



**Main Street Board
April 20, 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: City Council will receive staff recommendations and public input on the following items, and may deliberate and take formal action on the item.
 - A. Consider Approval of the March 16th Board Minutes
 - B. Review and Consider Board Financials
 - C. Discuss and Consider May Board Meeting
 - D. Receive Update on 2026 Wine Swirl
3. 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 APRIL 14, 2026, by 4:00 PM pursuant to Chapter 551 of the Texas Government Code.

Tori Proctor, Main Street Manager

Main Street Advisory Board Minutes – March 16th, 2026

Members Present: CC Conn, Henry DeKoeyer, Hannah Willis, Tim Monzingo, Antonia Sanchez, Brandi Cartwright

Staff/Guest Present: Tori Proctor

Call to Order: Erin Windham calls the meeting to order at 4:20 PM

Approval of the minutes: CC Conn made a motion to approve the February meeting minutes as presented. The motion was seconded by Tim Monzingo and approved unanimously by the board.

Financial Statements: Tori Proctor provided an overview of the Main Street financials. The total account balance as of February 28th was \$71,335.33. Individual account balances included Wine Swirl – \$62,732.01; Miscellaneous Downtown Events – \$(5,329.99); Downtown Lighting – \$1,333.57; Beautification Grants – \$1,819.75; and Downtown Murals – \$10,779.99. Staff recommended transferring \$30,000 from Wine Swirl to the other accounts low in funds or in a negative balance. CC Conn made a motion to transfer \$30,000 from the Wine Swirl account, allocating \$10,000 each to the Downtown Events, Lighting, and Beautification Grant accounts. Antonia Sanchez seconded the motion, and the motion passed unanimously.

Downtown Sip Around Updates: Tori Proctor provided an update on the Downtown Sip Around event. The event included 11 downtown locations featuring a total of 13 drinks. A total of 230 ratings were submitted during the event. Drink pricing ranged from \$6.50 to \$16 for alcoholic beverages and \$7 to \$8 for non-alcoholic options. The event generated an estimated \$2,374 in drink sales. Overall, the Downtown Sip Around was successful in encouraging visitors to explore downtown businesses and support local restaurants.

Wine Swirl Updates: Tori Proctor provided an update on the 2026 Nacogdoches Wine Swirl. As of the report, 291 tickets had been sold. The event will feature 24 wineries, 1 meadery, and 1 distillery, along with 3 entertainment groups, 7 restaurant booths, 4 food trucks, and 9 vendors. Additionally, 24 downtown businesses plan to stay open late during the event. Tori also shared details about the “Man Cave Alley” area, which will include drink vendors live music, yard games and a game night hosted by Nacogdoches Cigar Co.

Discuss 2026 Board Retreat and Training: Tori Proctor shared that the board is required to complete annual training through the Texas Main Street Program. Staff is working to bring in an outside facilitator, Melinda Bartram, to lead the session. The training is tentatively planned for May, and more details will be shared at the April Board Meeting.

Adjourn: 4:50 PM.

MAIN ST. (SUNDRY ACCT)

3/31/2026

	<u>BALANCE @ 2/28/2026</u>	<u>BOARD APPROVED ADJUSTMENTS</u>	<u>FY24 EXPENSES</u>	<u>FY24 REVENUES</u>	<u>BALANCE @ 3/31/2026</u>
WINE SWIRL 86-02	\$ 62,732.01	\$ -	\$ (3,710.39)	\$ 2,935.00	\$ 61,956.62
MISC DOWNTOWN EVENTS 86-03	\$ (5,329.99)	\$ -	\$ -	\$ -	\$ (5,329.99)
DOWNTOWN LIGHTING 86-07	\$ 1,333.57	\$ -	\$ -	\$ -	\$ 1,333.57
BEAUTIFICATION GRANT 86-09	\$ 1,819.75	\$ -	\$ -	\$ -	\$ 1,819.75
DOWNTOWN MURALS 86-11	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ 10,779.99	\$ -	\$ -	\$ -	\$ 10,779.99
TOTAL ACCOUNT BALANCE:	\$ 71,335.33	\$ -	\$ (3,710.39)	\$ 2,935.00	\$ 70,559.94



