



**Main Street Board  
February 16, 2026**

Notice is hereby given of a Regular Meeting of Nacogdoches Main Street Board to be held on the above date beginning at 4:00 p.m. for the purpose of considering the following agenda items.

Some Board Members may attend via videoconference. There will be an opportunity for the public to comment on agenda items in person at the specified location.

**PLEASE LIMIT PRESENTATIONS TO THREE MINUTES  
(UNLESS PRIOR APPROVAL IS OBTAINED)**

1. CALL TO ORDER.
2. REGULAR AGENDA:
  - A. Consider Approval of Minutes from the November 17th Board Meeting
  - B. Review and Consider January Financial Statement
  - C. Receive Update and Provide Input on Elliott Electric Building Renovations
3. Receive Committee Updates
  - A. Economic Vitality Committee
  - B. Design Committee
  - C. Promotion Committee
  - D. Organization Committee
4. ADJOURN.

**CERTIFICATION**

This meeting will be conducted pursuant to Chapter 551 of the Texas Government Code. The City of Nacogdoches is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications may be provided upon request. Please contact the City Secretary at (936) 559-2506 for information. I certify the notice of meeting was posted in the directory outside of City Hall, 202 E. Pilar Street, Nacogdoches, Texas 75961, on February 10th, 2026 by 4:00 p.m. pursuant to Chapter 551 of the Texas Government Code.

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Tori Proctor, Main Street Manager



Main Street Advisory Board Minutes – November 17, 2025

**Members Present:** Bret Arrant, Hollie Atherton, Bailey McLain, Brandon Rowell, Brandi Cartwright, CC Conn

**Staff/Guest Present:** Tori Huddleston, Ashley Morgan, Carlie Allen

**Call to Order:** Bret Arrant calls the meeting to order at 4:04 PM

**Approval of the minutes:** Brandon Rowell made a motion to approve the October meeting minutes as presented. The motion was seconded by Bret Arrant and approved unanimously by the board.

**Financial Statements:** Tori provided an overview of the Main Street financials. With the 2024–2025 fiscal year ending in September, the board received the year-end balance for the Main Street sundry account. For October, two expenses appeared for downtown lamp post bows—one under *Miscellaneous Downtown Events* and another under *Downtown Lighting*. Tori is reviewing the entries to resolve the duplication. Additionally, an \$850 withdrawal was made to fund the Burger Battle winners.

**Beautification Grants:** The release of funds for the previously approved grant to Hannah Willis of Both Bloom Studio was tabled. A board member left the meeting, resulting in the loss of quorum.

**Adjourn:** With no quorum remaining, the meeting concluded at 4:30 PM.

**MAIN ST. (SUNDRY ACCT)****1/31/2026**

|                               | <u>BALANCE @ 12/31/2025</u> | <u>BOARD<br/>APPROVED<br/>ADJUSTMENTS</u> | <u>FY24<br/>EXPENSES</u> | <u>FY24<br/>REVENUES</u> | <u>BALANCE @ 1/31/2026</u> |
|-------------------------------|-----------------------------|-------------------------------------------|--------------------------|--------------------------|----------------------------|
| WINE SWIRL 86-02              | \$ 60,680.13                | \$ -                                      | \$ -                     | \$ -                     | \$ 60,680.13               |
| MISC DOWNTOWN EVENTS 86-03    | \$ (613.89)                 | \$ -                                      | \$ -                     | \$ -                     | \$ (613.89)                |
| DOWNTOWN LIGHTING 86-07       | \$ 1,333.57                 | \$ -                                      | \$ -                     | \$ -                     | \$ 1,333.57                |
| BEAUTIFICATION GRANT 86-09    | \$ 3,319.75                 | \$ -                                      | \$ -                     | \$ -                     | \$ 3,319.75                |
| DOWNTOWN MURALS 86-11         | \$ 10,779.99                | \$ -                                      | \$ -                     | \$ -                     | \$ 10,779.99               |
| <b>TOTAL ACCOUNT BALANCE:</b> | <b>\$ 75,499.55</b>         | <b>\$ -</b>                               | <b>\$ -</b>              | <b>\$ -</b>              | <b>\$ 75,499.55</b>        |



