



**Main Street Board
June 15, 2026**

Notice is hereby given of a Regular Meeting of Nacogdoches Main Street Board to be held on the above date beginning at 5:30 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 the May 18th Board Minutes
 - B. Review and Consider May Board Financials
 - C. Receive Update on Main Street America Accreditation
3. Receive Committee Updates
 - A. Economic Vitality
 - B. Promotion Committee
 - C. Design 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 JUNE 9, 2026 by 4:00 P.M. pursuant to Chapter 551 of the Texas Government Code.

Tori Proctor, Main Street Manager



Main Street Advisory Board Minutes – May 18th, 2026

Members Present: CC Cortez, Hollie Atherton, Bailey McClain, Tim Monzingo, Henry DeKoeyer, Brandi Cartwright, Erin Windham, Hannah Willis, Bret Arrant, Antonia Sanchez, Janie Huggins.

Staff/Guest Present: Tori Proctor

Call to Order: Bret Arrancalls the meeting to order at 4:00 PM

Approval of the minutes: Antonia Sanchez made a motion to approve the March meeting minutes as presented. The motion was seconded by Henry DeKoeyer and approved unanimously by the board.

Financial Statements: Tori Proctor provided an overview of the Main Street financials. The total account balance as of March 31st was \$70,559.94. Individual account balances included Wine Swirl – \$61,956.62; Miscellaneous Downtown Events – \$(5,329.99); Downtown Lighting – \$1,333.57; Beautification Grants – \$1,819.75; and Downtown Murals – \$10,779.99. Staff noted that the finance department was in the middle of Budget season and had not yet notated the board's recommended change of adding \$10,000 each to the Misc. Downtown Events, Downtown lighting and beautification grants accounts.

Discuss and Consider May Board Meeting: Tori Proctor suggested that the Board begin the May meeting at 3:30 p.m. instead of 4:00 p.m. to allow additional time to review the Board's Transformation Strategies and Committee Structure following Wine Swirl. She also recommended holding a formal Board Training in February after new board members are appointed so the Board's priorities and Transformation Strategies align more closely with the annual budget season.

Receive Update on 2026 Wine Swirl: Tori Proctor provided an update on the 2026 Nacogdoches Wine Swirl. Overall the event was a big success with 926 tickets sold. Tori shared that overall, expenses were around \$37,104.18 and revenue was targeted to be around \$65,672.82. There are still several outstanding invoices but the estimated profit is expected to be around \$28,568.64. Visit Nacogdoches ran a report for the event and staff shared that the event generated an estimated 2.4k people who visited the Wine swirl and the primary attendance came from Nacogdoches and surrounding communities. Visitors from outside East Texas mostly came from the DFW and Houston areas. Staff also shared that there were small items that can be tweaked for next year, including ordering less shirts for merchandise and adjusting sizing to include more smaller sizes. Another suggestion was to partner with a graphic designer for designing the event logo and shirt and include more committee feedback. Digital Billboards had a smaller impact for their price point and Tim Monzingo encouraged staff to find alternative advertising streams like Pandora and Spotify. Mancave alley was a success with lots of room for growth. While Church Street was busy, Commerce was very slow with limited programming. For future Sponsorships, Bret suggested having a smaller, \$250 level to attract individuals that might be interested. Visit Nacogdoches also shared that they partnered with Totally Texas Travel, to attend the Wine Swirl and will be receiving all of their photos and video content to share on their social media channels. Main Street will be available to use these as well for future marketing.

Adjourn: 4:50 PM.

MAIN ST. (SUNDRY ACCT)

5/31/2026

	<u>BALANCE @ 4/30/2026</u>	<u>BOARD APPROVED ADJUSTMENTS</u>	<u>EXPENSES</u>	<u>REVENUES</u>	<u>BALANCE @ 5/31/2026</u>
WINE SWIRL 86-02	\$ 20,292.94		\$ (12,425.09)	\$ 53,191.80	\$ 61,059.65
MISC DOWNTOWN EVENTS 86-03	\$ 4,657.07		\$ -	\$ -	\$ 4,657.07
DOWNTOWN LIGHTING 86-07	\$ 11,333.57		\$ -	\$ -	\$ 11,333.57
BEAUTIFICATION GRANT 86-09	\$ 11,819.75		\$ -	\$ -	\$ 11,819.75
DOWNTOWN MURALS 86-11	\$ 10,779.99	\$ -	\$ -	\$ -	\$ 10,779.99
TOTAL ACCOUNT BALANCE:	\$ 58,883.32	\$ -	\$ (12,425.09)	\$ 53,191.80	\$ 99,650.03



