

FARMERSVILLE MAIN STREET BOARD

AGENDA – May 13, 2019

4:30 P.M. Farmersville City Hall

205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

- A. Call to order (Acting President Cooks)
- B. Roll Call (Secretary Moss)
- C. Recognition of visitors (Acting President Cooks)
- D. Review and Approve April 8, 2019 Meeting Minutes (Acting President Cooks/Board Members)

II. PUBLIC COMMENT

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 Main Street Board or City Staff may only respond with (1) a statement of specific factual information; (2) a recital of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval the March 2019 Financial Statement (Diane Piwko/Board Member)
- B. Consider and discuss roles and responsibilities of the Main Street Board (Acting President Cooks /Board Members)
- C. Discuss goals and objectives (Work Plan) of the Main Street Board (Acting President Cooks /Board Members)
- D. Updates on promotional videos for downtown (James Moss)
- E. Recruitment of board members
- F. Main Street Manager Monthly report
- G. City Manager Report and comments

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS (Board Members)

V. 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, Dana N. Mingo, Main Street Manager for the City of Farmersville, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building of Farmersville, Texas in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted on May 7, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.

Dana N. Mingo, M.S., Main Street Manager



MONTHLY ACTIVITY REPORT

For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.

CITY: Farmersville
MONTH/YEAR: April/2019
DATE SUBMITTED: May/10/2019

1. Updates on Projects, Activities for the month.

ORGANIZATION:

<i>Dates</i>	<i>Update on projects or activities</i>
April 6, 2019	<ul style="list-style-type: none"> ✦ The Farmers & Fleas Market Event was cancelled due to inclement weather. We had overcast skies, 70% to 80% rain and thunderstorm warnings. Our Standard Operating Procedures for cancellation worked as planned. Vendors were contacted by the Main Street Liaison, Audrey Rubadue by phone and email and left messages. The city staff updated the webpage.
April 8, 2019	<ul style="list-style-type: none"> ✦ The new Main Street Manager, Dana Mingo began official duties as of 4.8.19: <ul style="list-style-type: none"> ➢ 1st priority was organizing and going through materials in the office space. With continued organizing and sorting throughout the week each day. It was a day filled with meeting staff, business owners, the community and city officials, along with setting up technology equipment and assisting with preparing for the evening Board Meetings. ➢ Attended the April Main Street Board Meeting. ➢ Attended the April 4B Economic Development Board Meeting ➢ The March 2019 Monthly report to state was submitted by the interim Main Street Manager Doris M. Cooks.
April 9, 2019	<ul style="list-style-type: none"> ✦ Continued to organize office and sort materials. ✦ Accompanied City Manager with downtown visits and walk through. ✦ Toured the RSVP event hall that was completed earlier this year, along with the upcoming barbecue restaurant Wood in Time. ✦ Attended the April City Council meeting and was introduced to the members and community who attended.
April 10, 2019	<ul style="list-style-type: none"> ✦ Attended weekly office staff meeting. ✦ Continued to organize office and sort materials.
April 11, 2019	<ul style="list-style-type: none"> ✦ Continued the work on reviewing & updating the Downtown Shoppers Guide, which is distributed and utilized by numerous shoppers and merchants. <ul style="list-style-type: none"> ➢ Documented dates for various events and began revision for 2019. ➢ Contacted various entities within the city to verify dates for the year for finalization of guide.

