



**JOINT SPECIAL SESSION OF THE  
FARMERSVILLE CITY COUNCIL,  
FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION, &  
MAIN STREET BOARD  
AGENDA  
July 27, 2021, 5:00 P.M.  
Council Chambers, City Hall  
205 S. Main Street**

**I. PRELIMINARY MATTERS**

- Mayor Wiebold called the meeting to order at 5:00 p.m. Council members Craig Overstreet, Ted Wagner, Lance Hudson, Terry Williams and Mike Henry were in attendance.
- Farmersville Community Development members present were Stephen Caspari, John Garcia, Tonya Mercer, Melody Hudson, Donna Williams and Aaron Destefano. Richard Holbrook was not in attendance.
- Main Street Board members present were Doris Cooks, Jason Acevedo, Clifford James Moss, Gwen Snyder and Katherine Hershey. Bruce Woody and Tracey Wolf were not in attendance.
- City staff members present were Ben White, Sandra Green, Paula Jackson, Daphne Hamlin and City Attorney Alan Lathrom were also present.
- Prayer was led by Councilmember Mike Henry followed by the pledges to the United States and Texas flags.

**II. PUBLIC COMMENT ON AGENDA ITEMS (FOR NON-PUBLIC HEARING AGENDA ITEMS)**

- Dwain Mathers, who resides at 109 College Street, recommended the Main Street Manager be under the direction of FCDC (4B). He explained since the 4B board pays for the salary of the Main Street Manager they should hire and direct the person in the position as well. He said it would also give citizens who sit on the 4B board a chance to have input as to what is going on in the city.
- Allison Mathers, who resides at 109 College Street, said that ever since the former Main Street Manager, Adah Leah Wolf, resigned the Main Street Program has not functioned properly. She said it would hurt the program if it was staff-driven because the manager would get projects from the city to complete instead of focusing on Main Street. She said she feels the Main Street Manager should be directed by the FCDC (4B) and stay autonomous from the city.

**III. CITIZEN COMMENTS ON MATTERS NOT ON AGENDA**

- No one came forward to speak.

**IV. CITY COUNCIL WORKSHOP WITH THE COMMUNITY DEVELOPMENT CORPORATION AND THE MAIN STREET BOARD**

- A. Discussion regarding the recruiting and hiring of the Main Street Manager as well as the funding, responsibilities, and supervision for the Main Street Manager.
- Donna Williams, FCDC (4B) member, stated she believes the city needs a Main Street Manager that interacts with the merchant's downtown and they need to be funded by the Community Development Board.
  - Aaron Destefano, FCDC (4B) member, stated he learned from recent training that the board could not pay for the salary of the Main Street Manager unless they were conducting 4B or Main Street work. He explained they could not pay them using their funds if they were doing any work for the city that is outside the perimeters of what the 4B board and Main Street can do.
  - Doris Cooks, Main Street board member, said in her research she found a number of Main Street Programs do not receive direction from a 4B Board. She believes that most programs are covered by the city and directed by the City Manager.
  - Stephen Caspari, FCDC (4B) member, explained that according to the training they received from the City Attorney's Office, if they fund the position a performance agreement with benchmarks and penalties has to be made and they are required to have that person report to them for the Main Street program.

