

**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

Anne Hall
