

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ March 6, 2017
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 November 7, 2016 meeting minutes
- B. Consider for approval November-December 2016 and January-February 2017 Financial Statements
- C. Discussion of Health Initiative progress
 - 1. National Register Rollout
 - 2. ADA Accessibility
 - 3. ID health partners
 - 4. Exercise loop
 - 5. Chaparral Trail promotion
- D. Update on Downtown Merchants Feb. 11 event
- E. Main Street Manager monthly 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.

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 March 6, 2017 was posted in the regular posting place of the City of Farmersville on March 3, 2017 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

Farmersville Main Street Board Minutes November 7, 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, Kim Smith-Cole, and 4B representative Donna Williams. Also present were Main Street Manager Adah Leah Wolf, City Manager Ben White, Councilman Leaca Caspari, and Mayor Diane Piwko.

Consider for approval October 4, 2016 Meeting Minutes:

There was no discussion regarding the October 4, 2016 meeting minutes; motion to approve by Glenda Hart, second by Kim Smith-Cole. Minutes were approved as presented.

Consider for approval October 2016 Financial Statements:

Motion to approve as written by Glenda Hart; second by Kim Smith-Cole. The statements were approved as presented.

Main Street Manager Monthly Update:

Adah Leah Wolf presented a written monthly report for October, and highlighted the following: Lacey Henderson at Texas A & M at Commerce has been contacted to see if we can locate a possible journalism student to serve as Main Street intern next year. The Farmersville Heritage Museum Board presented a PowerPoint presentation to the First Baptist Church "Ballclub" seniors. A successful Scare on the Square event was organized by downtown merchant, Amanda Rasbeary. The Farmersville Historical Society's "Farmersville 1900" day camp for 5th graders was held; volunteers included Randy Rice, Glenda Hart, participants from the Police and Fire departments, and Mayor Piwko. The Downtown Shoppers Guide has been updated and includes the newest shop, Little Ranch Imports. All Main Street district building owners were contacted to obtain permission to install Christmas lights along the rooftops. The First Baptist Church roof is completed except for the turrets, as is the roof on the old Feagin's Supermarket building. Wall repairs are underway at the Public Safety building. The railroad crossing on South Main has been completed. 711 McKinney Street has been painted (Martha's Thrift). The Farmers & Fleas Market on Nov. 5 was a busy one, with many good volunteers assisting. The next downtown merchants meeting will be on Nov. 17 at Little Ranch Imports, hosted by Juan Bautista. November 18 will be Red Carpet Night, a customer appreciation event organized by Main Street Antiques and this year includes eleven businesses.

Workshop: Review of Work Plan

The board continued to flesh out the major work plan areas which were identified at the last board meeting:

Health Initiative—PROMOTE A HEALTHY DOWNTOWN

I—For BUILDINGS

A. Promote rollout of National Register District:

Walking tours

Fliers: A & M Commerce intern to assist?

Signage to indicate district: what do other communities do in this regard?

Need to install TXDOT approved signage we already have, on hwys 380 & 78

B. Workshop/s

Caring for your historic building. Perhaps local restoration experts can assist.

C. Promote upgrades to ADA accessibility

II--For PEOPLE

Goals: Bring awareness to downtown, using health as a draw. Learn about local health providers, lean about being healthy, encourage/reward healthy activities in downtown.

A. Identify health partners-businesses in downtown related to health & fitness- encourage training/workshops downtown

Dr. Gamboa Parsley

Dyer Drug- do the Pharmacists have good information they need to communicate to the public?

Farmersville Medical Center

Becky Reeder's exercise dance studio

Tamara's Dance Studio

P31 Fitness

Plexxus

Other vendors including Farmers & Fleas vendors, related to diet and nutrition?

And Farmersville Physical Therapy not downtown, but has successful health fair event we could tie into.

Restaurants: Could they have healthy options on the menu?

Boy Scouts: Do they have health and fitness badges they are working on

Churches: Do they offer health classes?

First Responders: which classes are they required to take for continuing education? Could the public participate in these?

Schools: health activities we could tie in with?

B. Identify and promote an exercise "loop" downtown:

Create brochure, identify distances and attractions along the way, including geocache opportunities.