	<ul style="list-style-type: none"> ✦ Updated the City of Farmersville Main Street Program website content with new contact information and upcoming dates. ✦ Met with several business owners on Main Street with City Manager to introduce myself.
April 12, 2019	<ul style="list-style-type: none"> ✦ Attended Texas Main Street 101 Training in Austin, Texas with the Texas Historical Commission (THC). <ul style="list-style-type: none"> ➤ There were 10 new Main Street Managers in attendance for the day. ➤ The information was informative and provided great background on the initiative with the state. Along with the requirements and deadlines for submission of reporting. ➤ We received many resources to use in our daily operations, such as the Four Point Approach, outlined in each monthly report. Along with examples of city restorative accomplishments and things to be watchful when monitoring our downtown buildings. ➤ THC will continue the 101 training with the 10 managers and all the Main Street Managers in Mt. Pleasant, June 11th-14th.
April 15, 2019	<ul style="list-style-type: none"> ✦ Began amore in depth Main Street Program review now that I am in my 2nd week, studying the state training material, our prior reporting and accomplishments to familiarize myself with the day to day operations. ✦ Also began Farmers & Fleas review of May vendor reservations. ✦ Interviewed by Wyndi Veigel, w/C & S media for the newspaper interview on the new Main Street Manager.
April 16, 2019	<ul style="list-style-type: none"> ✦ Attended Chamber of Commerce meeting with Jim Foy, Lisa Crowder, City Manager and Assistant to the City Manager, to discuss their upcoming events for the year. Where some of the events occur on Main Street. ✦ Attended the Rotary Club meeting as a guest of the City Manager, accompanied by member, Constable Rick Ranspot. Submitted an application to join the club as well. We had a speaker from Unite Greater Dallas, Bill Beamon, Director of Engagement. He spoke about the cost of poverty and their initiatives to eliminate poverty in the DFW and its surrounding communities. ✦ Began working on the Audie Murphy Day Celebration event request for Saturday, June 22, 2019.
April 17, 2019	<ul style="list-style-type: none"> ✦ Attended weekly office staff meeting, reported about our National Accreditation with Main Street America. Awaiting our official certificate to send to newspaper. ✦ Continued sorting through network drive of material for familiarization.
April 18, 2019	<ul style="list-style-type: none"> ✦ Updated Brochures for: <ul style="list-style-type: none"> ➤ Main Street Program (attached) ➤ Farmersville Downtown Shopping Guide (still under revision) ➤ Farmersville Community Development Corporation (4B)(attached) ✦ Attended Audie Murphy Day 2019 Committee Planning Meeting. ✦ Submitted 2019 Main Street Contract with THC, signed off by City Manager.

April 22, 2019	<ul style="list-style-type: none"> ✦ Continued facilitating vendors for Farmers & Fleas May 2019 ✦ Updated Social Media for: <ul style="list-style-type: none"> ➤ Main Street Program Facebook Page ➤ Farmers & Fleas Market Days
April 23, 2019	<ul style="list-style-type: none"> ✦ Began working on May monthly report ✦ Continued facilitating vendors for Farmers & Fleas May 2019 ✦ Updated Website content for: <ul style="list-style-type: none"> ➤ Find Your Place in Historic Downtown Farmersville site at https://downtowntx.org/farmersville-texas hosted by THC ➤ Downtown Farmersville site at https://www.farmersvillemainstreet.com/ ✦ Attended City Council meeting
April 24, 2019	<ul style="list-style-type: none"> ✦ Updated the Farmers & Fleas annual event poster for distribution. ✦ Worked on the quarterly state report for THC.
April 25, 2019	<ul style="list-style-type: none"> ✦ Attended the Chamber of Commerce Business Networking Coffee with area business owners. ✦ Worked on Audie Murphy Day Promotional Items sorting with a few of the committee members. ✦ Scheduled training via conference call with THC on monitoring the DowntownTx.org Farmersville web page. ✦ Attended the Pop up Art Exhibit event at the Murchison House. ✦ Attended the Heritage Museum monthly meeting. ✦ Began to make visits to business owners on Main Street to formally introduce myself.
April 26, 2019	<ul style="list-style-type: none"> ✦ Attended the Regional Roundtable event at Garland Main Street
April 29, 2019	<ul style="list-style-type: none"> ✦ Finalized Main Street Board Minutes. ✦ Finalized Audie Murphy Day Planning Committee Minutes.
April 30, 2019	<ul style="list-style-type: none"> ✦ Met with Heritage Museum Committee to review archived photos in office to possibly display in museum. ✦ Attended Rotary Club Meeting- speakers were from the All Heart Veterinary Center & Shutter Down Rand & Rescue for animals. ✦ Made updates on Audie Murphy webpage under the City of Farmersville. ✦ Finalized state quarterly report for submission.

PROMOTION:

Dates	Update on projects or activities
May 2019- Present	Wood in Time BBQ/101 B Candy
April 2019-Present	Pieville/ 107 S. Main St.
Feb. 2019-Present	Mathers Coffee Shop & Gifts/204 McKinney
June 2018-Present	Doug Laube (business 1 st floor & residence 2 nd floor)/129 McKinney
May 2019-Present	Brad Hunter (business 1st floor & residence 2nd floor)/111 McKinney

DESIGN:

Dates	Update on projects or activities
February 2019	Family Medical Office Window Replacement & Brick Repair

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
Jan-Present 2019	Camden Homes and DR Express home construction is well under way. Many of the homes have already been sold. Also, the Palladium Apartment has already broken ground. Both additions to the city will bring additional traffic to our downtown area.

