

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ November 7, 2016
5:00 P.M. City Council Chambers

I. PRELIMINARY MATTERS

Call to Order, roll call and recognition of visitors

II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval October 4, 2016 meeting minutes
- B. Consider for approval October 2016 Financial Statements
- C. Main Street Manager monthly update-Adah Leah Wolf
- D. Workshop-review of Work Plan

III. DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS

IV. ADJOURNMENT

No action may be taken on comments received under "Recognition of Visitors". The Board may vote and/or act upon each of the items listed in the Agenda.

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972-782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that the appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, Adah Leah Wolf, Main Street Manager of the City of Farmersville, certify that the above Main Street Board Agenda for November 7, 2016 was posted in the regular posting place of the City of Farmersville on November 4, 2016 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

**Farmersville Main Street Board Minutes
October 4, 2016 City Hall**

The meeting was brought to order at 5:00 PM by President Anne Hall. Present were board members Anne Hall, Glenda Hart, Randy Rice, Kim Potter, and 4B representative Donna Williams. Also present were Main Street Manager Adah Leah Wolf, City Manager Ben White, and Councilman Leaca Caspari.

Consider for approval August 16, 2016 Meeting Minutes:

There was no discussion regarding the August 16, 2016 meeting minutes; motion to approve by Kim Potter, second by Glenda Hart. Minutes were approved as presented.

Consider for approval August and September 2016 Financial Statements:

One final Audie Murphy Day sponsorship has been received from the Lexington Lodge. Motion to approve as presented by Kim Potter, second by Glenda Hart. The statements were approved as presented.

Main Street Manager Monthly Update:

Adah Leah Wolf presented a written monthly report for August and September, and highlighted the following: Updated Heritage Museum brochures are now available and were distributed at Old Time Saturday. Farmersville Police Association members sold T Shirts at the last Farmers & Fleas Market and members of the Citizens Assisting Farmersville Police provided some volunteer assistance. Audie Murphy Day postcards were revised and printed and will be placed in the 500 Trick it Up bike Ride goody bags, as will the Downtown Shoppers Guides. The map of downtown has been updated and is an excellent reference tool. Martha's Thrift store is getting re painted. The First Baptist Church roof (116 years old!) is being replaced with similar custom made metal shingles. The Potter building is still undergoing major interior renovations. The welcome notebook for new downtown business owners has been revised, as well as the downtown buildings for sale or lease flier. The Pink Pug had closed and relocated to McKinney; however, they are coming back to their original location with a new store name of Junkspiration. The buildings for sale or lease flier has been updated. The next downtown merchants meeting will be Oct. 20 at The Hay Loft. Juan Bautista has leased 201 McKinney Street and will be selling Mexican imports.

Review of Work Plan and Mission Statement

The board reviewed the current vision statement and mission statement. After discussion, the word "recreational" was added to the Vision Statement and "on a pedestrian scale" was removed, to read this way: *"We envision downtown Farmersville to be a unique, historical, and authentic regional destination that proudly offers diverse business, civic, cultural, preservation, recreational, and entertainment activities to professionals, consumers, residents and visitors of all ages both day and night."*

After discussion, the Mission Statement was slightly revised to read: *"Farmersville Main Street Program's overall purpose is to encourage downtown revitalization within the context of historic preservation. Through careful planning and the use of the National Main Street's Four Point Approach of design, economic restructuring, promotion and organization, historic downtown Farmersville will remain a vibrant civic gathering place for all to enjoy by improving public spaces and health/recreation activities, increasing business activity, and expanding heritage tourism programs through business development and retention efforts, physical improvements, historic preservation, and promotional events."*

The "refresh" strategy was used by the board in a discussion to identify two major transformational strategies:"

- 1) Create a downtown environment conducive to healthy buildings and healthy people. This strategy builds on local assets of the Chaparral Trail, parks and existing health related businesses in the Main Street district. It also addresses the "health" of the downtown buildings with the aim of preventative maintenance.
- 2) Involve the community in educating the public about our unique history. This strategy builds on heritage tourism activities including activities around recognizing and celebrating our new National Register Historic District status, which should be finalized in several months.

Suggested activities discussed included the following:

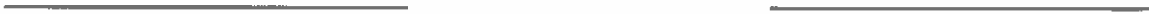
- Marker program for buildings
- Markers for selected major historic properties which are now gone, but not forgotten, including the Standpipe, the Train Station and the Baseball Field.
- Wayfinding signage that helps orient visitors
- Creating walking tours, involving students and both museums
- Events that tie in with groups and events using the Chaparral Trail, and bring visitors downtown to shop and eat.
- Host a quarterly meeting of the NETT board and encourage representation on the board.
- Follow up on pursuing a state historical marker for the Post Office
- Creation of history fliers on the historic buildings, using information and photos. Perhaps the use of another college intern from Commerce for this project.

The board then began to review the work plan objectives, which are grouped by the four areas of Main Street. Many of these are ongoing activities which have continued to be successful for the program.

Discussion of placing items on future agendas:

The board will continue with planning during their next agenda. The next meeting will be Monday, November 7 at 5 PM.

