

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ July 19, 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. Swear in new board member and recognize outgoing board member
- B. Reorganize Board
 - 1. Elect President
 - 2. Elect Vice President
 - 3. Elect Secretary/Treasurer
- C. Consider for approval May 31, 2016 meeting minutes
- D. Consider for approval May and June 2016 Financial Statement
- E. Resolution for Independent Bank account signatures
- F. Main Street Program Information
- G. Main Street Manager update-Adah Leah Wolf

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.

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at 972/782-6151 or FAX 972/782-6604 for further information.

I, Adah Leah Wolf, Main Street Manager of the City of Farmersville, certify that the above Main Street Board Agenda for July 19, 2016 was posted in the regular posting place of the City of Farmersville on July 15, 2016 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

**Farmersville Main Street Board Minutes
May 31, 2016 City Hall**

The meeting was brought to order at 5:15 PM by President Anne Hall. Present were Main Street Manager, Adah Leah Wolf, and board members Anne Hall, Kim Potter, Sarah Jackson-Butler, and Glenda Hart. Also present were 4B representative Donna Williams, City Manager Ben White, Mayor Diane Piwko, and visitor Leaca Caspari.

Consider for approval April 25, 2016 Meeting Minutes:

Glenda Hart made a motion to approve the minutes as written; Kim Potter seconded the motion. The motion passed unanimously.

Consider for approval April 2016 Financial Statements:

Kim Potter made a motion to approve the financial statements as printed; Glenda Hart seconded the motion. The motion passed unanimously.

Marketing 202 Workshop

The last workshop given by Melinda Holden was well attended, and she has offered to lead another one for Main Street. At the last downtown merchants meeting, there was interest expressed in having a workshop devoted to Facebook. There are at least 32 businesses in the Main Street District that have Facebook pages, and these addresses have all been identified so that we can easily check them at a future workshop. Adah Leah will check with Melinda on a possible date and location for another workshop.

Audie Murphy Day

Parade forms were distributed, as well as posters, school fliers, and a Library bookmark (that highlights holdings related to Audie Murphy). Vet caps have been embroidered by Timeless Treasures. Charles Massey will provide sound for actor Duffy Hudson, whose presentation will be at 1:30 PM in the church gymnasium. School fliers have been designed and placed in the elementary and intermediate schools. Posters need distribution. \$5650 in sponsorships has been received to date; all sponsorships are welcomed. Direct mail postcards were sent to 4068 addresses (the 75448 zip code). A WWII living history group will participate this year with displays and information.

Farmers & Fleas Market

Current ads are being placed in the following publications: Star Courier Splash Edition, Farmersville Times group of papers, Rains County Leader, Hunt county Shopper, Greenville Herald Banner, and "Our Town". The Market has been listed in many online event listings; suggestions for further listings/ad venues are welcomed. Merchants are encouraged to provide fliers or brochures for the information table, which will help guide visitors to further shopping. There is a full Shed for this Saturday's Market. Volunteers are needed to assist on Market days.

Main Street Manager Update

Adah Leah provided a monthly report for April, and highlighted the following: The *All About Main Street* brochure has been updated and is on the city website. This weekend's Farmers & Fleas Market will be full under the Onion Shed; it coincides with the Chamber's Yards of Yard Sales event. A piece of property next to Exxon has been sold to the owners of Quick Check; it is less than an acre in size. Farmersville Thrift Store will be closing due to health

issues of the business owners. On the morning of May 28 a fire began in The Gazebo Factory business (148 S. Main). Farmersville Fire Department responded as well as 6 other community fire departments. The warehouse building (140 & 148 S. Main) was destroyed; Clay Potter's building next door (138 S. Main) was saved but has damage. The state Main Street office has been in contact with the Main Street Manager-they have sent valuable disaster recovery information and links to possible grant assistance for the building owner. Photos of the damage have been taken and forward to the Texas Main Street office.

Discussion of placing items on future agendas:

The next meeting will be on Tuesday, June 21, at 5:15 PM. At this meeting the Board will be reorganized. Sarah Jackson-Butler's term is up and the City Council will be appointing her replacement.

