



Main Street Monthly Report
January 2018
Reported by
Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

	Administrative assistance provided by Debbie Ranspot. Files management, Farmers & Fleas Market assistance.
5	Fleas Committee meeting.
8	Farmers and Fleas Review. Deposited proceeds.
8	Main Street Board meeting.
8	Attended Farmersville Community Development Corp. Board meeting.
9, 23	Attended City Council meeting.
10	Interviewed candidate for position of Main Street Manager.
10	Submitted Reinvestment Report.
11	Discussions with Chamber of Commerce re mutual support
17, 18, 22, 27, 28	Worked on updating Calendar of Events, Downtown Shopping Guide,
18	Attended 4A meeting.
18	Attended Business After Hours at Simplexity.
22	Arranged interview with Farmersville Times reporter for Reagan Rothenberger.
25	Attended Chamber of Commerce Morning Networking meeting.
25	Attended Farmersville Heritage Museum meeting.
26	Reagan spent time in the office organizing the space.
29	Reagan Rothenberger's first official day on the job.
30	Reagan renewed membership with National Trust for Historic Preservation in order to retain status.

PROMOTION:

6	Farmers & Fleas Market
18	Attended Business After Hours at Simplexity.
26	Farmers Times interviewed Reagan. Article to appear in Feb. 1 edition.
30, 31	Reagan spend time reviewing tasks pertaining to Farmers and Fleas.

DESIGN:

8	Began working on adding historic district markers on Main Street at the north and south boundaries of the district. Received funding approval from 4B. Gave quote from Southwell Co. to Daphne Hamlin.

ECONOMIC RESTRUCTURING:

2	Country Roads Trading Post opened at 110 McKinney
29, 30, 31	Reagan met with numerous community stakeholders.

Farmersville Main Street Board Minutes December 11th, 2017 City Hall

Call to Order, Roll Call, Recognition of Visitors:

Meeting called to order at 4:45 PM by President Randy Rice. Present were board members Doris Cooks, Glenda Hart, Mary Berry, Randy Rice, Kim Smith Cole and 4B representative John Politz. Also present Leaca Caspari, Lisa Eastman, Donna Williams, Mayor Diane Piwko, City Manager Ben White, and City Accountant Daphne Hamlin. No one wished to come forward

Consider for approval November 13th, 2017 Meeting Minutes:

There was no discussion regarding the November 13th, 2017 meeting minutes; motion to approve by Glenda Hart, second by Kim Smith Cole. Minutes were approved as presented.

Consider for approval November 2017 Financial Statement:

The statement was approved as presented.

Main Street 10 criteria annual report

President Randy Rice, discussed the annual report due to the State, regarding what has been accomplished through the Main Street, deadline is November 30th, 2017. Report was submitted November 28th, 2017. Waiting to hear from the Main Street Board to see if we met the criteria to remain recognized.

Farmers & Fleas Market Report

President Randy Rice reported Farmers and Fleas in November was sold out. Same as for last month. Receiving good feedback from our vendors. Hoping that this growth will continue. Brings both local and out of towners downtown.

New Manager Search process update: Ben White

Mr. White stated we have received a few more applications for this position, we have selected a few to bring in before the end of the year for an interview. Applicants look good, make sure they met the qualifications before sending to the Main Street and CDC Board for review. Mr. White stated, he feels this position needs more funding. Recommending a 20K per annual increase, will make this recommendation to the CDC Board today. Feels this will attract really good talent. Another possibility, and will bring up to EDC, is to help contribute toward this position, getting a person in marketing with the ability to attract people to the downtown and outside businesses. All options are on the table. January meeting is set up with EDC to discuss this option. Mr. White asked the Main Street Board if this would be beneficial to pursue. Mr. White said he has researched this option with the Texas Main Street Board, this is very typical with small Texas towns. To have Main Street Manager and Chamber Manager performing both job functions. Some Texas Cities also perform both EDC and CDC duties. President Rice wanted to address the increase in salary. Ms. Smith-Cole stated the salary definitely needs to be raised. It

is the census of the board to pass on to the CDC Board to discuss the possibility of increasing the salary by 20k.

President Rice asked the census of the board of combining the position of 4A Director and Main Street Manager. Mr. White said this would be one person performing both duties. Splitting the salary cost between the entities. Mr. White stated that EDC 4A does not have a full time staff, what they have are volunteers and lean a lot on me. Ms. Berry stated she did a lot of research, that if you want a City that is growing and consider vibrant, you have to have a City that who lives here wants to come downtown. Mr. White said it is no doubt, it is a part of our culture to promote the downtown area. Ms. Berry stated there is a lot of overlap with Economic Development and Main Street Manager, both would benefit with having a higher caliber person in that position. Mr. White felt that it would benefit to have both positions integrated. Currently what we have going for us is the previous employee had a 4 day work week. President Rice stated that the previous employee worked a lot that was not on the clock. Ms. Smith – Cole said there is only so many hours a day to work and to expect someone to take on both positions is not possible. Ms. Smith – Cole does not want to see anything taken away from Main Street, why cannot 4A hire someone full-time? Ms. Berry said the benefit would be getting a person with greater skills. Not necessarily someone with more education but experience. President Rice said one thing I see is this person being pulled in many directions. Ms. Williams said 4B is funding a program, not a position. Mr. White said what he is going to do is to bring up this discussion with the CDC 4B board. President Rice feels this is not going to be a decision they can make tonight.

Treats for Tatum Report

President Rice stated this event went very well, served approximately 260 students, including home school students

Shop Local for Holidays

President Rice stated asking downtown businesses to stay open late on Thursday nights. Last Thursday was the first one.

National Register District Plaque

President Rice stated last Saturday night Paul Kelly did the unveiling in honor of his mother Hattie Kelly. Could not tell how many attended. Wendy will write an article for the paper.

Main Street Manager Report:

President Rice said the Main Street Manager Report due in November is complete. Downtown merchants had their red carpet night, very well attended.

City Manager Report and Comments

Mr. White started off by saying that he appreciates the support given by this board. Downtown Christmas lights are up. The parade was a success and appreciate the support.

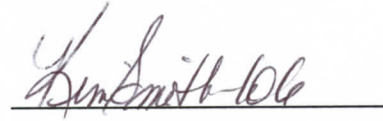
Discussion of placing items on future agendas:

No items

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:32 PM

A handwritten signature in dark ink, appearing to read "R. Rice", written over a horizontal line.

Randy Rice, President

A handwritten signature in dark ink, appearing to read "Kim Smith-Cole", written over a horizontal line.

Kim Smith-Cole, Secretary