**WINE SWIRL**

| <u>DATE</u> |  | <u>DESCRIPTION</u> | <u>REVENUES</u> | <u>EXPENSES</u> | <u>BALANCE</u> |
|-------------|--|--------------------|-----------------|-----------------|----------------|
| 10/1/2025   |  | BALANCE FORWARD    |                 |                 | 60,680.13      |

**MISC DOWNTOWN EVENTS**

| <b><u>DATE</u></b> | <b><u>DESCRIPTION</u></b>                                   | <b><u>REVENUES</u></b> | <b><u>EXPENSES</u></b> | <b><u>BALANCE</u></b> |
|--------------------|-------------------------------------------------------------|------------------------|------------------------|-----------------------|
| 10/1/2025          | BALANCE FORWARD                                             |                        |                        | \$1,133.91            |
| 10/10/2025         | BURGER BATTLE PARTICIPANTS - Auntie Pasta's & Clear Springs | 400.00                 |                        | \$1,533.91            |
| 10/31/2025         | BURGER BATTLE PRIZE WINNER - Zach Fleming                   |                        | 500.00                 | \$1,033.91            |
| 10/31/2025         | BURGER BATTLE PRIZE WINNER - Mary Heeren                    |                        | 250.00                 | \$783.91              |
| 10/31/2025         | BURGER BATTLE PRIZE WINNER - Joy Palmer                     |                        | 100.00                 | \$683.91              |
| 11/21/2025         | MAP FOLDING - Merry Christmas Market                        |                        | 37.95                  | \$645.96              |
| 11/21/2025         | Supplies for MS Events                                      |                        | 188.97                 | \$456.99              |
| 12/19/2025         | BURGER BATTLE - Roma's Italian Kitchen                      | 200.00                 |                        | \$656.99              |
| 12/22/2025         | PCARD - Supplies for Main St Movie Nights                   |                        | 51.59                  | \$605.40              |
| 12/22/2025         | PCARD - Awards for Wassail Fest                             |                        | 59.96                  | \$545.44              |
| 12/22/2025         | PCARD - Wassail Map Folding                                 |                        | 36.58                  | \$508.86              |
| 12/22/2025         | PCARD - Movie Licenses for movie nights                     |                        | 1,060.00               | (\$551.14)            |
| 12/22/2025         | PCARD - Supplies for Merry Christmas Market                 |                        | 62.75                  | (\$613.89)            |

**DOWNTOWN LIGHTING**

| <u>DATE</u> | <u>DESCRIPTION</u>                                           | <u>REVENUES</u> | <u>EXPENSES</u> | <u>BALANCE</u> |
|-------------|--------------------------------------------------------------|-----------------|-----------------|----------------|
| 10/1/2025   | BALANCE FORWARD                                              |                 |                 | 5,083.57       |
| 12/12/2025  | PURPLE HAZE PRO WASH LLC - Holiday Lighting install/takedown |                 | 3,425.00        | 1,658.57       |
| 12/22/2025  | PCARD - Gazebo Clean up for holidays                         |                 | 325.00          | 1,333.57       |

**BEAUTIFICATION GRANT**

| <b><u>DATE</u></b> | <b><u>DESCRIPTION</u></b>                         | <b><u>REVENUES</u></b> | <b><u>EXPENSES</u></b> | <b><u>BALANCE</u></b> |
|--------------------|---------------------------------------------------|------------------------|------------------------|-----------------------|
| 10/1/2025          | BALANCE FORWARD                                   |                        |                        | 4,819.75              |
| 12/19/2025         | NACOGDOCHES FARMERS MARKET - Beautification Grant |                        | 1,500.00               | 3,319.75              |

**DOWTOWN MURALS**

| <u>DATE</u> | <u>DESCRIPTION</u> | <u>REVENUES</u> | <u>EXPENSES</u> | <u>BALANCE</u> |
|-------------|--------------------|-----------------|-----------------|----------------|
| 10/1/2025   | BALANCE FORWARD    |                 |                 | 10,779.99      |



## Main Street Advisory Board

Date: February 16, 2026

Agenda Item: 3.A.

