

Farmersville Main Street Board Minutes April 3, 2017 City Hall

The meeting was brought to order at 5:02 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, Councilman Leaca Caspari, and Mayor Diane Piwko.

Consider for approval March 6, 2017 Meeting Minutes:

There was no discussion regarding the March 6, 2017 meeting minutes; motion to approve by Randy Rice, second by Glenda Hart. Minutes were approved as presented.

Consider for approval March 2017 Financial Statement:

Motion to approve as written by Glenda Hart; second by Randy Rice. The statement was approved as presented.

National Register Rollout:

We received a press release from the Texas Historical Commission regarding our National Register Commercial District designation. The Farmersville Times included an article about it in the paper. The press release was also sent to area newspapers. There is a form for building owners to order plaques; three different sizes are available. The 5 x 7 is \$350, 7 x 9 is \$450, and 9 x 12 is \$550. The forms are submitted directly to THC. Adah Leah will get forms to the appropriate building owners. It is up to the owner to order the plaques if they are desired. The owner must also decide where to install them. Diane Piwko has volunteers who will help install them if desired. The next downtown meeting will include a Q & A session on plaques and learning more on Register. We may want to think about a plaque for the Square, perhaps the Gazebo would be a good location. The walking tour brochure will be revised with info from the national register application, done for Old Time Saturday for tours. There was discussion of Adah Leah's suggestion of having an annual historic building tour on Christmas parade day of 5-6 of the contributing buildings. We could collaborate with the historical society on this, and it could be a fund raiser. We could include a different assortment of buildings each year.

A draft of the new Chaparral Trail brochure was provided. It provides information about the trail along with a tie-in to downtown. Map information was provided from Eddy Daniel and Kim Potter provided photos. It is easy to modify and has the city hall address on it for orientation. Randy Rice suggested it be edited to open in the normal direction. A work order has been submitted to hang a brochure rack at the trail head.

Anne Hall handed out Shoppers Guides & Chaparral Trail Guides at the last Farmers & Fleas Market. There is on overlap in our projects as we are advertising as many of our tourism attractions as possible.

Discussion of Health Initiative Progress:

Glenda and Adah Leah met with PE teacher Jennifer Lowe at Tatum Elementary. We could coordinate a field trip for the students with an art project, for example for fire prevention week. The idea is to have more field trips to downtown since it is within walking distance. The students could do a hands on project once they are downtown, such as a scavenger hunt. It will be an all-day event on May 19. A class at a time will come downtown, from 8:30 am- 3 pm approximately. Will need greeters to assist. Where to greet them? TBD. We will welcome them and tell them a little information about downtown, and have a brief activity.

The new Chaparral Trail billboards are up on Hwy 78 and Hwy 380 (4B paid for them).

Kim Potter is still working on the Main Street Mile. Plano Walking Club will be here on May 6, during Farmers & Fleas Market. Rotary's annual Golf Tournament will be on April 18. Players and sponsors are needed.

Update on Downtown Merchants events

April 8 will be the Shed Sale, from 8 am – 2 pm. Spaces are \$20-\$25 (10 x 10 size). Farmers and Fleas vendors were given information at the last Market. Anne Hall volunteered to help greet people. On June 3 there will be downtown car show (in conjunction with Farmers & Fleas market) with music and food trucks. Yards of Yard sales will also occur on June 3; it will be a simplified version without maps. Donna Williams requested city to include Farmersville Events list for 2017 in utility bills. Ben White indicated this could be done; Adah Leah to check with Paula to see what size paper would work (1200 total).

Main Street Manager Monthly Update:

Adah Leah provided a written monthly report, and highlighted the following: We could use coupons for tour groups that are coming; if someone wants to adopt this project. There was a Wylie Senior group that came in March. The Shoppers Guides have been revised and are on the website. The Farmersville Heritage Museum was able to relocate most of the Audie Murphy collection to the museum from City Hall. The First Baptist Church is having some issues with paint not adhering to the ceiling in the sanctuary. The Post Office has removed their windows, which are being worked on off site. Bill Daniel is working with public works as our tree "volunteer"-many city trees have been trimmed. The Museum had its final ADA inspection, and they are collecting photos and archival information for displays. The LQ Laundry is now open on McKinney Street, owned by Long Lekim. The 4A is working on a 3 minute drone video project to help promote the city to businesses and residents.

Lisa Eastman has drafted a script for the video. Adah Leah will email a link to a similar video as an example.

Discussion of placing items on future agendas:

The next meeting will be Monday, May 8 at 4:45 PM. (a change of date and time due to the election).

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 5:50 PM

Anne Hall

R. Rice