Reward and recognize those who exercise, perhaps T shirts, Ex. *Main Street Mile*

C. Promote use of Chaparral Trail and better link it to downtown with signage:

Better signage to educate on use of trail's exercise stations already in place

Detailed Trail map, showing benches, exercise stations, other amenities (perhaps Eddy Daniel office can assist with this). Show shopping location in relation to trail! Also indicate trail condition.

Better signage at Trailhead and also on Main Street, showing direction to shopping.

Have an information booth at the next Chamber Bike Ride to provide a personal greeting and information about downtown; encourage sidewalk sales.

Hitching rail for horses at trailhead might encourage more to begin the trail here (instead of beginning at the Spain Complex).

Consider blocking access to Farmersville Parkway at Main Street going WEST, so that traffic must be routed into downtown. This would be especially useful on busy event days such as Farmers & Fleas Market, bike rides, etc.

SIGNAGE Improvements

Including National Register signage

Signs on Hwy 380/78

In city signs showing direction to downtown shopping

Talk to newcomers to town and see what their needs are

Adah Leah to create outline of plan.

Randy to assist with signage portion, Kim Potter to assist with identifying health partners.

Other discussion included review of upcoming holiday events, including:
Treats for Tatum Students on Dec. 2—volunteers needed!
Encouraging staying open late on Parade Day
Encouraging staying open late on Thursdays in December,
Angel Tree needs participation
Webinar on Nov. 17: Secretary of the Interior Standards for Preservation.

Discussion of placing items on future agendas:

The next meeting will be Monday, December 12 at 5 PM.

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 6:02 PM



Farmersville Main Street
 Operating Account
 Financial Statement
 Period: February 1-28, 2017

Beginning Balance:	January 31, 2017	\$ 11,347.15
Plus:	Farmers & Fleas Market income	\$ 575.00
		\$ 11,922.15
Less:	Farmers & Fleas Market expenses	\$ 316.01
		\$ 316.01
Ending Balance:	February 28, 2017	\$ 11,606.14
Less:	Restricted Audie Murphy Day Monies	\$ 7,463.51
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,322.25
	Restricted FDMA	\$ 1,203.31
		\$ 11,445.07
	Total Unrestricted Monies, February 28, 2017	\$ 167.07

03/01/2017

Account Transactions
 Checking

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 01/31/2017					11,347.15
Month Ending 02/28/2017					
3988	02/01/2017	Hunt County Shopper	Farmers & Fleas Market	(100.00)	11,247.15
3989	02/01/2017	Greenville Herald Banner	Farmers & Fleas Market	(152.01)	11,095.14
	02/08/2017	Farmers & Fleas Market	Farmers & Fleas Income	365.00	11,460.14
	02/21/2017	Farmers & Fleas Market	Farmers & Fleas Income	130.00	11,590.14
3990	02/23/2017	C & S Media Inc	Farmers & Fleas Market	(64.00)	11,526.14
	02/24/2017	Farmers & Fleas Market	Farmers & Fleas Income	80.00	11,606.14
Month Ending 02/28/2017					



Farmersville Main Street
Operating Account
Financial Statement
 Period: January 1-31, 2017

Beginning Balance:	December 31, 2016	\$ 11,486.15
Plus:	Farmers & Fleas Market income	\$ 75.00
		\$ 11,561.15
Less:	Farmers & Fleas Market expenses	\$ 214.00
		\$ 214.00
Ending Balance:	January 31, 2017	\$ 11,347.15
Less:	Restricted Audie Murphy Day Monies	\$ 7,463.51
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,063.26
	Restricted FDMA	\$ 1,203.31
		\$ 11,167.08
	Total Unrestricted Monies, January 31, 2017	\$ 167.07

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 12/31/2016					11,486.15
Month Ending 01/31/2017					
3985	01/03/2017	Hunt County Shopper	Farmers & Fleas Market	(80.00)	11,406.15
3986	01/11/2017	Our Town	Farmers & Fleas Market	(70.00)	11,336.15
	01/23/2017	Farmers & Fleas Market	Farmers & Fleas Income	75.00	11,411.15
3987	01/26/2017	C & S Media Inc	Farmers & Fleas Market	(64.00)	11,347.15
Total Month Ending 01/31/2017				(139.00)	
Grand Total				11,347.15	11,347.15



