



SPECIAL MEETING MINUTES
Main Street Advisory Board
Monday, May 13, 2024, at 1:00 PM
Blinn College Brenham Campus
Student Services, Rooms 2 & 3
Brenham, Texas

1. Call Meeting to Order

2. Main Street America Update

3. Main Street Board Training

- Agenda
- Main Street Board roles and responsibilities
- Main Street Committee oversight
- The Main Street Approach
- The Main Street refresh (2017)
 - The National Trust for Historic Preservation created the National Main Center in 1980
 - To be most effective, revitalization programs need to prioritize strategy and outcomes over process
- The National Main Street Center has made three key changes in the Main Street approach
- Transformational strategies
 - Aligning your work around transformation strategies
- Mission and vision
 - Mission versus vision
 - A good mission statement
 - Inspires you
 - Motivates you
 - Unites you
 - Is Distinctive
- 2024-2025 work plan
 - Main Street transformation strategy work plan FY25
 - Transformation strategy 1
 - Transformation strategy 2

Adjourned

Andi Liner

Vice-Chair

ATTEST:

Leigh Linden

Main Street Manager