

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ September 20, 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 August 16, 2016 meeting minutes
 - B. Consider for approval August 2016 Financial Statement
 - C. Main Street Manager monthly update-Adah Leah Wolf
 - D. Workshop-review of Work Plan and Mission Statement

- 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 September 20, 2016 was posted in the regular posting place of the City of Farmersville on September 16, 2016 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

**Farmersville Main Street Board Minutes
August 16, 2016 City Hall**

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

Consider for approval July 19, 2016 Meeting Minutes:

There was no discussion regarding the July 19, 2016 meeting minutes; the minutes were approved as presented.

Consider for approval July 2016 Financial Statement:

There was no discussion regarding the July 2016 financial statement; the statement was approved as presented.

Main Street Manager Monthly Update:

Adah Leah Wolf presented a written monthly report for July, and highlighted the following: Summer Main Street Professional Development sessions in Rockwall were attended by the manager as well as Randy Rice and Donna Williams. The sessions were excellent. New this year is the "Town Square Initiative" program which will create a statewide searchable data base to assist researchers and people looking for historic properties to purchase, and the addition of a Main Street staff person, who is a Small Business Development Specialist. Debbie Ranspot continues to provide administrative assistance as well as assistance in promoting the Farmers & Fleas Market. The Farmersville Heritage Museum is working with AFI on the design and construction of interior display fixtures. Information was provided to the LDS church to assist with their "Pioneer Day" program. Jonathan Hoar completed his Eagle Scout project which was to improve the landing area around the slide at City Park. The fence along the East side of the Chaparral Trail between the Trailhead and College Street has been replaced, funded by the Community Development Corporation. A public information meeting was presented by Texas Historical Commission staff members on July 20. They fielded questions, and explained that the National Register District application is complete and goes to the State Board of Review in September. From there it goes to the National Park Service for final approval. Misty Dixon has leased 120 Main Street for a boutique, "The Hay Loft." Matt and Lisa Crowder have completed the renovations on 119 S. Main Street and will be opening "Simplicity." The Porter Auto building was viewed and contains many boxes of storage files. The downtown merchants will meet at RE/MAX and 107 McKinney Street on Thursday morning at 9 am.

The Main Street reinvestment statistics graph was presented for comparison, completed at the end of the second quarter of this year. The current reinvestment total is over \$13,677,529. Before and after photos of the Crowder building (119 S. Main Street) were presented to show the completed façade renovations. Also shown

were before and after photos of the Onion Shed, taken before its renovation in 2003 and again recently.

Review of Work Plan and Mission Statement

The board reviewed the current vision statement and mission statement. Adah Leah suggested the addition of items that are unique to Farmersville in this section, such as the Chaparral Trail trailhead, brick streets, etc. Work plan objectives are grouped by the four areas of Main Street. Adah Leah recommended using the “refresh” strategy to add a few important “transformational strategies” (the “why” behind the various objectives.) Board members were asked to review the information and be prepared to discuss at the upcoming workshop in September.

Discussion of placing items on future agendas:

The board will have a planning workshop during their next agenda. The next meeting will be September 20.

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:42 PM.



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

Beginning Balance:	July 31, 2016	\$ 10,761.34
Plus:	Farmers & Fleas Market income	\$ 610.00
	Audie Murphy Day Income	\$ 600.00
		\$ 11,971.34
Less:	Farmers & Fleas Market expenses	\$ 126.25
	Audie Murphy Day expense	
		\$ 126.25
Ending Balance:	August 31, 2016	\$ 11,845.09
Less:	Restricted Audie Murphy Day Monies	\$ 6,807.24
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,870.74
	Restricted FDMA	\$ 1,203.31
	\$ 11,845.09	
	Total Unrestricted Monies, August 31, 2016	\$ 513.80

Account Transactions
Checking

Num	Date	Payee	Category	Amount	Running Balance
					10,761.34
Month Ending 07/31/2016					
Month Ending 08/31/2016					
	08/01/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	10,861.34
	08/01/2016	Farmers & Fleas Market	Farmers & Fleas Income	140.00	11,001.34
3969	08/02/2016	C & S Media Inc	Farmers & Fleas Market	(91.25)	10,910.09
	08/09/2016	Farmers & Fleas Market	Farmers & Fleas Income	335.00	11,245.09
	08/10/2016	Audie Murphy Day Income	Audie Murphy Day Income	500.00	11,745.09
	08/18/2016	Farmers & Fleas Market	Farmers & Fleas Income	75.00	11,820.09
3970	08/26/2016	Our Town	Farmers & Fleas Market	(35.00)	11,785.09
	08/31/2016	Farmers & Fleas Market	Farmers & Fleas Income	60.00	11,845.09
	Total Month Ending 08/31/2016			1,083.75	
Grand Total				11,845.09	11,845.09



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



ORGANIZATION/ADMINISTRATION:

3,10,17,24	City staff meetings attended
4,12	Administrative assistance provided by Debbie Ranspot.
8	Farmersville Community Development Corp. Board meeting; meeting and materials preparation and organization. FY 2017 budget is set.
9, 23	Attended City Council meetings.
10	Farmersville Heritage Museum board meets at Advanced Fixtures to discuss their donation of fixtures for displays.
	Numerous City website updates
16	Main Street Board meeting. Began review of work plan
26	Attended main Street Capital Fund Grant Webinar

PROMOTION:

6	Farmers & Fleas Market. Celebrating our 12 th year!
4	E Newsletter sent to friends of downtown
11	Special E news sent regarding Yarn Crawl coming to town
17	E newsletter sent to downtown business owners and building owners
26	Farmers & Fleas ads placed, press releases sent for September Market
27	Provided goody bag information for annual Bugtussle Classic Car Trekkers
	Feature listing about the Farmers & Fleas Market in <i>The Senior Voice</i>
	Updates made to Downtown Shopping Guide

DESIGN:

	Cleanup has begun on the burned properties on South Main Street.
	Crowder Building renovations complete! (119 S. Main Street). A façade grant was obtained from Farmersville Economic Development Corporation.
	Potter Building is undergoing interior renovations after damage from the next door fire in May. An interior well was located, and will be made into a visitor feature.
	Old Feagin's Supermarket (10,000 sq ft) is getting a new roof
	State Main Street office provided design advice on interior well and interior AC ducting.

ECONOMIC RESTRUCTURING:

	Simplexity store will open in September!
	The Hay Loft store will open in September! Owner is Misty Dixon.
	Revised downtown space for sale or lease flier
18	Monthly Downtown Merchants get-together held, hosted by ReMax.

Approximate number of volunteer hours this month: 70



FARMERSVILLE MAIN STREET PROGRAM

VISION STATEMENT: We envision downtown Farmersville to be a unique, historical, and authentic regional destination that proudly offers diverse business, civic, cultural, preservation and entertainment activities on a pedestrian scale to professionals, consumers, residents and visitors of all ages both day and night.

MISSION STATEMENT: 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, increasing business activity, and expanding heritage tourism programs through business development and retention efforts, physical improvements, historic preservation, and promotional events.

Farmersville Main Street Work Plan August 2016

ORGANIZATION

Goal	Objective	Project/Activity	Responsible	costs	timeline	measure
Build community partnerships and strengthen volunteer base.	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	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	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

Enhance physical appearance of downtown by supporting building rehabilitation and maintenance, and encouraging good design in signage, displays, and streetscape.

Objective

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