

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ May 14, 2018
4:45 P.M. Best Community Center
154 S. Main Street Farmersville, Texas 75442

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 April 9th, 2018 Meeting minutes
- B. Consider for approval April 2018 Financial Statement
- C. Update on new canopy
- D. National Register District Plaque Update
- E. Main Street Manager Report and Comments
- F. City Manager Report and Comments
- G. Discussion of potential Main Street events.

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 May 14th, 2018 was posted in the regular posting place of the City of Farmersville by May 11th, 2018 by 4:45 p.m. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting

Reagan C. Rothenberger
Main Street Manager

Farmersville Main Street Board Minutes April 9, 2018 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 President Randy Rice, Vice President Mary Berry, Ms. Doris Cooks. Also present were Mayor Diane Piwko, Councilman Donny Mason and City Manager Ben White, John Klostermann, Leaca Caspari and John Politz.

Public Comments:

Mr. John Politz of 211 Hill Street spoke of the previous 4B Meeting, where he was concerned of the Mayor stating that she and other council members had directed the Main Street Manager not to attend a certain meeting. He believes that such direction to the Main Street Manager is not something the board should stand for, and he is concerned that there are other meetings and events he is being encouraged not to attend.

Public comments were closed by President Rice.

Consider for approval March 5, 2018 Workshop Meeting Minutes:

There was no discussion regarding the March 5th Minutes. Vice-President Berry motioned to approve and Ms. Cooks seconded. Motion carried unanimously.

Consider for approval March 12, 2018 Regular Meeting Minutes

The statement was approved as presented. Ms. Cooks made a motion to approve, Vice President Berry seconded. Motion carried unanimously.

Review the March Financial Statement

There were no questions regarding the statement.

Consider adding Reagan Rothenberger as a signer on the bank account.

Vice-President Berry moved and seconded by Ms. Cooks. Motion carried unanimously.

Report of the New Canopy

Mr. Rothenberger reported that the 4B Board has approved funding for the new canopy, and the cost will be approximately \$500. President Rice asked if the price included weights. Mr. Rothenberger stated that he did not, but the Farmers and Fleas fund can cover any of these added expenses as our contribution.

Change Order for Historic Marker Plaques for Buildings

Mr. Rothenberger stated that he's starting to consider the design for plaques for certain buildings showing their national register designation. Mr. Rothenberger will present more on this in the future.

National Register District Plaque Update:

The plaques have been ordered and these new ones will not be welded to the pole, instead they will have tamper proof screws. Half payment has been sent and tonight the 4B will sign the check for the other half which will pay off the plaques for good.

Main Street Manager Report:

Mr. Rothenberger presented his report. He worked early in the month on the preservation ordinance. Though not “done”, it is fairly close to being a final product. It will move through planning and zoning in the near future. Main Street had a comprehensive plan workshop session and the board was able to provide comments. Those will be implemented in the plan in the months ahead. He submitted his report and prepared for the Main Street and 4B meetings. Mr. Rothenberger pointed out the test unit for the new downtown sound system. Mr. Rothenberger has been testing it out and it will go through a lot more testing in the upcoming week. The system will be used by many events. Mr. Rothenberger headed up the Audie Murphy Day meeting and assisted with the Heritage Museum Board Meeting. Mr. Rothenberger noted his attendance of the National Main Street Conference. Mr. Rothenberger presented a list of major concepts he took away from the National Main Street Conference. Mr. Rothenberger stated that he seeks to promote the assets of the downtown and what makes it special and to re-imagine the uses of the buildings in a downtown as retail changes. Ultimately Mr. Rothenberger seeks to attain a Great American Main Street Award within a few years. Farmers and Fleas in March had a great attendance. Mr. Rothenberger has been considering wayfaring signage and seeking better ways to attract people to our city. Mr. Rothenberger is working with strong tenants for the Candy Kitchen and has spoken with Tender BBQ about future expansions.

City Manager Report and Comments

Mr. White stated that with Main Street is that it’s all about the journey – and the concept of seeking the Great American Main Street designation might help tell the story of our town and encourage all the stakeholders of our downtown to be the best that they can be. The Amenities Board is going to request \$3,000 for the Music in the Park series this summer. The old slide area is about to be revamped with new play items. The historic downtown marker will be replaced soon as time allows. Mr. Rothenberger is working on the new sound system. Mr. White thanked Mr. Rothenberger for assisting with the Preservation Ordinance. A preliminary version will likely go through P&Z twice to make some edits. The Main Street grant will soon start work and will greatly improve the ADA accessibility.

Discussion of placing items on future agendas:

Vice-President Berry asked if the board could discuss potential events to be created and supported by the Main Street Program.

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:16 PM

Randy Rice, President

Kim Smith-Cole, Secretary



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

Beginning Balance:	April 1, 2018	\$17,135.93
Plus:	Farmers & Fleas Market income	\$315.00
	Audie Murphy Day income	\$0
		<hr/>
		\$17,450.93
Less:	Farmers & Fleas Market expenses	\$164.00
	Audie Murphy Day expenses	\$418.75
		<hr/>
		\$582.75
Designations	Restricted Audie Murphy Day Monies	\$12,528.69
	Restricted Sign & Paint Grant Monies	\$450.00
	Restricted Farmers & Fleas Monies	\$3,990.17
		<hr/>
	Unrestricted Funds	\$167.07
Ending Balance:	April 30, 2018	<u>\$16,868.18</u>

Farmersville Main Street

5/10/2018 1:35 PM

Register: Farmers and Fleas Restricted

From 04/01/2018 through 04/30/2018

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Increase C	Decrease	Balance
04/02/2018		C&S Media	Accounts Payable	Advertising		64.00	3,926.17
04/02/2018		Mark Vincent	Accounts Payable			100.00	3,826.17
04/23/2018		City of Farmersville, ...	Accounts Payable	Reimbursement...		96.28	3,729.89

Farmersville Main Street

5/10/2018 1:34 PM

Register: Audie Murphy Day Restricted

From 04/01/2018 through 04/30/2018

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Increase C	Decrease	Balance
04/02/2018		Lakeside/Hunt Count...	Accounts Payable	335 White Chairs		418.75	12,109.94
04/23/2018		Airnetix, LLC	Accounts Payable	50% for Sound...		7,425.00	4,684.94
04/23/2018		City of Farmersville, ...	Accounts Payable	Online T-Shirt ...		305.37	4,379.57
04/23/2018		Classique Printers	Accounts Payable	Audie Murphy ...		266.00	4,113.57



Main Street Monthly Report
 April 2018
 Reported by
 Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

Month	Studying past files.
Month	Editing the proposed Historic Preservation Ordinance & Summary Document
9	Submitted March Reports to the Texas Historical Commission
5,6,9	Prepared all documents pertaining to the February Main Street and 4B Meetings
9	Attended and supported the Main Street & 4B Board Meetings
10	Attended City Council Meeting
16	Prepared for and was available for questions regarding the Historic Preservation Ordinance at the Planning and Zoning Meeting.
17,18,19	Tested new downtown sound system in varying locations to determine interference.
18,19	Preparation for Audie Murphy Day Meeting & Heritage Museum meeting.
23	Prepared for and supported a 4B Special Meeting
24	Audie Murphy Day preparation and documentation.
26, 27	Farmers and Fleas Preparation

PROMOTION:

7	Farmers and Fleas was cancelled due to weather.
19	Third Audie Murphy Day Meeting
19	Farmersville Heritage Museum Meeting.
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:

16	Answered questions regarding the Historic Preservation Ordinance at the P&Z Meeting.
19	Walked downtown with engineers and crew to learn of Main Street ADA project. Will be ready to communicate changes coming to downtown to building owners.
30	Meeting with new owners of 109 College Street home to assist in preservation efforts.
Month	Determining locations for potential new wayfaring signage.

ECONOMIC RESTRUCTURING:

Month	Continued to meet with many business owners.
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.