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 5:52 PM



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



ORGANIZATION/ADMINISTRATION:

4,13,18,25	Manager attends city staff meetings.
9	Monthly 4B Board meeting: meeting and materials preparation and organization.
19	Administrative assistance provided by Debbie Ranspot.
31	Main Street Board meeting held.
19	Farmersville Heritage Museum Board meeting. Janis May attends Collin County Historical Commission Preservation Event
	Numerous City website updates
10, 24	Attended City council

PROMOTION:

7	Farmers & Fleas Market
7	Meeting with Harry Lawrence from WWII living history group
3	E newsletter sent to friends of Downtown
18	E newsletter sent to downtown business and building owners.
12	Audie Murphy Day planning meeting. Veterans Mailing and sponsorship mailings sent. Postcards printed and mailed to entire 75442 zip code area. Banners updated. Fliers created and delivered to elementary school and intermediate school. Framed photo ready for veterans signatures. Artwork was provided from Chuck Marosek's High School art students.
26	Farmers & Fleas ads placed, press releases sent
28	The Taste of Farmersville event was held in the Onion Shed, and despite the day's fire, there was a good turnout.

DESIGN:

16	The entire 5 th grade classes (led by Ashley Holland) assisted with planting flowers in the 23 sidewalk planters, with the assistance of volunteers and public works staff. Flowers were donated by Homegrown Plants. Crews were coordinated by Main Street
10	Selected flowers for planters at Homegrown Plants
	Crowder Building is undergoing renovations (119 S. Main Street)
28	A fire which began in the Gazebo Factory destroyed 148 and 140 S. Main Street. Clay Potter Auction (138 S. Main) received smoke and water damage but was saved. Mutual aid was provided by six additional fire departments in the area. No one was injured. Photos were taken of the building damage, and the Texas Historical Commission was contacted to update them and obtain advice.

ECONOMIC RESTRUCTURING:

12, 26	Chamber morning networking attended at Christi's Rustic, and Charlie's
13	Attended annual Chamber Banquet
18	Chamber luncheon/workshop on Google attended.
19	Monthly Downtown Merchants get-together held, hosted by Red Door Antiques. Shirley Weldon attended to talk about the Taste of Farmersville event.
	A vacant lot next to Exxon (.59 acres) was purchased by the owner of Quick Check.
	Mismatched Matter celebrated its 3 rd year of operation this year; Main Street Music Hall celebrated its 15 year of operation.
	Responded to 3 requests for available downtown buildings
	Farmersville Thrift Store will be closing in June due to the owner's bad health.

Approximate number of volunteer hours donated this month: 360



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

Beginning Balance:	April 30, 2016	\$ 8,470.39
Plus:	Farmers & Fleas Market income	\$ 450.00
	Audie Murphy Day Income	\$ 2,750.00
		<u>\$ 11,670.39</u>
Less:	Farmers & Fleas Market expenses	\$ 209.40
	Audie Murphy Day expense	\$ 3,808.73
		<u>\$ 4,018.13</u>
Ending Balance:	May 31, 2016	\$ 7,652.26
Less:	Restricted Audie Murphy Day Monies	\$ 2,914.63
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,570.52
	Restricted FDMA	\$ 1,203.31
		<u>\$ 7,148.46</u>
	Total Unrestricted Monies, May 31, 2016	\$ 513.80

