

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ January 8th, 2018
4:45 P.M. City Council Chambers

I. PRELIMINARY MATTERS

- A. Call to Order
- B. Roll Call
- C. Recognition of Visitors

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the Board or City staff may only respond with (1) a statement of specific factual information, (2) a recitation of existing policy, or (3) a proposal that the item be placed on the agenda of a future meeting.

II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval December 11th, 2017 meeting minutes
- B. Consider for approval December 2017 Financial Statement
- C. Consider, discuss with possible action for new cover and sides for Main Street Canopy and weights.
- D. Review Farmers & Fleas Market Report
- E. National Register District Plaques update
- F. Main Street Manager Report
- G. New Manager Search progress
- H. City Manager Report and Comments

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, Randy Rice, Main Street President of the City of Farmersville, certify that the above Main Street Board Agenda for January 8th, 2018 was posted in the regular posting place of the City of Farmersville on January 5th, 2018 at 4:45 p.m.


Randy Rice/Main Street President

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 GDC 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 combing 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

Randy Rice, President

Kim Smith-Cole, Secretary

DRAFT



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

Beginning Balance:	November 30, 2017	\$16,317.44
Plus:	Farmers & Fleas Market income	\$400.00
	Audie Murphy Day income	
		<hr/>
		\$16,717.44
Less:	Farmers & Fleas Market expenses	\$100.00
	Audie Murphy Day expenses	
		<hr/>
		\$100.00
Ending Balance:	December 31, 2017	\$16,617.44
Less:	Restricted Audie Murphy Day Monies	\$12,528.69
	Restricted Sign & Paint Grant Monies	\$450.00
	Restricted Farmers & Fleas Monies	\$3,471.68
		<hr/>
	Total Unrestricted Monies, December 31, 2017	\$167.07

Account Transactions
Checking

12/01/2017 through 12/31/2017

Num	Date	Payee	Category	Amount	Running Balance
	Opening Balance as of 12/01/2017				16,317.44
Month Ending 12/31/2017					
4041	12/02/2017	Mark Vincent	Farmers & Fleas Market	(100.00)	16,217.44
	12/05/2017	Farmers & Fleas Market	Farmers & Fleas Income	400.00	16,617.44
	Total Month Ending 12/31/2017				300.00
Grand Total				300.00	16,617.44



Main Street Monthly Report
 December 2017
 Reported by Randy Rice,
 Main Street Program President



ORGANIZATION/ADMINISTRATION:

1, 15, 19, 22	Administrative assistance provided by Debbie Ranspot. Files management, Farmers & Fleas Market assistance.
5	Farmers and Fleas Review.
5	Visited with FPD Sgt. Marsha Phillips re traffic control for historic marker dedication.
6	Visited with Lisa Eastman at Chamber of Commerce re cooperation between C of C and Main Street.
7	Attended Farmersville Heritage Museum Board meeting.
8, 9, 10, 13	Assisted with Angel Tree program.
11	Main Street Board meeting.
11	Attended Farmersville Community Development Corp. Board meeting.
12	Parade review with Lisa Eastman at Chamber of Commerce. Largest ever.
12	Attended City Council meeting.

PROMOTION:

1	Treats for Tatum (Kindergarten & 1 st grade students make tree ornaments, walk to town square, and place them on tree. They are then given hot chocolate and cookies.)
1, 19	Farmers & Fleas Committee meeting.
2	Farmers & Fleas Market
7, 14, 21	Downtown merchants "Shop Late" promotion.
9	Annual Christmas Parade sponsored by Chamber of Commerce.
9	Farmersville Heritage Museum open prior to parade.

DESIGN:

9	Dedication ceremony for National Register of Historic Places plaque held prior to annual Christmas Parade. Unveiling by Paul Kelly, son of original Main Street Board member Hattie Kelly. Master of Ceremonies Jim Foy gave historical background.

ECONOMIC RESTRUCTURING:

5	Rock Fitness opened at 122 McKinney St.