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

Beginning Balance:	November 30, 2016		\$ 12,227.40
Plus:	Farmers & Fleas Market income		\$ 105.00
			\$ 12,332.40
Less:	Farmers & Fleas Market expenses		\$ 824.52
			\$ 824.52
Ending Balance:	December 31, 2016		\$ 11,507.88
Less:	Restricted Audie Murphy Day Monies		\$ 7,463.51
	Restricted Sign & Paint Grant Monies		\$ 450.00
	Restricted Farmers & Fleas monies		\$ 2,202.26
	Restricted FDMA		\$ 1,203.31
			\$ 11,507.88
	Total Unrestricted Monies, December 31, 2016		\$ 188.80

Num	Date	Payee	Category	Amount	Running Balance
					12,227.40
Month Ending 11/30/2016					
Month Ending 12/31/2016					
	12/06/2016	Farmers & Fleas Market	Farmers & Fleas Income	105.00	12,332.40
3981	12/06/2016	Hunt County Shopper	Farmers & Fleas Market	(160.00)	12,172.40
3982	12/06/2016	C & S Media Inc	Farmers & Fleas Market	(185.50)	11,986.90
3983	12/06/2016	Greenville Herald Banner	Farmers & Fleas Market	(273.02)	11,713.88
3984	12/29/2016	Classique Printers	Farmers & Fleas Market	(206.00)	11,507.88
Total Month Ending 12/31/2016					



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

Beginning Balance:	October 31, 2016		\$ 11,907.40
Plus:	Farmers & Fleas Market income		\$ 355.00
			\$ 12,262.40
Less:	Farmers & Fleas Market expenses		\$ 35.00
			\$ 35.00
Ending Balance:	November 30, 2016		\$ 12,227.40
Less:	Restricted Audie Murphy Day Monies		\$ 7,463.51
	Restricted Sign & Paint Grant Monies		\$ 450.00
	Restricted Farmers & Fleas monies		\$ 2,921.78
	Restricted FDMA		\$ 1,203.31
			\$ 11,048.60
	Total Unrestricted Monies, November 30, 2016		\$ 188.80

12/06/2016

Account Transactions
 Checking

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 10/31/2016					11,907.40
Month Ending 11/30/2016					
	11/01/2016	Farmers & Fleas Market	Farmers & Fleas Income	75.00	11,982.40
3980	11/01/2016	Our Town	Farmers & Fleas Market	(35.00)	11,947.40
	11/07/2016	Farmers & Fleas Market	Farmers & Fleas Income	280.00	12,227.40
Total Month Ending 11/30/2016					



Main Street Monthly Report
 February 2017
 Reported by Adah Leah Wolf,
 Main Street Program Manager



ORGANIZATION/ADMINISTRATION:

	Farmersville Main Street receives National Main Street Recognition-we have received this honor each year we have been in the Main Street Program (since 2000). The Farmersville Times had an article about this in the Feb. 16 edition
1	Administrative assistance provided by Debbie Ranspot.
6	Main Street Board meeting planned, but cancelled due to lack of quorum
1, 15, 22	City Staff meetings attended
13	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting.
14	Attended City Council Meeting
25	Representatives from City, 4A and 4B attended Collin College Scholarship event (Stetson and Stiletto
27-28	Attended Preservation Texas Conference in Waco

PROMOTION:

	Calendar of Events for 2017 compiled and placed on website
1	February E Newsletter sent to "friends" of downtown list
4	The Farmers & Fleas Market had a good day despite chilly weather.
11	Fifteen downtown Merchants coordinated a successful downtown event, "Fall in Love With Farmersville." Downtown merchants are in the process of working with the Chamber to become a subcommittee for marketing purposes.
14	Farmersville Heritage Museum board gives update to City Council
14	E newsletter sent to downtown business owners and building owners
23	Farmersville Heritage Museum Board meeting. Portable panels have been completed and installed by AFI-a significant contribution to the Museum! Two board members attended THC webinar on Collection Protection
23	Audie Murphy Day Committee planning meeting. Event will have a PTSD theme this year. More brochures have been printed.
	Coordination of billboard design for new signs promoting the Chaparral Trail.
23	Meeting with Tonie Allard regarding Audie Murphy Day
24	Ads placed for Farmers & Fleas Market; press releases sent.
	Downtown Shoppers Guide revised
25	Attended Historical Society Luncheon fundraiser

