

**Minutes of the  
Main Street Advisory Board  
Meeting  
Steve Perdue Training Center  
July 13, 2022**

In attendance: Myndi Muncy, Cody Jordan, Dianne Templar, Amy Hopkins, Cody Jordan, Jacy Roach, Tai Silva, Carol Kaspar, Rose Jordan, Randy Nix, Willis Winters.

1. Call to Order
  - a. Cody called the meeting to order at 5:08 p.m.
2. Approval of May 11, 2022 Minutes
  - a. Jacy made a motion to approve minutes from May 11, 2022 meeting. Amy seconded the motion; motion passed.
3. Main Street Manager Commentary
  - a. Cultural Arts District
    - i. Will help us receive access to grants if we have a cultural arts district. We are not yet locked in to a certain location yet. Gigi Dean with Second Star Theater is working with Texas Art Commission to help get this designation. Final application due June 2023.
  - b. Wellness Tourism
    - i. Chamber has asked for our help to push the theme of “wellness tourism” in Mineral Wells.
    - ii. Quarterly wellness retreats will be conducted in town starting in November, each retreat focused on a different segment of wellness.
    - iii. Wellness Festival
      1. Second Saturday in June is National Wellness Day; we will be hosting the Wellness Festival.
    - iv. Restaurants
      1. Creating a committee to meet with restaurants to increase healthy food items on menus on wellness weekends and possibly permanently.
  - c. Tourism HOT Funds Budget
    - i. Marketing & Programming
      1. Main Street has earmarked some HOT funds for programming (restoration of well) and advertising (influencers).
  - d. Website Update
    - i. Tabled.
4. Events
  - a. Sip & Shop Recap
    - i. 198 people registered, 108 finished, 97 went to every single stop.
    - ii. Hours need to be adjusted/lengthened for working people.
    - iii. Discussion was had about receiving intentional feedback from merchants after events to review sales on event days.
  - b. Celebrate Summer Pub Crawl Recap

- i. 30 tickets were refunded due to Dempsey Fire. We sold 150 out of 300 tickets.
      - ii. We grossed \$4,380; we usually average \$7,000-8,000.
      - iii. This one received \$500 sponsorship from Bankhead Wine Bar which decreased our supply expenses. In the future, we will only allow sponsorships on pub crawls that typically sell out.
      - iv. Next year, push back to later hours to avoid heat.
    - c. Christmas in July
      - i. 15% off something in each merchant location.
    - d. Merchants Meeting
      - i. At Crazy Water Hotel last Tuesday in July at 6:00.
- 5. Consider Creating Committees for Upcoming Projects and Events
  - a. Wellness Festival
  - b. Sip & Shop
    - i. Several requests from merchants to be on committee during event.
- 6. Future Agenda Items
  - a. Website Update
  - b. Arts Festival
  - c. Cultural Arts Festival
- 7. Public Comment
  - a. Randy Nix
    - i. Pub crawls serve as introduction to downtown merchants – not necessarily for increased sales on the day of the event, but for future sales. Existing business owners owe it to the new business owners to participate in these downtown events.
    - ii. We have been attracting local audience with downtown events. It is time to shift to target future audiences outside of Mineral Wells.
- 8. Adjournment
  - a. Meeting was adjourned at 6:12 p.m.