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 - Rhinestone Rifles	1,510.00		65,592.01
3/23/2026	PCARD - WINESWIRL		37.27	65,554.74
3/23/2026	PCARD - WINESWIRL		11.12	65,543.62
3/23/2026	PCARD - WINESWIRL		2,256.83	63,286.79
3/23/2026	PCARD - WINESWIRL		918.17	62,368.62
3/23/2026	PCARD - WINESWIRL		412.00	61,956.62
4/1/2026	BOARD TRF 3/16/26		30,000.00	31,956.62
4/2/2026	Wine Swirl Sponsorship - Excel ER	1,750.00		33,706.62
4/10/2026	Wine Swirl Sponsorship - CBTX	750.00		34,456.62
4/17/2026	Wine Swirl Tickets	1,550.00		36,006.62
4/17/2026	Wine Swirl Tickets	825.00		36,831.62
4/17/2026	PETTY CASH RETURN	200.00		37,031.62
4/17/2026	WINE SWIRL MERCH SALES	340.00		37,371.62
4/17/2026	Wine Swirl Tickets	500.00		37,871.62
4/17/2026	Wine Swirl Vendor - Chambers Smokehouse	50.00		37,921.62
4/10/2026	PETTY CASH CHANGE FUND		200.00	37,721.62
4/10/2026	Wine Swirl Vendor Stipend 2026 (26 vendors)		11,700.00	26,021.62
4/10/2026	Wine Swirl Entertainment Tommy Stanley Jr		800.00	25,221.62
4/10/2026	Wine Swirl Entertainment B&K Marketing		300.00	24,921.62
4/10/2026	Wine Swirl Entertainment Dan McMahon		250.00	24,671.62
4/30/2026	Void Check Vendor Stipend 2026 - The Rusty Spur	450.00		25,121.62
4/30/2026	Void Check Vendor Stipend 2026 - Red House Winery	450.00		25,571.62
4/22/2026	PCARD - WINESWIRL SUPPLIES		116.43	25,455.19
4/22/2026	PCARD - WINESWIRL TABLECLOTH		250.40	25,204.79
4/22/2026	PCARD - WINESWIRL DÉCOR		150.76	25,054.03
4/22/2026	PCARD - SWEATSHIRTS		1,619.50	23,434.53
4/22/2026	PCARD - WINESWIRL BILLBOARDS		2,288.07	21,146.46
4/22/2026	PCARD - WINESWIRL WRISTBANDS		130.50	21,015.96
4/22/2026	PCARD - WINESWIRL TICKETS		114.77	20,901.19
4/22/2026	PCARD - WINSWIRL BALLOON ARCH		228.00	20,673.19
4/22/2026	PCARD - WINESWIRL SANDWHICH BOARDS		308.27	20,364.92
4/22/2026	PCARD - WINESWIRL DÉCOR		71.98	20,292.94
5/8/2026	Wine Swirl - Event Brite Ticket Sales	53,191.80		73,484.74
5/8/2026	Wine Swirl - FOOD VENDORS 2026 (9)		4,050.00	69,434.74
5/21/2026	PCARD - WINESWIRL SIGNS		567.18	68,867.56
5/21/2026	PCARD - WINESWIRL ADVERTISING		149.18	68,718.38
5/21/2026	PCARD - WINESWIRL SHIRTS		2,377.50	66,340.88
5/21/2026	PCARD WINESWIRL STAFF SHIRTS		121.20	66,219.68
5/21/2026	PCARD WINESWIRL HOTEL		2,029.44	64,190.24
5/21/2026	PCARD WINESWIRL RENTALS		2,510.32	61,679.92
5/21/2026	PCARD WINESWIRL - ATENDEE REFUND		67.70	61,612.22
5/21/2026	PCARD WINESWIRL HOTEL		187.62	61,424.60
5/21/2026	PCARD WINESWIRL ADVERTISING		272.95	61,151.65
5/21/2026	PCARD WINESWIRL - FOOF FOR MERCHANT MTG		92.00	61,059.65

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)
4/1/2026	BOARD TRF 3/16/26	10,000.00		\$4,670.01
4/22/2026	PCARD - Frames for DT Sip Around		12.94	\$4,657.07

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
4/1/2026	BOARD TRF 3/16/26	10000		11,333.57

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
4/1/2026	BOARD TRF 3/16/26	10,000.00		11,819.75

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: June 15, 2026

Agenda Item: 2.C.