DESIGN:

	City Hall construction continues: front office upgrades
	May Building façade renovations are complete this month: window repair, painting, and replacement of canopy. Previous Main Street Design assistance had been received for this building.
	Post Office had repairs completed to the flagpole, concrete, handicap rails, and windows

ECONOMIC RESTRUCTURING:

5	Jordan's Barbeque celebrated their one year anniversary.
	Provided information on downtown building space available to Taylor Holland and to Nathan Bowers.
9	Chamber networking meeting at Old Time Home Furnishings
16	Monthly Downtown Merchants get-together held, hosted by Red Door Antiques
22	Chamber Luncheon program by Collin SBC

Approximate number of volunteer hours donated this month: 210



Main Street Monthly Report
 January 2017
 Reported by Adah Leah Wolf,
 Main Street Program Manager



ORGANIZATION/ADMINISTRATION:

4, 5	Administrative assistance for archiving 4B files provided by Debbie Ranspot.
9	Main Street Board meeting. (accidentally not posted correctly, items will be re-voted at next meeting)
10	Attended City Council meeting
4, 11, 18, 25	City Staff meetings attended
18	Conference call held with staff and representatives of US Dept. of Agriculture re: upcoming grant for ADA accessibility and drainage.
	New computer installed in Main Street office (old one had problems)
23	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting.
27	Administrative assistance for Main Street provided by Debbie Ranspot

PROMOTION:

3	Bob O'Steen of Highland Springs Retirement Village (Dallas) films and tours downtown for their in house cable station.
5	E Newsletter sent to "friends" of downtown list
7	The January Farmers & Fleas Market was cancelled, due to weather.
11	Interview with Cody Benson (Commerce student) regarding possible summer internship.
13	Attended planning meeting with Amanda Rasbeary regarding Feb. 11 Valentines Event.
13	Meeting with Chad Engbrock and Donna Williams, regarding example of Wylie Downtown Merchants Association.
17	E newsletter sent to downtown business owners and building owners
19	Farmersville Heritage Museum Board meeting. Update will be given to City Council in February.
19	Audie Murphy Day Committee planning meeting
	Coordination of billboard design for new signs promoting the Chaparral Trail.
	Printed marketing materials sent to Texas Main Street office for use as examples.
23	Planning meeting attended for upcoming Preservation Celebration of Collin County. Event will be held on April 29, hosted at First Baptist Church. Approx. 150 attendees expected.
27	Ads placed for Farmers & Fleas Market; press releases sent.
31	Texas Lakes Trail workshop on promotions attended by several volunteers, held in Grapevine

DESIGN:

	City Hall construction continues: front office upgrades
	Christmas décor taken down (except for lights in median trees), including tree on Gazebo
	Unused electric poles were removed from back side of City Hall
	Interior renovations at the Old Candy Kitchen building include the addition of bathrooms and HVAC
	Interior renovations are in progress at WagJack Too
	Four brown "Historic Downtown Farmersville" Signs were installed on Hwy 380 and Hwy 78.
	Historic photo poster replaced for Junkspiration.
	National Register Commercial Historic District nomination sent to the National Park Service by Texas Historical Commission. Listing should be finalized in 90 days.

