



# CITY OF MANSFIELD

1200 E. Broad St.  
Mansfield, TX 76063  
mansfieldtexas.gov

## Meeting Minutes - Draft

### City Council - Revitalization of Historic Downtown Mansfield Sub-Committee

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Wednesday, September 23, 2020

9:00 AM

City Hall - Multi-Purpose Room

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#### CALL TO ORDER

*Chairman Newsom called the meeting to order at 9:07am.*

*Staff Present: City Manager, Joe Smolinski; Deputy City Manager, Shelly Lanners; Director of Communications and Marketing, Belinda Willis; Director of Planning, Matt Jones; Director of Conventions and Visitors Bureau, Theresa Cohagen; Special Events Manager, Angie Henley; Downtown Coordinator, Nicolette Allen; Special Projects Manager, Bernadette McCranie; Executive Assistant, Sara Bench*

**Absent** 1 - Casey Lewis

**Present** 2 - Brent Newsom and David Cook

#### CITIZEN COMMENTS

*No citizen comments.*

#### DISCUSSION ITEMS

##### Discussion Regarding Hometown Holidays Event

*Director of Conventions and Visitors Bureau, Theresa Cohagen and Special Events Manager, Angie Henley shared a two day Hometown Holidays Cowboy themed event proposal that would include two nights of fireworks, carnival rides, activities, live music, Christmas Tree lighting and more. The sub-committee discussed how this event would coincide with the National Rodeo Finals occurring in Arlington during the same time. The event would draw those attending the National Rodeo Finals to our City for the weekend of December 3rd and 4th. Hometown Holidays will offer those organizations who applied for HOT Funds the opportunity to fundraise at the event as well. Theresa Cohagen shared there will be hotel/event packages available for purchase as well.*

##### Update from Downtown Coordinator

*Downtown Coordinator, Nicolette Allen presented strategies and a marketing plan to fill vacancies in downtown through coordinated efforts with property owners. She will also be working with downtown business owners on Hometown Holidays involvement. Nicolette provided an update on sidewalk/streetscape improvements and will be creating a quarterly newsletter to inform all of what's happening with downtown. Nicolette is also working on extending the parklet program so the structures can be used for a longer period of time. A Facade Improvement Plan will resurface the brick on the Hilltop Bicycle and Museum buildings. The sub-committee discussed meeting*

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*again in about four weeks but a date has not been set.*

**ADJOURNMENT**

*Chairman Newsom adjourned the meeting at 10:35am.*

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ATTEST: Brent Newsom, Chairman

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Susana Marin, City Secretary