- Doris Cooks stated Main Street reports are monthly reports given to the 4B board and the Main Street board. She said the Main Street Manager is not a director and does not supervise the Main Street board, they work in conjunction with them. She said the Main Street Manager does not have a vote.
- Mayor Wiebold asked if the title Main Street Manager or Main Street Director matters.
- Alan Lathrom stated it depended on the duties they perform.
- Jason Acevedo, Main Street board member, said that reporting to a committee or board seems like it would make it more difficult. He explained that being part of a committee that meets once a month would make it hard to get an answer right away. If they are reporting to 4B and only working on 4B projects, how are they going to handle tasks they would perform for the Main Street that do not fall under the 4B.
- Doris Cooks said after researching other cities she found the salary is paid through the city and the position overseen by the City Manager or Assistant City Manager.
- Donna Williams said if the city funds the position the city directs it. She said for day to day operations the Manger should rely on the Main Street Program online to learn how to direct the position and then the Main Street Manager directs the board.
- Mayor Wiebold asked if it was legal for volunteers of a board to supervise the Main Street Manager.
- Alan Lathrom said the code of ordinances says the City Manager is responsible for overseeing and supervising the city employees. He said it could present a potential problem when you have members of Council or members of other boards directing the work of a city employee because it could result in a hostile work environment if they were given directions that were in conflict with one another.
- Stephen Caspari said the board is not looking at day to day operations of the person. The person needs to be doing work for 4B and Main Street projects. He said a Main Street Director in the past told the board they did not have time to get the board a report.
- Mike Henry stated he has been through the training and legally the members of the 4B board have a responsibility to make sure the funds they are spending are being used for projects that are associated with the FCDC or Main Street. If the City Manager asks the person to do work outside of those projects the city has to pay the 4B board back for the work that was done. He explained they have to have something shown monthly that justifies the expense they are expending. He said that way if the board or the city is ever audited it would show where those funds went.
- Doris Cooks said it is a requirement that the Main Street Manager submit monthly reports to the Main Street board and quarterly reports and annual reports to the State.

- Alan Lathrom stated the Main Street Manager has to perform functions related to 4B operations and Main Street Program. They cannot be doing work for the city on other projects because that gets into violations of using tax funds that are allocated for 4B.
- Mike Henry said if they do work for the city the city has to reimburse those funds to 4B.
- Alan Lathrom explained the city would have to reimburse those funds to the 4B board for time that was spent purely on city projects.
- Mike Henry said there is a city office space being allocated for the Main Street Manager and the 4B should pay for that office, equipment and time for Daphne Hamlin handling the financials for the 4B board. If the documents are filled out for the time they spent working on projects for the city, then all transparency is there and everything is in proper order.
- Mayor Wiebold asked if the Main Street Manager does a lot of city work.
- Ben White stated they do not. He said their primary focus is related to economic development in the downtown.
- Stephen Caspari said he has concerns because the previous Main Street Director said he did what the boss told him to do.
- Clifford James Moss, Main Street board member, said we are all going to have to adjust to a new Main Street Manager. He suggested a contract position and they would need to have a clear list of duties from the boards and the city. He said let the Main Street Manager do their job, but the board can say what they are going to fund. He does not think telling them one board or person they are going to report to only is going to solve the problem.
- Ben White said his daily focus with the Main Street Manager is to ask them to perform job duties that are related to Main Street. He stated his daily direction for that position is to support people that are involved in businesses within the Main Street district and support those with a lot of passion and enthusiasm for that.
- Mayor Wiebold said the focus of Main Street should be economic development downtown, preservation of the historic sites and other items similar.
- Doris Cooks said the Main Street Program is based on four points; economic development, promotion, design and organization. She said there are attributes under each point that the Main Street Program needs to adhere to. She indicated that as the board develops their goals and adjectives they look to those four points, along with the Main Street Manager. She said if you look at the roles and responsibilities of Main Street and 4B they are very similar.
- Donna Williams stated the topic has gotten off of legally who directs the Main Street Program. If 4B funds it then they will follow the Main Street Program that is on the websites. She said she knows there were things the Main Street Manager was doing for the city, such as working on grants

and Christmas lights. The original issue is who does the Main Street Manager report to and who pays them. If the city pays them they should report to the city and if 4B pays for them they should report to 4B. She said 4B will direct that person to follow the Main Street Program and the Texas Historical part of the program.

