Can you guess what the red dots are?

The picture shown above was taken in 1925, just 77 years after Mount Pleasant was established and 99 years from today’s current year. There have been many changes within our downtown district throughout the years. The red dots help us to look back in time and observe buildings that are no longer present in our district. The picture displays a vastly different district than what we currently see today.

Historic downtowns set the stage to highlight the unique heritage of a community and serve as the most visible indicator of community pride and economic health. Preserving our local history through building rehabilitation/preservation is something that Main Street encourages and continuously advocates for. When the Main Street program was introduced to Texas in 1980, a movement to save that which was being torn down and destroyed was well on its way. That movement is still alive and thriving in small towns across America today, especially in Mount Pleasant.

Downtown Mount Pleasant has been standing for 176 years and our buildings still have a lot more to give. Investing in the preservation of our historic buildings can be costly at times but in the grand scheme of things, preservation can help our town thrive for hundreds of more years to come. We cannot regain what has already been lost, but we can look to the future of our district and make it strong for those who will follow. Next time you stroll through our historical Main Street district and look at a building, remember…someone took the time and effort to help preserve a part of our Mount Pleasant history!
Have you been wondered why a sign with the name Lilienstern is on East Texas Journal’s building? Well, Hudson Old, owner of the East Texas Journal has deep roots in Mount Pleasant, and it starts with the name Lilienstern. In 1881, it’s been told that Morris and Herman Lilienstern were on their way to Tyler from Tennessee to relocate their business. When the engine on the train broke, the Lilienstern brothers took interest in Mount Pleasant and luckily for us, after assessing the town, they decided to root themselves here. Hudson wanted to honor the legacy of his family by adding the sign to his building. Preservation of our town’s history is also keeping connecting with those who came before us. Even now, remembering that 143 years ago, the Liliensterns replanted their business in Mount Pleasant, is something memorable to preserve. Original location is different than pictured location.

*Work completed at 209 N. Jefferson Ave.: paint, signage, and lighting.*
Let’s Talk Paint!

The use of exterior paint in our Main Street District must be a historic color in nature. Paint colors must also be approved prior to painting your building. A Certificate of Appropriateness form (COA) may be downloaded from the Main Street city website https://mpcity.net/main-street and forms may be returned to John Ankrum at jankrum@mpcity.org or to Claribel Banda at cbanda@mpcity.org.

- Applying paint or other coatings such as stucco to masonry that has been historically unpainted or uncoated to create a new appearance. – Not recommended.
- Repainting with colors that are historically appropriate to the building and district. – Recommended.
- Using new paint colors that are inappropriate to the historic building and district. Not recommended.
- For more information, check out the Illustrated Guidelines for Rehabilitating Historic Buildings.

CLICK HERE for the Historic Exterior Paint Palette

Main Street does not have a set list of approved colors; however, we do recommend the Sherwin Williams historic exterior paint palette because it is the only paint company that specifically list exterior historic colors and are easily approved. You are welcome to search other paint company sites, although, most of them include both interior and exterior colors in their historic pallets and may be a little more challenging to approve. We want you to be successful so if you have questions, please reach out to us, we are here to help!
**MEET OUR NEWEST BOARD MEMBERS**

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**Edgar Mayorga**  
Business Owner  
Owner of CADVIBE, LLC - a provider of quality floor plans, for both residential and commercial projects, web design and graphic design services.

**Goals and Aspirations for Main Street:**
I am deeply committed to engaging with and contributing to the Mount Pleasant community. My aspiration is to share my expertise in drafting and design to aid in the conservation of the city’s rich legacy and historical significance.

**Fun Fact**  
I love colognes. This passion has led me to create a small but very dear collection. I truly believe that scents, much like the aromas of foods, can affect our mood. The right fragrance can uplift us, evoke memories, etc.

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**Melissa Conroy**  
Business Owner  
Owner of Poppy Gray Boutique - a women’s clothing boutique off Jefferson in the square of our Main Street Historical District.

**Goals and Aspirations for Main Street:**
To help preserve our historic Main Street District through helpful historic design tips.

**Fun Fact**  
I was approached by one of the local Main Street businesses to help with design assistance, and I loved helping!

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**Jase Merritt**  
Business Owner and Investor  
Owner of Merritt Investment Properties LLC and Gooseneck Graphics - a sign and decal manufacturer.

**Goals and Aspirations for Main Street:**
To help Mount Pleasant thrive, grow, and attract new businesses and show pride for where we live.

**Fun Fact**  
I enjoy coaching my sons and spending time with my wife.

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Main Street meetings are held on the first Thursday of every month at the Civic Center at 8:15 a.m. If there is a scheduled city holiday, meetings are rescheduled. If there is a conflict in availability, meetings are scheduled to be held at the Pilgrim’s Community Center ahead of time. *Open to the public.*
Total darkness will begin around 1:44pm and will last for approximately 4 minutes.

How can your eyes be affected by a solar eclipse?

Exposing your eyes to the sun without proper eye protection during a solar eclipse can cause “eclipse blindness” or retinal burns, also known as solar retinopathy. This exposure to the light can cause damage or even destroy cells in the retina (the back of the eye) that transmit what you see to the brain. This damage can be temporary or permanent and occurs with no pain. It can take a few hours to a few days after viewing the solar eclipse to realize the damage that has occurred. Please take caution, especially with children!

**Mount Pleasant Alerts**

Sign up to receive emergency alerts and severe weather warnings that could directly impact you and your family.

City of Mount Pleasant is able to send City Residents emergency alerts via text message, email, pager, or voice mail (in extreme cases), based on your preferences. It is important that we collect this contact information because many households no longer utilize traditional land-based telephone lines.

The system is intended to be used for emergency alerts, as well as non-emergency incidents that may have significant impacts to residents. Emergency Alerts could be related to specific hazards that require some kind of action be taken such as evacuation, shelter in place, boil water orders, etc. Non-emergency alerts could include significant transportation problems with prolonged impacts or significant ongoing police or fire activity. This list is not meant to be all inclusive and demonstrates that this system will not be used for routine information. In addition to receiving information on your wireless device, you may also receive notification on your land telephone line (if you have one) depending on the type of incident or event.

Please provide your address and preferred method(s) of contact. Adding your address will allow tailoring so you do not receive alerts that don’t pertain to your geographical area.

These alerts are provided free of charge, however standard text messaging rates and other charges may apply.

*If you wish to subscribe to SMS text messages only, text your zip code to 38276. There is also a mobile app available.*
Join us for an informational webinar on Wed., March 13 at 11 a.m. CT to learn about the Backing Small Businesses grant program, presented by American Express. This year, Backing Small Businesses will provide 500 small business grants of $10,000 to eligible businesses in the U.S. and U.S. territories. Grantees who receive the initial $10,000 grant will be eligible to apply for an Enhancement Grant of an additional $30,000 later in the year. For Main Street Businesses only!

Click Here to Register

Claribel Banda
Main Street / Events Coordinator
City of Mount Pleasant
501 N Madison
Mount Pleasant, TX 75455
Office:903.575.4131

Contact me for more information.