2. Program Commentary (list critical issues, problems, and successes/completed projects of the past month):

Much of my first month consisted of housekeeping duties and tasks. This included organizing and prioritizing those tasks for completion. Social media, website and all print material was updated to reflect current events and contact information for Main Street and the Board. As stated before by the interim manager. I agree it will be critical to set goals, establish a work plan and work together to accomplish our goals. I have been working on updating processing and procedures that will only enhance the program. Those areas include:

- The revision/update of the Farmers and Fleas Manual
- Establish our Core Values as documented on the Annual Criteria 10 report
- Continue to clarify roles, responsibilities and document of the Main Street Manager and the Main Street Board members.
- To develop our Work Plan in collaboration between the Main Street Manager and the Main Street Board.
- Continue to review and enhance the by-laws of the Main Street Board, as necessary.
- Continue to establish positive relationships among the Board and downtown businesses.
- And lastly, identify opportunities for support and collaboration.
- Our overall goal is to ensure that the Main Street Program continues to grow and prosper. As a member of the Main Street Board, I am committed to form and nurture those partnerships as appropriate to help us accomplish all our goals under the Main Street Program Four Point Approach. Farmersville is a Texas Treasure and we want the Treasure search to start on Main Street.

3. **Outlook. Goals and challenges; plans for upcoming major projects such as public improvements etc.:** Since my onboarding, I have been able to grasp a better understanding of the role of the Main Street Manager. I am a resource for the business owners to assist in carrying out the visionary approach to revitalization for the downtown area of Farmersville, Texas.

- My set goals are to create more of a presence of what we can offer to our local community and tourist.
- This will be through the means of social media, advertising and word of mouth.
- I plan to strategically work with the business owners to ensure their building aesthetic needs are accomplished (if needed), through the assistance of the Board, 4B, the City and the resources available through the Main Street State Program.
- This also includes the beautification of the downtown area. Such as the appearance and continual cleanliness needed to attract individuals, couples and families to visit more often.
- Overall working to reinforce Farmersville's' uniqueness of being a Texas Treasure and extract what sets us apart from other places advertised across state borders.

4. **Suggestions for Texas Main Street Center (list suggestions on services or training topics; new resources; questions):**

- Ongoing training: (Volunteer/Team Training, Interpersonal Communication and Conflict Resolution). The training could be completed on line and a Certificate of Completion issued.
- Continue to send relevant information to assist in maintaining our program initiatives.

5. **Main Street in the News.** *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email mainstreet-reports@thc.texas.gov with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*

- **Farmers & Fleas Market:** First Saturday of each month at the historic Onion Shed. A combination of farmers market and flea market. Staff set-up starts at 6:30am and Vendor set-up starts at 7:00am. Sales hours are 9:00a.m. to 3:00p.m. For information: 972-784-6846 or see Facebook page: <https://www.facebook.com/Farmersville-Fleas-Market>.
- **Audie Murphy Day Celebration & Parade:** June 22, 2019 , 7:30 am until 1:00 pm- Audie Murphy Day in Farmersville, Texas began in 1999 as a solemn remembrance of Audie Murphy, the most decorated soldier of World War II, who came home to a hero's welcome in downtown Farmersville in 1945. Today this Main Street Program event draws hundreds and honors our local veterans as well as our "hometown hero" Audie Murphy. Popular activities over the years have included a parade, (complete with local Vets riding in historic vehicles), a brief program giving biographical information about Audie Murphy, a roll call of local veterans, and military exhibits. http://farmersvilletx.com/main_street_2/audie_murphy_day/index.php



Farmersville Main Street
Operating Account
Financial Statement
Period: March 1-29, 2019

Beginning Balance:	March 1, 2019	<u>\$15,135.85</u>
Plus:	Farmers & Fleas Market income	\$265.00
	Audie Murphy Day income	<u>\$0.00</u>
		\$15,400.85
Less:	Farmers & Fleas Market expenses	\$100.00
	Audie Murphy Day expenses	<u>\$0.00</u>
		\$15,300.85
Designations	Restricted Audie Murphy Day Monies	\$ 8,446.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 6,237.35</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	March 29, 2019	<u>\$ 15,300.85</u>
Outstanding check 4115		<u>\$15,108.85</u>
Check Register:		
4114	Mark Vincent	\$100.00
4115	C&S Media	\$192.00

FARMERSVILLE MAIN STREET BOARD MINUTES

April 8, 2019

4:30 P.M. Farmersville City Hall

205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

Call to order. The meeting of the Farmersville Main Street Board, was called to order at 4:37 pm by Mrs. Doris Cooks, Acting President.

Roll Call: Secretary Clifford James Moss called the roll. The following board members were present: Secretary Clifford James Moss, Board Member Jennifer Giles and Acting President Mrs. Doris Cooks. The Board Secretary reported a quorum. City Manager Mr. Ben White and the new Main Street Manager, Mrs. Dana Mingo, were also present. Several visitors were in the audience, as well.

Recognition of visitors: Acting President Cooks welcomed the visitors.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:39 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION: Acting President Cooks stated that she may change the order of the agenda. She also welcomed the new Main Street Manager, Mrs. Dana Mingo to the meeting.