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**PRESENTER:** Tori Proctor

**ITEM/SUBJECT:** Promotion Committee

**SUMMARY/BACKGROUND:** Wine Swirl planning is underway and tickets are currently on sale. Tickets can be purchased online, or in person at Red House Winery or Rhinestone Rifles. An additional ticket sale pop-up event was held on February 13th at Aperitivo. The Promotions Committee is also supporting the Downtown Sip Around, a month-long drink competition featuring cocktails, mocktails, coffee and more from downtown restaurants, with the public helping choose the winners. In addition, staff is partnering with the City's Public Information Officer to create a year-round ads contract with Around The Town.

**FINANCIAL:**

**CITY CONTACT:** Tori Proctor  
[proctort@nactx.us](mailto:proctort@nactx.us)  
936-559-2562

**ATTACHMENTS:**



## Main Street Advisory Board

Date: February 16, 2026

Agenda Item: 3.B.

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**PRESENTER:** Tori Proctor

**ITEM/SUBJECT:** Economic Vitality Committee

**SUMMARY/BACKGROUND:** Following January's Economic Vitality meeting, staff adjusted the committee's approach to prioritize accurate and consistent downtown data collection. A standardized business information form has been developed and will be distributed to downtown businesses in February, both digitally and in print, serving as a tool for building the downtown business and property database. This will also serve as the sole method for businesses to sign up to participate in the Wine Swirl. To allow staff to focus on this effort, the Business Welcome packet has been temporarily paused until after Wine Swirl.

**FINANCIAL:**

**CITY CONTACT:** Tori Proctor  
[proctort@nactx.us](mailto:proctort@nactx.us)  
936-559-2562

**ATTACHMENTS:**



## Main Street Advisory Board

Date: February 16, 2026

Agenda Item: 3.C.

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**PRESENTER:** Tori Proctor

**ITEM/SUBJECT:** Design Committee

**SUMMARY/BACKGROUND:** The Design Committee's February meeting was canceled. Staff will continue moving forward on priorities identified during the January meeting, including following up with holiday decor companies for pricing, photos, and budget recommendations. The committee identified several priority decor elements, including candy cane features, lighted garland for City Hall's balcony, ornaments for the Christmas tree, and additional photo-op pieces, all aimed at continuing to grow downtown as a holiday destination.

**FINANCIAL:**

**CITY CONTACT:** Tori Proctor  
[proctort@nactx.us](mailto:proctort@nactx.us)  
936-559-2562

**ATTACHMENTS:**



## Main Street Advisory Board

Date: February 16, 2026

Agenda Item: 3.D.

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**PRESENTER:** Tori Proctor

**ITEM/SUBJECT:** Organization Committee

**SUMMARY/BACKGROUND:** The Organization Committee finalized the 2026 Merchant Meeting schedule with a goal of offering six education-focused meetings for downtown businesses. Confirmed speakers include the Chamber of Commerce in February and Elliott Electric in April, with additional speakers to be secured in the coming months. In January, the committee reviewed the annual assessment with staff and shared input that helped shape the final submission to the Texas Main Street program and Main Street America. The assessment has been submitted, and accreditation announcements are expected later this spring.

**FINANCIAL:**

**CITY CONTACT:** Tori Proctor  
[proctort@nactx.us](mailto:proctort@nactx.us)  
936-559-2562

**ATTACHMENTS:**