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
2/12/2026	Wine Swirl - Red House Winery	640.00		61,320.13
2/13/2026	Wine Swirl Sponsorship - Procure Winery	1,750.00		63,070.13
2/27/2026	Wine Swirl Vendor - Chesney Baker, Julia Garner	150.00		63,220.13
2/27/2026	Wine Swirl Vendor - Baylee Rouse, Patricia Richcreek	150.00		63,370.13
2/23/2026	PCARD - Wine Swirl Printing		638.12	62,732.01
3/2/2026	Wine Swirl Tickets	150.00		62,882.01
3/6/2026	Wine Swirl Sponsorship - Backyard Breeze	750.00		63,632.01
3/6/2026	Wine Swirl Tickets	75.00		63,707.01
3/18/2026	Wine Swirl Tickets	150.00		63,857.01
3/19/2026	Wine Swirl Vendor - Kaylee Carson	75.00		63,932.01
3/24/2026	Wine Swirl Vendor - Marlene Katanjian	75.00		64,007.01
3/26/2026	Wine Swirl Vendor - Marlene Katanjian		75.00	63,932.01
3/27/2026	Wine Swirl Vendor - Laura Tovar	75.00		64,007.01
3/28/2026	Wine Swirl Vendor - Travis Davidson	75.00		64,082.01
3/31/2026	Wine Swirl Tickets - Tickets - Rhinestone Rifles	1,510.00		65,592.01
3/23/2026	PCARD - WINESWIRL - Feb Pop Up Supplies		37.27	65,554.74
3/23/2026	PCARD - WINESWIRL - Walmart Ticket Supplies		11.12	65,543.62
3/23/2026	PCARD - WINESWIRL - Attendee Bags		2,256.83	63,286.79
3/23/2026	PCARD - WINESWIRL - VIP Gifts		918.17	62,368.62
3/23/2026	PCARD - WINESWIRL - Attendee Bags		412.00	61,956.62

MISC DOWNTOWN EVENTS

<u>DATE</u>	<u>DESCRIPTION</u>	<u>REVENUES</u>	<u>EXPENSES</u>	<u>BALANCE</u>
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)
1/21/2026	PCARD - Movie Night Supplies		120.00	(\$733.89)
1/21/2026	PCARD - Misc Holiday Event Ads		1,854.00	(\$2,587.89)
1/21/2026	PCARD - Stocking Stuffer Stroll Maps		30.93	(\$2,618.82)
1/21/2026	PCARD - Stocking Stuffer Stroll Supplies		2,118.76	(\$4,737.58)
1/21/2026	PCARD - Hot Chocolate for Movie Nights		120.00	(\$4,857.58)
1/21/2026	PCARD - Popcorn for Movie Nights		75.00	(\$4,932.58)
2/23/2026	PCARD - Posters for Sip Around		328.20	(\$5,260.78)
2/23/2026	PCARD - Awards for Light Competition		69.21	(\$5,329.99)

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

<u>DATE</u>	<u>DESCRIPTION</u>	<u>REVENUES</u>	<u>EXPENSES</u>	<u>BALANCE</u>
10/1/2025	BALANCE FORWARD			4,819.75
12/19/2025	NACOGDOCHES FARMERS MARKET - Beautification Grant		1,500.00	3,319.75
2/27/2026	Both Bloom Studio - Beautification Grant		1,500.00	1,819.75

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: April 20, 2026

Agenda Item: 2.C.

PRESENTER: Tori Proctor

ITEM/SUBJECT: Discuss and Consider May Board Meeting

SUMMARY/BACKGROUND: The Main Street Advisory Board is required to participate in periodic board training through the Texas Historical Commission and Main Street America. Staff plan to hold a 1.5–2-hour board meeting in May to review transformation strategies in conjunction with a regular board meeting. Looking ahead, staff recommend planning a full-day board training in February to align with onboarding new board members and to better prepare for the upcoming budget season.

FINANCIAL:

CITY CONTACT: Tori Proctor
Main Street Manager
936-559-2562
proctort@nactx.us

ATTACHMENTS:



Main Street Advisory Board

Date: April 20, 2026

Agenda Item: 2.D.

PRESENTER: Tori Proctor

ITEM/SUBJECT: Receive Update on 2026 Wine Swirl

SUMMARY/BACKGROUND: The 2026 Nacogdoches Main Street Wine Swirl was a strong success, with over 900 tickets sold. The event ran smoothly with no major incidents, and early observations show that Mancave Alley was well received, and the new wineries saw consistent traffic with long lines throughout the evening. A full data report is being compiled by the Visitor Center, and a post-event survey is being sent to attendees and vendors to gather feedback and identify areas for improvement for next year.

FINANCIAL:

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ATTACHMENTS: