

Eureka Main Street Committees

The committees are based on the 4 points of transformation strategies identified by Main Street America.



Economic Vitality Committee

Activities include encouraging a balanced commercial mix, supporting and expanding existing businesses, recruiting new businesses, supporting housing options, developing infill space, and converting unused or underused commercial space into economically productive property.

Committee Chair: Leslie Castellano & Alissa Woods

Design Committee

Activities focus on improving the physical appearance of the EMS district, including streetscapes and landscapes, historic building rehabilitation, and adaptive use.

Committee Chair:
H.A. Pearson

Organization Committee

Activities include; budgeting, membership engagement, and revising bylaws.

Committee Chair: Sue McIntyre

Promotion Committee

Activities include marketing and media campaigns and coordinating street festivals, parades, retail, restaurant, or other special events (Arts Alive, 4th of July Festival).

Committee Chair:
Tamara Cervenka & H.A. Pearson