A. Consider for approval the January and February 2019 Financial Statements: All members did not have a chance to review, therefore this was tabled for next month's meeting.

B. Consider and discuss roles and responsibilities of the Main Street Board:

1. Acting President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached).
2. The Board is to discuss ideas and suggestions and assist the Main Street Manager and advise the program of needed changes for implementation.
3. Secretary Moss stated adding the Board the role of spurring growth to downtown through ideas and promotion. Jennifer Giles stated to add the adoption of long-term goals and in collaboration with the Main Street Manager.
4. President Cooks stated the need for supporting the business owners and Chamber of Commerce.
5. A motion was made by Secretary Moss and seconded by Jennifer Giles, and all members approved.

C. Consider and discuss goals and objectives for the Main Street Board (Work Plan):

1. Acting President Cooks stated the Board needs to get moving on this objective.
2. It will take a full meeting to begin the plan.
3. Each member will need to come to the meeting with a few ideas (already researched prior to meeting) to bring forth and prioritize those ideas.

4. Suggestions are to create more public awareness of accomplishments that have occurred in the downtown area. Assisting the downtown merchants when events occur.
5. A motion was moved to table this discussion and revisit with viable and concrete, researched ideas for the Board to make a decision on the final work plan activities for May's meeting.

D. Consider and discuss promotional videos for downtown :

1. Secretary Moss suggested the possibility of a video highlighting downtown businesses.
2. An examples is to tape interviews with businesses owners to record for social media and visual mechanisms to spark the downtown area.
3. The goal would be to increase foot traffic to downtown and gain interest in shopping on Main Street and attract new businesses. Also to create a long-term plan on what is decided.
4. City Manager White presented an example video used from the 4A Board highlighting Farmersville. This type of video costs \$3000 to develop, showcasing why to visit the city. He stated the target is different for downtown since buildings already exist.
5. The Board wanted to know what the purpose is and what is our target audience? Along with ensuring we are using our dollars wisely and to gain insight from the business owners on their and work collaboratively with them. One idea is a survey to the business owners.
6. We currently used social media, newspaper and brochures. A suggestion was the use of billboards.
7. Main Street Manager Mingo stated that working collaboratively with the Board and Business Owners is a good start to begin discussions.
8. The Board received input from visitors at the meeting, stating they would like to see a general narrative of the overall Main Street area for promotion.
9. The overall consensus is to collaborate with downtown businesses and develop a plan to gain insight, to tell our story and ensure we keep it generic, so it does not become outdated. The use of a survey would be the start. Main Street Manager Mingo will take the lead.

E. Discuss Board elections:

1. The Board is still one member short. President Cooks stated in her research when the Acting President steps in, they are to remain until the end of the actual term.
2. Acting President Cooks presented a motion to continue her term as President until elections occur in June. The motion was seconded by Secretary Moss and all members were in agreement.
3. Acting President Cooks thanked everyone for their patience due to the last several months of unexpected health events that occurred with her.
4. City Manager White also thanked her for her assistance in also assisting as the Acting Main Street Manager until the position was filled.

F. Main Street Monthly Activity Report:

1. March was a pretty light month. Farmers & Fleas was canceled due to the weather. April was canceled, as well. See attached report for more detailed information.
2. Volunteer hours were at 98 for the month. Probable more, but no access to other meetings.
3. We maintained our National Accreditation throughout all the changes and progress. Everyone's contributions and involvement made it a success.

G. City Manager Report and Comments:

1. Springtime is upon us, so the city is pruning trees and the park to allow sun for the grass to grow. Army worms invaded earlier in the year, so the crew is working to correct.
2. Downtown striping is continuing to increase the visibility of parking spots. Striping along the fire lanes is in process, as well.
3. Utility works are in process with the electrical, water, fire flow testing and the distribution line for the college. The substation design and capability is well underway for future growth, as well.
4. Camden Park continues their development. They had some internet issues, the city is helping them deal with the issue.
5. The Palladium is continuing its progress.
6. Two new development contracts with Nelson Brother and Reliable Concrete on plans for the city. This has been stiffened to help with roadway services and gravel.
7. 4B & the City Amenities Boards are working to make the necessary enhancements to Rambler Park. This is in the area of meetings ADA compliance for the swing set, along with gazebo updates.
8. Any promotional needs of the Board, reminder to seek 4B for assistance and proposals for areas that will help promote the city and the downtown area. The budget begins in May through September.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS - none

V. ADJOURNMENT - The meeting was adjourned at 5:46 pm.

SIGNATURES:

Doris M. Cooks, Acting President

Clifford James Moss, Secretary