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 6:24 PM





Main Street Monthly Report
 October 2016
 Reported by Adah Leah Wolf,
 Main Street Program Manager



ORGANIZATION/ADMINISTRATION:

4	Main Street Board meeting. Workshop, review of mission, vision, and work program.
12, 19	City Staff meetings attended
7	Administrative assistance provided by Debbie Ranspot.
10	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting
11,25	Attended City Council meetings.
20	Farmersville Heritage Museum board meets. Discuss first exhibits-history of local churches.
	Correspondence with Lacey Henderson of A & M at Commerce regarding possible intern position for journalism student for this summer.
	Numerous City website updates

PROMOTION:

1	Old Time Saturday Event (takes the place of Farmers & Fleas Market), organized by Farmersville Centennial Committee, and fundraiser for Senior Center, Library and Civic Center.
18	E newsletter sent to downtown business owners and building owners
20	Heritage Museum Power Point presentation to First Baptist Church "Ballclub" seniors
22	Successful Scare on the Square event organized by downtown merchants
22	Chamber's Trick it Up Bike Ride brings 350 + people into town. We provided assistance with food preparation, as well as postcards and shoppers guides for the goody bags. Run on Chaparral Trail the same day attracted 120 participants, many of whom had not been to town before.
24-26	"Farmersville 1900" day camp for 4th graders held at Bain Honaker House Museum and Onion Shed by the Farmersville Historical Society.
28	Ads placed for Farmers & Fleas Market; press releases sent. Ten Farmers & Fleas Market signs purchased for downtown area
	Updates made to Downtown Shopping Guide

DESIGN:

17	Letter sent to all building owners to request permission for Christmas lights installation
	The new city generator has been installed behind City Hall, and will provide emergency power.
	First Baptist Church replacement metal roof is complete
	Potter Building continues interior renovations—plumbing and electrical this month
	Old Feagin's Supermarket (10,000 sq ft) extensive roof repairs are complete
	Wall repairs begin at Police Department
	Kansas City Southern has completed work on the Railroad crossing on South Main Street.
	711 McKinney Street building has been painted.

ECONOMIC RESTRUCTURING:

	Notebooks for new business owners provided for The Hay Loft, Simplexity, and Little Ranch Imports.
	Lindy Murphy opens Junkspiration at 113 McKinney. She previously owned The Pink Pug Store at the same location.
13	Chamber Morning Networking at Independent Bank
20	Monthly Downtown Merchants get-together held, hosted by The Hay Loft
22	Chamber morning networking attended at Lexington Lodge
27	Chamber luncheon with County Commissioner Chris Hill



Farmersville Main Street
Operating Account
Financial Statement
 Period: October 1-31, 2016

Beginning Balance:	September 30, 2016	\$ 11,910.74
Plus:	Farmers & Fleas Market income	\$ 140.00
		\$ 12,050.74
Less:	Farmers & Fleas Market expenses	\$ 143.34
		\$ 143.34
Ending Balance:	October 31, 2016	\$ 11,907.40
Less:	Restricted Audie Murphy Day Monies	\$ 7,463.51
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,601.78
	Restricted FDMA	\$ 1,203.31
		\$ 11,907.40
	Total Unrestricted Monies, October 31, 2016	\$ 188.80

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 09/30/2016					11,910.74
Month Ending 10/31/2016					
3978	10/05/2016	C & S Media Inc	Farmers & Fleas Market	(50.00)	11,860.74
3979	10/05/2016	Adah Leah Wolf	Farmers & Fleas Market	(93.34)	11,767.40
	10/13/2016	Farmers & Fleas Market	Farmers & Fleas Income	140.00	11,907.40

Farmersville Main Street Work Plan August 2016

ORGANIZATION	Goal	Objective	Project/Activity	Responsible	costs	timeline	measure
<div style="border: 1px solid black; padding: 5px;">Build community partnerships and strengthen volunteer base.</div>	1 Recognize and recruit Volunteers	2 Communicate Main Street offerings and events to community & public	3 Assist w/ local & countywide preservation efforts	4 Celebrate Successes	5 Ongoing Board Training	6 Assist in development of Recreational Trails	

ECONOMIC RESTRUCTURING

Goal	Objective	Project/Activity
<p>Strengthen downtown's existing business assets and create an atmosphere conducive to business development.</p>	<p>1 Promote Good Business practices</p>	
	<p>2 Publicize information about current downtown buildings for sale/lease</p>	
	<p>3 Celebrate Successes</p>	
	<p>4 Monthly Downtown Merchants Meetings</p>	
	<p>5 Coordinate common goals w/ 4A</p>	
	<p>6 Integrate new downtown businesses</p>	

PROMOTIONS

Goal	Objective	Project/Activity
	1. Plan/Implement special events	
	2. Tie in with existing events to get maximum exposure for downtown	
	3. Promote public awareness of Main Street District	
	4. Support Heritage Tourism Development	
	5 Increase Local meetings/conference	
	6 Attract Films to town	
	7 Obtain promo materials	

Market downtown to customers, investors, and visitors

DESIGN	
Goal	<p>Enhance physical appearance of downtown by supporting building rehabilitation and maintenance, and encouraging good design in signage, displays, and streetscape.</p>
Objective	<ol style="list-style-type: none"> 1. Provide educational & financial incentives to building owners to maintain, restore, and renovate their buildings 2. Improve window appeal 3. Maintain & Improve Streetscape 4. Celebrate Successes 5. Improve Signage 6. Assist with development of local preservation ordinances/incentives 7. upgrade downtown décor 8. Improve at risk buildings 9. Improve ADA accessibility