- Mayor Wiebold asked her what she felt like the purpose of the Main Street Program was.
- Donna Williams stated it is for the economic aspect and to bring businesses to downtown. She said 4B would fund them and give them a scope of work and the person would report back to the board.
- Doris Cooks asked what the point of the Main Street board would be if 4B is going to formulate the projects for the Manager.
- Aaron Destefano said 4B has a wider scope than just the Main Street Program. He said the 4B board is not only about the downtown, but all of Farmersville. The Main Street Program is geared toward downtown and we are looking to hire someone that is trained on those specifics. He said the 4B board would oversee the Manager and they would report back to them and then the board would have other economic projects for them.
- Jason Acevedo wanted to know how much money, or what percentage, the 4B board gave to the Main Street Program last year, excluding the Main Street Manager position. He said the concern he has is if the person is reporting to the 4B board and Main Street is only receiving 3% of its funding from 4B, then why would the board want to oversee that position since it would be such a small portion of what they would actually do.
- Mayor Wiebold said essentially the 4B board could say they are not funding the Main Street Manager. He asked Ben White if the city could fund it.
- Ben White stated we possibly could, but it is a matter of budget.
- Mayor Wiebold said what bothers him is that the Council and board members are all volunteers and we have to do what is best for Farmersville. He explained that based on conversations he has had with the last three Main Street Managers there were issues with them feeling verbally abused and unwelcome. He said we have a Main Street board and have people who work tirelessly to keep the Main Street designation alive. He stated what he hears from Stephen Caspari and the 4B board is if they fund the position they should get reported to, but he said he does not believe the 4B should control them. He said all the board members should get into unity and do their individual role and love the town and each other and create an environment that someone would be welcome in to. He said he believes we could do a better job of hiring someone to do the proper reporting and make sure they report to 4B and the Main Street board. He explained everything needs to stay in place as it is and we need a process to where we are legal with the state, get the reporting done and if cross funding takes place have record of it. He said the emotion has to be removed. He explained if 4B decides not to fund the

position they can do that.

- Mike Henry stated his intent when asking for the meeting was to lay it on the table. He said typically there is a contract between 4B and the city and a job description for the position. He said then the rest of it is reporting to the Main Street board and the 4B board.
- Mayor Wiebold asked if the 4B board would be fine taking the route Mike Henry was suggesting.
- Tonya Mercer, FCDC (4B) member, said she has been on the board for a year, but she is still trying to understand if the Main Street Manager is a city employee and the city just asks the board to fund the position.
- Mike Henry said the position is considered a city employee because the city covers the employees' benefits.
- Tonya Mercer asked if it would be wrong to ask the Main Street Manager for a report to show what they are working on.
- Mike Henry told her no it would not be wrong to ask for that.
- Tonya Mercer also asked when the hiring processes takes place can the whole board be used in the interview. She suggested that when a person leaves the city an exit interview be conducted so we can see the reasons for their departure.
- Mayor Wiebold said if all the board members get together for the interview it is considered a public meeting and has to be conducted in an open forum. He said no one would want to be interviewed that way.
- Ben White explained that in the past a representative from both the 4B board and Main Street board would sit in on the interview.

## **V. REGULAR AGENDA**

A. Consider, discuss and act regarding the commitment necessary for the recruiting, hiring, supervision, and funding required for the City of Farmersville to maintain the position of a Main Street Manager.

- Motion to draw up a contract between 4B and the city for hiring the Main Street Manager and make sure we are all in agreement regarding the job description made by Mike Henry
- 2<sup>nd</sup> was made by Terry Williams
- All council members voted in favor

## **VI. ADJOURNMENT**

- Meeting was adjourned by the Farmersville Community Development Corporation at 5:59 p.m.

- Meeting was adjourned by the Main Street Board at 5:59 p.m.
- Meeting was adjourned by the Farmersville City Council at 5:59 p.m.

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Richard Holbrook, President FCDC

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Paula Jackson, Assistant to the City Manager

  
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Doris M. Cooks, Main Street Board President

  
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Paula Jackson, Assistant to the City Manager

APPROVE:

  
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Bryon Wiebold, Mayor

ATTEST:

  
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Sandra Green, TRMC  
City Secretary



Exhibit handed out by Allison Mathers during Public Comments

## **Warning Signs: Why Main Street Programs Go Inactive**

1. Four points and eight principles of Main Street disregarded.
2. Lack of leadership rotation.
3. Wrong leaders as volunteers.
4. Lack of strong leadership from the Main Street Advisory Board.
5. Organization run by committees instead of board of directors.
6. Duplication of roles and activities of other organization—community perceives that efforts overlap.
7. Lack of long-term planning for downtown.
8. Poor relationship with other economic development entities.
9. Unrealistic expectations of Main Street Program—“Not a big fix or quick fix”
10. Tacking large projects early in the program’s existence.
11. Board unwillingness to raise funds.
12. Staff-driven program.
13. Frequent staff changes.
14. Changes in political climate.
15. Poor handling of crises.