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 04/30/2016					8,470.39
Month Ending 05/31/2016					
3940	05/03/2016	Greenville Herald Banner	Farmers & Fleas Market	(59.40)	8,410.99
3941	05/03/2016	Hunt County Shopper	Farmers & Fleas Market	(80.00)	8,330.99
3942	05/04/2016	Double H Enterprises	Audie Murphy Day 2016	(30.00)	8,300.99
	05/09/2016	Farmers & Fleas Market	Farmers & Fleas Income	360.00	8,660.99
	05/17/2016	Farmers & Fleas Market	Farmers & Fleas Income	30.00	8,690.99
3943	05/17/2016	Richard Hudson	Audie Murphy Day 2016	(500.00)	8,190.99
3944	05/17/2016	Adah Leah Wolf	Audie Murphy Day 2016	(402.77)	7,788.22
	05/18/2016	Farmers & Fleas Market	Farmers & Fleas Income	60.00	7,848.22
	05/20/2016	Audie Murphy Day Income	Audie Murphy Day Income	500.00	8,348.22
3945	05/20/2016	Our Town	Farmers & Fleas Market	(70.00)	8,278.22
	05/24/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	8,378.22
	05/24/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	8,478.22
	05/24/2016	Audie Murphy Day Income	Audie Murphy Day Income	500.00	8,978.22
3946	05/24/2016	U.S. Post Office	Audie Murphy Day 2016	(715.97)	8,262.25
3947	05/24/2016	Timeless Treasures of the Heart	Audie Murphy Day 2016	(2,100.00)	6,162.25
3948	05/24/2016	Adah Leah Wolf	Audie Murphy Day 2016	(59.99)	6,102.26
	05/25/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	6,202.26
	05/25/2016	Audie Murphy Day Income	Audie Murphy Day Income	1,000.00	7,202.26
	05/26/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	7,302.26
	05/26/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	7,552.26
	05/26/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	7,652.26
Total Month Ending 05/31/2016				(818.13)	
Grand Total				7,652.26	7,652.26



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



ORGANIZATION/ADMINISTRATION:

8,15,22,29	Manager attends city staff meetings.
27	Monthly 4B Board meeting: meeting and materials preparation and organization.
3	Administrative assistance provided by Debbie Ranspot. Updates to data base on building/business owners.
14,28	Attended City Council. Overview of Main Street provided as handout.
29	Farmersville Heritage Museum board members met with Advanced Fixtures re: possible assistance with portable display walls
	Numerous City website updates

PROMOTION:

3	E newsletter sent to friends of Downtown
4	Farmers & Fleas Market.
15	E newsletter sent to downtown business owners and building owners
2,9,16,30	Audie Murphy Day planning meetings
18	17 th annual Audie Murphy Day held! Over 175 Veterans were honored with two flyovers, one by the Commemorative Air Force and one by a Vietnam era Huey helicopter. The parade went smoothly as did the program under the Onion Shed. Duffy Hudson provided personal comments during the program, as well as an outstanding acting performance in the afternoon which was attended by approx. 100 persons. Over 70 visitors came to see the Bain Honaker House Museum's special women in the military exhibit. Three quilts were donated to Veterans from the Farmersville Quilt Guild. A cook crew from First Baptist provided a full breakfast buffet, and the Sugar Hill 4H Club coordinated a buffet lunch after the program. Special visitors included Nadine Lokey, Cleo Aufderhaar from San Antonio who is Nadine's cousin, John Rike (great grandson of Charlie Rike), members of the Audie Murphy Club from Fort Hood, and the Able Company WWII Living History group. Next year's date will be June 17, 2017
24	Farmers & Fleas ads placed, press releases sent

DESIGN:

12	Huge rainstorm causes flooding inside City Hall. Extensive carpeting and wall damage on first floor.
23	Met with Roy Homfeld re: building renovation ideas
28	Provided building owner Guy Anderson with awning information for possible façade grant application for 103 McKinney Street
	Crowder Building is undergoing renovations (119 S. Main Street)
	Shop Wag Jack Too has a new sign (208 McKinney Street)
	National Register Nomination—final boundary submitted to Greg Smith at Texas Historical Commission; completed application will be reviewed at September State Preservation Board meeting.

ECONOMIC RESTRUCTURING:

	Martha Messer has leased 711 McKinney Street and will be opening Martha's Thrift Store
	The Happy Cucumber has closed its retail location at 201 McKinney Street.
15	Chamber luncheon attended.
16	Monthly Downtown Merchants get-together held, hosted by Tamara's Dance on Broadway. Chris Lair provided information on types of insurance coverage.