ECONOMIC RESTRUCTURING:

	New tenant in Meguire Building: Clayton Jeck, counseling services
5	Meetings with Kim Potter and Becky Reeder regarding health initiative
19	Monthly Downtown Merchants get-together held, hosted by Body and Soul
23	Meeting with Mary Calderillo, Cheryl Poe and Audrey Ketchum of Farmersville Medical Center regarding Main Street's health initiative for 2017
26	Morning Chamber networking meeting attended at Lexington Medical Lodge

Approximate number of volunteer hours donated this month: 130



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



ORGANIZATION/ADMINISTRATION:

1	Administrative assistance for Main Street provided by Debbie Ranspot.
12	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting.
15	Attended City Council meeting
14, 21	City Staff meetings attended
28-29	Debbie Ranspot works on archiving old 4B files
	Farmersville Heritage Museum receives two large-end-of-year donations
	Numerous City website updates

PROMOTION:

1	E Newsletter sent to "friends" of downtown list
2	Main Street provided "Treats for Tatum" students-hot chocolate and cookies, and an opportunity for them to hang their handmade ornaments on the tree on the gazebo. Many volunteers assisted to make this a special day.
3	The December Farmers & Fleas Market was cancelled, due to a day of 100% rain.
10	The Chamber Christmas Parade brings many folks to downtown. Many of the downtown businesses stayed open with additional hours this month, particularly on Thursday evenings. Simplexity won first place for their Christmas window display.
14	E newsletter sent to downtown business owners and building owners
	Farmers & Fleas fliers for 2017 were printed, and updated forms placed on website.
20	Met with Lacey Henderson (A&M Commerce, Business College) regarding finding an intern to assist with National Register promotion project
	Coordination of billboard design for new signs promoting the Chaparral Trail.
29	Ads placed for Farmers & Fleas Market; press releases sent.

DESIGN:

	City Hall construction continues: new carpeting and tile being installed
	Construction continues on Nail Salon/Laundromat
	Electrical "hut" removed from the East side of City Hall.

ECONOMIC RESTRUCTURING:

15	Monthly Downtown Merchants get-together held, hosted by Jalapenos Restaurant
	Manager provided an end of the year summary of Main Street activities to The Farmersville Times for their annual feature city progress article.
20	Provided information about downtown properties for sale or lease to Andrea Colaizzi
29	Meeting with Michael Glass and Mary Calderillo of Farmersville Medical Center regarding Main Street's health initiative for 2017

Approximate number of volunteer hours donated this month: 330



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



ORGANIZATION/ADMINISTRATION:

7	Main Street Board meeting. Details on work program
2, 16, 30	City Staff meetings attended
3	Administrative assistance provided by Debbie Ranspot. We now have a complete list of Facebook addresses for all of the downtown businesses.
14	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting. Board will be funding a project to promote the Chaparral Trail
29	Attended City Council meetings.
17	Farmersville Heritage Museum board meets.
8-11	Attended Texas Downtown Association annual conference in Killeen.
	Numerous City website updates

PROMOTION:

3	E Newsletter sent to "friends" of downtown list (570 are on this list)
5	Farmers & Fleas Market. We have listed the Market on over 25 online event calendars/Market sites, and as a result have been receiving quite a few new vendors.
12	Police and Fire Department held a "Freedom Run" fundraiser on the Chaparral Trail- yet more usage of this hiking/biking trail. We are fortunate to be the trail head!
16	E newsletter sent to downtown business owners and building owners (158 are on this list)
	Responded to Film Commission request for phone booth
18	"Red Carpet Night" Customer Appreciation Night-successful event organized by downtown merchants, with 13 shops participating!
	Photos submitted to Texas Historical Commission for upcoming Main Street Matters newsletter
	Photographers Jack Smith and Katherine Hershey document downtown events
	Coordination of billboard design for new signs promoting the Chaparral Trail.
21	Ads placed for Farmers & Fleas Market; press releases sent.
	Updates made to Downtown Shopping Guide

DESIGN:

	Downtown Christmas lights installation is completed and tree is up
	City Hall construction continues: new carpeting and tile being installed
	Potter Building completes interior renovations!
	Construction continues on Nail Salon/Laundromat
	North exterior wall repair is complete at Police Department
17	Manager attends National Trust Webinar about Secretary of the Interior Standards

ECONOMIC RESTRUCTURING:

17	Monthly Downtown Merchants get-together held, hosted by Little Ranch Imports, our newest downtown shop
	The Potter Auction began auctions again on Nov. 26 after a six month hiatus due to downtown fire. Beautifully restored interior, and great turn out!
	We now have an updated list of 68 facebook page addresses from our downtown merchants and businesses

Approximate number of volunteer hours donated this month: 165