PRESENTER: Tori Proctor, Main Street Manager

ITEM/SUBJECT: Receive Update on Main Street America Accreditation

SUMMARY/BACKGROUND: The City of Nacogdoches Main Street Program has received designation as a 2026 Accredited Main Street America Program, the highest level of recognition awarded by Main Street America. Nacogdoches is one of only 838 accredited programs nationwide and is part of a network of more than 1,600 communities committed to preservation-based economic development and downtown revitalization.

Accreditation is awarded annually based on a comprehensive evaluation of program operations, community engagement, organizational capacity, economic development efforts, and measurable results. In 2025, downtown Nacogdoches welcomed six new businesses, leveraged more than \$514,000 in public and private reinvestment, awarded \$4,500 in Beautification Grants, and attracted approximately 246,000 visitors. This designation recognizes the efforts of the Main Street Advisory Board, downtown businesses and property owners, volunteers, community partners, and City staff in supporting the continued revitalization of downtown Nacogdoches.

FINANCIAL:

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

ATTACHMENTS:

PRESENTER:

ITEM/SUBJECT: Economic Vitality

SUMMARY/BACKGROUND: Downtown Database & Business Survey

The Economic Vitality Committee discussed creating a downtown business database to support annual reporting, business recruitment, and economic development efforts. Staff will develop a business survey to collect updated information on downtown businesses and establish a process for maintaining the database.

Welcome Packet & Business Resource Guide

The Economic Vitality Committee discussed developing a Welcome Packet and Business Resource Guide for new and existing downtown businesses. The packet will include information on city services, grants and incentives, permitting, utility providers, and Main Street resources, and will be available both online and in print.

FINANCIAL:

CITY CONTACT:

ATTACHMENTS:



Main Street Advisory Board

Date: June 15, 2026

Agenda Item: 3.B.

PRESENTER: Tori Proctor, Main Street Manager

ITEM/SUBJECT: Promotion Committee

SUMMARY/BACKGROUND: The Promotions Committee is scheduled to meet on June 23rd.

Upcoming Main Street Promotions:

Star Spangled Storefronts Window Contest

Brick Street Burger Battle

FINANCIAL:

CITY CONTACT: Tori Proctor
Main Street Manager
proctort@nactx.us
9365592562

ATTACHMENTS:

PRESENTER: Tori Proctor, Main Street Manager

ITEM/SUBJECT: Design Committee

SUMMARY/BACKGROUND: Flags:

The committee reviewed plans for patriotic decorations downtown, including 4x6 flags in planter boxes and flags in hanging baskets. Staff will coordinate installation following the Texas Blueberry Festival and work with volunteers to place flags throughout the district.

Star-Spangled Storefronts:

The committee discussed the upcoming Star-Spangled Storefronts competition and ways to encourage participation from downtown businesses. Members also reviewed past contest formats and promotional efforts that could be used to increase engagement.

Christmas Decorations:

The committee continued planning for future Christmas decorations, including trees, garland, wreaths, bows, and ribbon for City Hall and other downtown locations. Members agreed to maintain consistency with existing décor by continuing to use the current bow style. Staff is obtaining pricing for garland, wreaths, ribbon, and tree options to determine the best balance of longevity, appearance, and cost. The committee is also exploring a partnership with Nacogdoches ISD to construct a stand that would elevate the City Hall Christmas tree and improve its visibility downtown.

Wayfinding:

The committee reviewed progress on updated wayfinding signage. Discussion centered on shifting from signs that identify individual businesses to directional signage focused on parking areas and shopping districts, helping visitors navigate downtown more effectively while reducing the need for frequent updates as businesses change.

FINANCIAL:

CITY CONTACT: Tori Proctor
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936-559-2562

ATTACHMENTS:



Main Street Advisory Board

Date: June 15, 2026

Agenda Item: 3.D.

PRESENTER: Tori Proctor, Main Street Manager

ITEM/SUBJECT: Organization Committee

SUMMARY/BACKGROUND: Merchant Meeting Schedule:

The Organization Committee reviewed the Merchant Meeting schedule and discussed opportunities to add more educational content throughout the year. Topics under consideration include cybersecurity, social media marketing, and small business lending opportunities. The committee also discussed combining the August and September Merchant Meetings and inviting Old Town Rig Down organizers to provide event updates.

Governor's Small Business Summit:

The Organization Committee discussed the possibility of offering scholarships to downtown merchants to attend the Governor's Small Business Summit on September 3. The goal is to encourage participation in professional development opportunities and bring valuable resources back to the downtown business community.

Holiday Destination Planning:

The Organization Committee discussed the importance of creating a coordinated holiday experience downtown. Committee members will be invited to participate in future holiday planning meetings as staff and community partners begin developing seasonal events, promotions, and décor plans.

FINANCIAL:

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

ATTACHMENTS: