

**FARMERSVILLE MAIN STREET BOARD**  
**AGENDA ~ July 9, 2018**  
4:45 P.M. Farmersville City Hall  
205 S. Main St. Farmersville, TX 75442

**I. PRELIMINARY MATTERS**

- A. Call to Order**
- B. Roll Call**

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 May 14, 2018 Meeting minutes**
- B. Consider for approval May and June 2018 Financial Statements**
- C. Main Street Manager Report and Comments**
- D. 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, Reagan C. Rothenberger, Main Street Manager of the City of Farmersville, certify that the above Farmersville Main Street Board Agenda for July 9<sup>th</sup>, 2018 was posted in the regular posting place of the City of Farmersville by July 6<sup>th</sup>, 2018 by 4:45 p.m. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting

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Reagan C. Rothenberger  
Main Street Manager

**Farmersville Main Street Board Minutes  
May 14, 2018 Best Community Center  
154 S. Main Street Farmersville, Texas 75442**

**Call to Order, Roll Call, Recognition of Visitors:**

Meeting called to order at 4:45 PM by President Randy Rice. Present were board members President Randy Rice, Vice President Mary Berry, Mrs. Doris Cooks, and Mrs. Glenda Hart. Also present was John Politz and City Manager Ben White.

**Public Comments:**

There were no comments. Public comments were closed by President Rice at 4:46 p.m.

**Consider for approval April 9, 2018 Meeting Minutes:**

Mrs. Cooks noted that There was no discussion regarding the March 5<sup>th</sup> Minutes. Mrs. Hart motioned to approve and Mrs. Berry seconded. Motion carried unanimously.

**Review the March Financial Statement**

There were no questions regarding the statement.

**Report of the New Canopy**

Mr. Rothenberger reported that the new canopy is finally in. Though the color is brighter than he believed it would be, he is pleased with the overall canopy itself. The old canopy will be held on to for use sparingly.

**National Register District Plaque Update:**

Mr. Rothenberger stated that the city has received the two additional plaques and are in storage waiting to be placed. We are seeking an appropriate location right now. Mr. White stated that the first sign that was damaged is about to be placed back into service. The foundation for it is in preparation and the new pole has been created. The two new poles locations will likely be across from the feed store and across from the First Methodist Church.

**Main Street Manager Report:**

Mr. Rothenberger presented his report. Historic preservation ordinance where Reagan presented the ordinance to the P&Z where he was able to answer questions. It will go through P&Z board several times. The new sound system's test unit was tested thoroughly throughout the downtown making sure the system was a benefit for downtown. The new sound system will be here by the end of May in order to be installed by Audie Murphy Day. Reagan has been laying the groundwork for Audie Murphy Day. Farmers and Fleas preparation was a little difficult since April was cancelled and had to make up for. Have been assisting with the Heritage Museum in the ordering of new display cases. Three were ordered and came in but one was damaged in shipping, but the two will be used very soon. Reagan has been working to use Facebook Advertising. Mr. Rothenberger met with the owners of 109 College Street to discuss their plans and visit about the historic preservation efforts on the home. The owners hope to make it a community center of sorts

and will rent it out with Airbnb when the home is ready. They will live in the home. Mrs. Berry asked if there was a timeline for the project. Mr. Rothenberger stated that they are doing some significant renovations to the home, but it should be open within a few months. Mr. Rothenberger noted that this home could complement the event center that is going into the Candy Kitchen. President Rice asked how large the event center was going to be. Mr. Rothenberger stated that it would be in the lower two-thirds of the building. The Stables Restaurant is making progress at 124 McKinney Street. Mr. Rothenberger noted that originally this restaurant might have gone in the Candy Kitchen, but there is more visibility on the square, not to mention there was no kitchen in the Candy Kitchen building. Mr. Rothenberger has spent a bit of time with Mr. Edwards. Mr. Rothenberger mentioned some of the design aspects he has learned of, including the painting. Mr. Rothenberger mentioned to Mr. Edwards that he might consider removing the dropped ceiling on the east side of the building and he agreed, so the ceiling will be higher in one half of the building. There has been a growth of interest in 111 McKinney Street, the old music studio building. There has been a gentlemen who is interested in keeping it as a recording studio. Mrs. Hart mentioned Doug Laube's building. Mr. Rothenberger noted that though work is progressing, there is still a lot of work to be done to the building before it is ready for a potential tenant. Mr. Rothenberger mentioned that ADA grant funding and the "Main Street Project" that is coming to the sidewalks. Some work will begin soon, but the large majority will be done in late June and early July. Mr. Rothenberger mentioned way marking signs and his research. He hopes to in the next few months put together a plan for way marking signs to help visitors find their way around downtown. The billboard is also something that should be considered. Should the focus of the billboard be just the trail, or should we consider promoting the downtown as well. Mrs. Berry said that this would be beneficial considering the new restaurant. Mrs. Berry's groups that come in for her classes are looking forward to the new restaurant.

Mrs. Berry asked if there was any progress being made on dealing with long-term closing signs. Mr. Rothenberger stated that though he did not put it in the preservation ordinance. Mrs. Berry stated that long term "store closing" signs portray that the downtown is not healthy and is dying, though not true. Mr. Rothenberger stated that the preservation ordinance could house something, or the sign ordinance as well.

### **City Manager Report and Comments**

Mr. White thanked Mr. Rothenberger for his work on the restaurant progress. Mr. White mentioned that there will be more discussion regarding the playground equipment at tonight's 4B meeting and that the new bike repair equipment has been placed behind the Onion Shed. The city is preparing for the new sound system. The library and senior center projects are completed. Camden Park continues to make progress. It won't be long before the first homes are built. The lift station is making good progress. The Palladium Apartment complex behind Brookshire's likely going to leave but circumstances have caused them to reconsider Farmersville. This will be a nice complex for the town. The other complex near Camden Park with rise or fall dependent on tax abatements and whether or no Palladium gets here first. Mr. White stated that there are some changes within Big D Concrete. The owner has decided to divest some properties, including the Big D Concrete property. It will

be sold to Reliant Concrete based in Dallas. The same builder is staying on to complete the project. The same services contract will be used for the new owner, it will be just re-written in their name. Mr. White mentioned the upcoming burden of constructing the 4 lane road around the Collin College campus. Mr. White is seeking ways to finance a twenty year bond and will be going to 4B, 4A, and TIRZ in order to secure some long terms funding mechanisms. The college will be a great asset to the community. Mrs. Berry asked about the changes occurring with Big D Concrete and Reliant. She asked specifically about the concessions made to local residents regarding various aspects of the road and aesthetics. Lengthy discussion was held regarding some of these details. In all, currently the county is responsible for the permitting and the city will be forthright with any information as it comes available.

Discussion of potential events in downtown area:

Mrs. Berry led the discussion of some ideas regarding the Wine Walk in Paris, Texas. She brought some show and tell items. There were ten wineries represented. Tickets were sold and you walked around to the different stores for wine tastings. There was a map that showed where to go and at each store served a one ounce tasting. Each store was represented by the wine company and walkers could buy the wine. Mrs. Berry believes that an event like this could raise funds to provide micro-grants for downtown uses, such as to supplement the façade grants, etc.

**Discussion of placing items on future agendas:**

There were no items to be added to the agenda.

**Adjournment:** With no further business to discuss, the meeting was adjourned by Randy Rice at 5:40 PM

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Randy Rice, President

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Kim Smith-Cole, Secretary



Farmersville Main Street  
Operating Account  
Financial Statement  
Period: May 1 - 31, 2018

<b>Beginning Balance:</b>	May	\$16,868.18
<b>Plus:</b>	Farmers & Fleas Market income	\$455.00
	Audie Murphy Day income	<u>\$1,700</u>
		\$19,023.18
<b>Less:</b>	Farmers & Fleas Market expenses	\$196.28
	Audie Murphy Day expenses	<u>\$9,246.37</u>
		\$9,580.53
<b>Designations</b>	Restricted Audie Murphy Day Monies	\$4,563.57
	Restricted Sign & Paint Grant Monies	\$450.00
	Restricted Farmers & Fleas Monies	<u>\$4,399.89</u>
	Unrestricted Funds	\$167.07
<b>Ending Balance:</b>	May 31, 2018	<u><b>\$9,580.53</b></u>



Farmersville Main Street  
Operating Account  
Financial Statement  
Period: June 1-30, 2018

<b>Beginning Balance:</b>	June 1, 2018	\$9,580.53
<b>Plus:</b>	Farmers & Fleas Market income	\$585.00
	Audie Murphy Day income	<u>\$6,496.04</u>
		\$16,661.57
<b>Less:</b>	Farmers & Fleas Market expenses	\$557.51
	Audie Murphy Day expenses	<u>\$3,829.23</u>
		\$12,274.83
<b>Designations</b>	Restricted Audie Murphy Day Monies	\$7,230.38
	Restricted Sign & Paint Grant Monies	\$450.00
	Restricted Farmers & Fleas Monies	<u>\$4,427.38</u>
	Unrestricted Funds	\$167.07
<b>Ending Balance:</b>	June 30, 2018	<u><b>\$12,274.83</b></u>

**Expenses**

Check #	Amount	Paid To	Notes
4081	\$75.00	City of Farmersville	Reimbursement
4082	\$426.00	Reagan Rothenberger	Veteran Invitation Mail Out Expense Reimbursement
4083	\$1,250.00	Ride Right Gear	AMD Hats, first payment.
4084	\$553.52	City of Farmersville	Post Card Reimbursement
4085	\$99.01	Greenville Herald Banner	Adverstising
4086	\$100.50	Greenville Herald Banner	Advertising
4087	\$759.35	Reagan Rothenberger	AMD USPS Mailing Expense Reimbursement
4088	\$100.00	Mark Vincent	Farmers and Fleas Assistance
4089	\$188.00	Airnetix, LLC	Sound System Shipping
4090	\$1,253.20	Ride Right Gear	AMD Hats, final payment.
4091	\$600.00	Commemorative Air Force	AMD Flyover
4092	\$183.00	C&S Media, Inc.	Advertisements
4093	\$54.11	Reagan Rothenberger	Hobby Lobby Frame Reimbursement
4094	VOID		
4095	\$1,354.40	Reagan Rothenberger	T-Shirt Purchase Reimbursement
4096	\$118.96	Lisa Crowder	AMD Reception Decorations Reimbursement
4097	\$271.99	Reagan Rothenberger	Vistaprint (banners) Reimbursement
4098	\$100	Mark Vincent	Farmers and Fleas Assistance
4099	VOID		

**Income**

\$455	Farmers and Fleas Receipts May
\$585	Farmers and Fleas Receipts June
\$8,196.04	AMD Income



Main Street Monthly Report  
June 2018  
Reported by  
Reagan Rothenberger



**ORGANIZATION/ADMINISTRATION:**

Month	Studying past files.
Month	Various Audie Murphy Day preparation measures.
1	Farmers and Fleas preparation.
6,7	Prepared all documents pertaining to the May Main Street and 4B Meetings
7	Represented 4B board at Amenities Board meeting regarding playground equipment.
11	Attended and supported the 4B Meeting
19	Met with Dawn Gomez of TAMU Commerce regarding potential internships.
20-22	Sound system installation oversight.
25-27	Audie Murphy Day Wrap up tasks, donor thank you's, etc.
27, 31	Farmers and Fleas Preparation

**PROMOTION:**

2	Farmers and Fleas had a good turnout.
7, 21	Audie Murphy Day Committee Meeting
7	Provided Audie Murphy Day Story for the Farmersville Times
Month	Attended several small Audie Murphy Day subcommittee meetings; parade, vets, merchandise, etc.
Month	Coordinated many small efforts both by myself and with volunteers in preparation for Audie Murphy Day.
Month	Managed the Farmersville Main Street Facebook Page and monitored advertising campaign.
23	Audie Murphy Day

**DESIGN:**

Month	Assisting with Main Street ADA project. Working with construction company to communicate city and building owners concerns.

**ECONOMIC RESTRUCTURING:**

Month	Meeting with business owners as time is available.
Month	Supporting a strong tenant who is now moving toward opening a restaurant at 124 McKinney St.
Month	Working with a strong tenant who is making progress in opening an event center in the Candy Kitchen.
Month	Working with two individuals interested in 111 McKinney St.
Month	Working with individuals interested in 107 S. Main.
Month	Working with an individual interested in North Section of Candy Kitchen.





Main Street Monthly Report  
May 2018  
Reported by  
Reagan Rothenberger



**ORGANIZATION/ADMINISTRATION:**

Month	Studying past files.
1	Coordinated public works crew to assist acceptance of Heritage Museum display cases.
7,8,9	Communicating with vendor and preparing for shipment of new downtown sound system. Worked on design, placement, and coordinating with city staff.
10	Submitted April Report to the Texas Historical Commission
10,11,14	Prepared all documents pertaining to the May Main Street and 4B Meetings
14	Attended and supported the Main Street Meeting
15	Attended City Council Meeting
21-29	Computer System Outage
21	Prepared for and supported the May 4B Meeting.
22-24	Various Audie Murphy Day preparation measures.
24	Preparation for Audie Murphy Day Meeting & Heritage Museum meeting.
30,31	Farmers and Fleas Preparation

**PROMOTION:**

5	Farmers and Fleas had an excellent turnout.
24	Third Audie Murphy Day Meeting
24	Farmersville Heritage Museum Meeting. Assisting with new display cases and acquiring items.
Month	Attended several small Audie Murphy Day subcommittee meetings; parade, vets, merchandise, etc.
Month	Managed the Farmersville Main Street Facebook Page and monitored advertising campaign.
Month	Evaluating, redesigning, and reprinting pamphlets for redistribution.

**DESIGN:**

Month	Assisting with Main Street ADA project. Communicating with affected building owners as projects make progress. Working with construction company to communicate city and building owners concerns.
4	Met with 109 College Street owners to discuss preservation of historic items in house.

**ECONOMIC RESTRUCTURING:**

Month	Meeting with business owners as time is available.
Month	Working with a strong tenant who is now moving toward opening a restaurant at 124 McKinney St.
Month	Working with a strong tenant who is making progress in opening an event center in the Candy Kitchen.
Month	Working with two individuals interested in 111 McKinney St.