

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ May 8, 2017
4:45 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 April 3, 2017 meeting minutes
- B. Consider for approval April 2017 Financial Statements
- C. Update on Tatum Field Trip May 19
- D. Update on Audie Murphy Day June 17
- E. National Register Rollout
- F. Update on Downtown Merchants events
- G. 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 May 8, 2017 was posted in the regular posting place of the City of Farmersville on May 5, 2017 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

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 an 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

DRAFT



Farmersville Main Street
 Operating Account
 Financial Statement
 Period: April 1-30, 2017

Beginning Balance:	March 31, 2017	\$ 10,413.82
Plus:	Farmers & Fleas Market income	\$ 730.00
		<hr/>
		\$ 11,143.82
Less:	Farmers & Fleas Market expenses	\$ 711.02
	Audie Murphy Day expenses	\$ 642.25
		<hr/>
		\$ 1,353.27
Ending Balance:	April 30, 2017	\$ 9,790.55
Less:	Restricted Audie Murphy Day Monies	\$ 6,531.26
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,642.22
		<hr/>
	Total Unrestricted Monies, April 30, 2017	\$ 167.07

04/28/2017

Account Transactions
 Checking

Num	Date	Payee	Category	Amount	Running Balance
					Month Ending 03/31/2017
					10,413.82
					Month Ending 04/30/2017
3995	04/03/2017	Mark Vincent	Farmers & Fleas Market	(100.00)	10,313.82
3996	04/03/2017	Kat Donnell	Farmers & Fleas Market	(50.00)	10,263.82
3997	04/03/2017	C & S Media Inc	Farmers & Fleas Market	(128.00)	10,135.82
	04/04/2017	Farmers & Fleas Market	Farmers & Fleas Income	155.00	10,290.82
	04/04/2017	Farmers & Fleas Market	Farmers & Fleas Income	260.00	10,550.82
3998	04/04/2017	audie murphy outpost	Audie Murphy Day	(20.00)	10,530.82
3999	04/04/2017	Hunt County Shopper	Farmers & Fleas Market	(200.00)	10,330.82
700	04/04/2017	Greenville Herald Banner	Farmers & Fleas Market	(198.02)	10,132.80
4001	04/20/2017	U.S. Post Office	Audie Murphy Day	(622.25)	9,510.55
4002	04/20/2017	Our Town	Farmers & Fleas Market	(35.00)	9,475.55
	04/28/2017	Farmers & Fleas Market	Farmers & Fleas Income	315.00	9,790.55
				(623.27)	
					Total Month Ending 04/30/2017



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



ORGANIZATION/ADMINISTRATION:

3	Main Street Board meeting. Main Street Board notebooks have been updated.
5,19,26	City Staff meetings attended
10	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting. 4B Board notebooks have been updated.
11	Attended City Council Meeting and workshop
12	Administrative assistance provided by Debbie Ranspot.
	Manager has announced her intention of retiring from her position in November of this year. She has allowed several months to assist the city in the transition process.

PROMOTION:

1	Farmers & Fleas Market—good attendance. Chaparral Trail hikers were greeted and given information. Plano Walking Club will be coming during the May 6 Farmers & Fleas Market.
8	Community Shed Sale Event- a new event, was held at the Onion Shed, and organized by the Member Initiated Events Committee of the Chamber.
7,19,20	Audie Murphy Day Committee planning meetings. Veterans caps chosen, parade details decided, sponsorship letters mailed. The Farmersville Quilt Guild is making an additional Quilt of Valor to be presented to Congressman Sam Johnson at the event.
20	E Newsletter sent to downtown businesses and building owners
25	Farmersville Heritage Museum Board meeting. A display about Audie Murphy was hung in one of the exterior exhibit windows.
	Chaparral Trail brochure completed. Brochure rack to be mounted at Trail head
28	Ads placed for Farmers & Fleas Market; press releases sent.
	Updates to city Website made
29	Collin County Historical Commission's annual "Preservation Celebration" was held at the First Baptist Church. Informational handouts were provided for the attendees. Lisa and Matt Crowder were honored for their building restoration work; the Farmersville Boy Scout troop won the Young Visionaries Award; and Adah Leah Wolf received the Excellence in Historical Education Award.
	Downtown field trip for Tatum Students is planned for May 19
	Volunteers Randy Rice and Katherine Hershey continue to photograph downtown building improvements

DESIGN:

	Doug Laube received architectural advice from the Texas Historical Commission for his building renovation project at 129 McKinney Street
	Farmersville Electric Dept continues replacement of old electrical poles and elimination of unused lines- pole on South Johnson Street has been replaced.
	The original skylight and metal ceiling tin has been uncovered during restoration of Wag jack Too building (208 McKinney Street) by owners Chris Butler and Sarah Jackson Butler. The original transom windows have been uncovered, and custom front doors are being installed.
	Post Office is receiving repairs to windows.
	Bill Daniel is working with Public Works as advisor to trees throughout parks—several new trees planted this month with the help of Boy Scouts—along Farmersville Parkway & along Chaparral Trail

ECONOMIC RESTRUCTURING:

6	Attended Chamber luncheon with Dr. Neil Matkin, speaker
27	Chamber early networking meeting attended at Lexington Lodge
	Owners of 206 McKinney Street have applied for 4A Façade grant
	Information about the Main Street district will be provided at the May 6 Lexington Spring Fling event