Approximate number of volunteer hours donated this month: 1400



Farmersville Main Street
Operating Account
Financial Statement
Period: June 1-30, 2016

Beginning Balance:	May 31, 2016	\$ 7,652.26
Plus:	Farmers & Fleas Market income	\$ 365.00
	Audie Murphy Day Income	\$ 9,156.00
		<u>\$ 17,173.26</u>
Less:	Farmers & Fleas Market expenses	\$ 550.51
	Audie Murphy Day expense	\$ 5,585.06
		<u>\$ 6,135.57</u>
Ending Balance:	June 30, 2016	\$ 11,037.69
Less:	Restricted Audie Murphy Day Monies	\$ 6,485.57
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,385.01
	Restricted FDMA	\$ 1,203.31
		<u>\$ 10,523.89</u>
	Total Unrestricted Monies, June 30, 2016	\$ 513.80

07/07/2016

Account Transactions
 Clearing

Num	Date	Payee	Category	Amount	Running Balance
. Month Ending 05/31/2016					7,652.26
Month Ending 06/30/2016					
	06/01/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	7,902.26
	06/01/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	8,002.26
	06/03/2016	Farmers & Fleas Market	Farmers & Fleas Income	180.00	8,182.26
	06/07/2016	Farmers & Fleas Market	Farmers & Fleas Income	185.00	8,367.26
	06/07/2016	Audie Murphy Day Income	Audie Murphy Day Income	150.00	8,517.26
	06/07/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	8,617.26
3949	06/07/2016	Greenville Herald Banner	Farmers & Fleas Market	(112.51)	8,504.75
3950	06/07/2016	Hunt County Shopper	Farmers & Fleas Market	(80.00)	8,424.75
3951	06/07/2016	Rains County Leader	Farmers & Fleas Market	(24.00)	8,400.75
3952	06/07/2016	C & S Media Inc	Farmers & Fleas Market	(64.00)	8,336.75
3953	06/07/2016	star Local Media	Farmers & Fleas Market	(235.00)	8,101.75
	06/08/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	8,351.75
	06/08/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	8,601.75
	06/08/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	8,851.75
	06/09/2016	Audie Murphy Day Income	Audie Murphy Day Income	25.00	8,876.75
	06/09/2016	Audie Murphy Day Income	Audie Murphy Day Income	300.00	9,176.75
3954	06/10/2016	Our Town	Farmers & Fleas Market	(35.00)	9,141.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	9,391.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	9,491.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	200.00	9,691.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	9,791.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	9,891.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	10,141.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	2,000.00	12,141.75
	06/13/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	12,241.75
3955	06/14/2016	Adah Leah Wolf	Audie Murphy Day 2016	(66.23)	12,175.52
	06/15/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	12,425.52
	06/15/2016	Audie Murphy Day Income	Audie Murphy Day Income	100.00	12,525.52
	06/15/2016	Audie Murphy Day Income	Audie Murphy Day Income	1,000.00	13,525.52
	06/16/2016	Audie Murphy Day Income	Audie Murphy Day Income	1,000.00	14,525.52
	06/21/2016	Audie Murphy Day Income	Audie Murphy Day Income	500.00	15,025.52
3956	06/21/2016	Double H Enterprises	Audie Murphy Day 2016	(320.00)	14,705.52
3957	06/21/2016	Lakeside/Hunt County Party Renta	Audie Murphy Day 2016	(418.75)	14,286.77
3958	06/21/2016	Huey 197	Audie Murphy Day 2016	(4,000.00)	10,286.77
	06/22/2016	Audie Murphy Day Income	Audie Murphy Day Income	1,081.00	11,367.77
	06/22/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	11,617.77
	06/23/2016	Audie Murphy Day Income	Audie Murphy Day Income	200.00	11,817.77
3959	06/30/2016	Adah Leah Wolf	Audie Murphy Day 2016	(108.30)	11,709.47
3960	06/30/2016	Wyndi Veigel	Audie Murphy Day 2016	(71.78)	11,637.69
3961	06/30/2016	DFW Wing Commemorative AirForce	Audie Murphy Day 2016	(600.00)	11,037.69
Total Month Ending 06/30/2016				3,385.43	



Farmersville Main Street Total Reinvestment

Downtown Reinvestment Statistics

Recorded at the end of the 2nd Quarter each year

