Ave., Freeport, Texas 77541

CALL TO ORDER

1. Call to Order

- The Historical Commission & Main Street Advisory Board Workshop was called to order at 10:00 AM by Chair Edith Fischer.

2. Invocation/Pledge

- Invocation and Pledge were conducted during the special board meeting.

3. Public Comments

- No public comments.

PRESENTATIONS/ANNOUNCEMENTS

1. Main Street Advisory Board Training & Leadership Development

Norma Ramirez Miess, Community Revitalization Strategies

Norma Ramirez Miess facilitated an interactive Board training and leadership development workshop focused on the following posted topics:

a. The Main Street Approach & Guiding Principles

- Reviewed the Main Street Approach and the four areas of **Economic Vitality, Design, Promotion, and Organization** as a comprehensive framework for downtown revitalization.
- Emphasized that **the community is part of the process** and discussed gathering public input through surveys/basic questions to better understand what residents and stakeholders would like to see downtown.
- Discussed reviewing the **Main Street boundary map and categories/assets within the district** as part of the planning process.
- Reviewed **market understanding**, including identifying gaps and demand, community demographics, and use of resources such as the **U.S. Census Reporter for Freeport, Texas**.
- Discussion also included community belonging and the importance of engaging **younger generations** in Downtown Freeport.
- Discussed consideration of **family-friendly initiatives** as part of community-focused downtown development.

b. The Main Street Local, Statewide, and National Network

- Reviewed Freeport Main Street's connection to the local, statewide, and national Main Street network and available resources for continued Board development.
- **Main Street America Academy** was identified as a resource to share with the Board.
- A **listserv/resource network** was noted as a tool for questions, information, and continued Main Street support.
- Discussed funding and resource considerations, including **county funds/budget**, grants, sponsorships, partnerships, and other public/private investment opportunities.

c. The Crucial Role of the Main Street Board in Building and Growing a Successful Main Street Program

- Reviewed the importance of Board leadership, shared responsibility, committee development, volunteer engagement, and building organizational capacity.
- Discussed Board member interest/participation within the Main Street areas:
 - **Promotion:** Edith
 - **Organization:** Flora, James, Leslie
 - **Economic Vitality:** Leslie, Edith
 - **Design:** David, Susan
- Discussed identifying the **skills necessary for each committee** and recruiting volunteers whose skills and interests align with committee and project needs.
- Discussed developing a broader volunteer base, including use of a **Facebook volunteer group** as a possible engagement tool.
- Discussed having **committee chairs participate in/report to Board meetings** to improve communication and accountability.
- Discussed the advisory role of community participants and developing individuals as **downtown stewards**.
- Discussed reviewing **previous Board terms** and engaging experienced former Board members as mentors or “**Legacy Builders**.”
- A possible **Treasurer/financial coordination item with the City of Freeport** was noted for further consideration.
- Emphasized shared leadership and working **with the community**, rather than relying on Board members or staff as the sole workforce for Main Street activities.

ADJOURNMENT

A motion to adjourn was made by Betty Lopez and seconded by James Wood, with all present voting “Aye”; the motion passed unanimously.



Maria Lopez, Main Street Coordinator

City of Freeport, Texas