

FARMERSVILLE MAIN STREET BOARD MINUTES

August 12, 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 4:30 pm by Mrs. Doris Cooks, Acting President.

Roll Call: Billie Goldstein called the roll. The following board members were present: Acting President Mrs. Doris Cooks, Treasurer Diane Piwko, Board Member Billie Goldstein and Secretary Clifford James Moss. The Board Secretary reported a quorum. City Manager Mr. Ben White and 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.

Texas Main Street Summer Professional Development, June 11-14, 2019, Mt. Pleasant, TX Update: Main Street Manager provided an update on the summer training offered. Great information was provided on how to maintain and assist with any challenges with facilitation of the program. Highlights were to maintain communication within the downtown merchants and the boards and ensure we are following our plan and goals set forth. Identify who we are and what sets us apart. For example, we are a Texas Treasure, therefore what sets us apart and define this. Acting President Cooks stated her feedback on the historical aspects and everyone seeking the same results to have a vibrant downtown attraction.

4B Community Development Corporation Funding Request Submitted (see attached)

1. **Main Street Program Salary and Funding-** request submitted to 4B for program funding. Needing to plan on how the board wants to utilize the marketing and advertising budget component. Funding has been provided, so more work is needed on the item.
2. **Main Street Downtown Repairs and Updates-** needed updates were outlined in the walk about. High priority should be for the gazebo. Where the side railing needs attention. Also the raised bricks by the post office box. Suggestion of reviewing where we place our designated trashcans and ensure it doesn't block or restrict any ADA issues. City Manager White stated the city would make sure we meet any ADA compliances. Treasurer Piwko stated the need to look into so we are not in violation. Signage directing visitors to the downtown shopping area, the Onion Shed sign needing some minor repairs, just to name a few items from the walk about.
3. **Main Street 20 Year Anniversary Celebration-** Need to start planning for this milestone event, more discussion and action item later this year. Cities typically do celebrate this event, with a press release and a nice program. January 2010 is when we were identified as a nationally recognized city, however the summer of 2010 is when the First Lady of the state of Texas signed the official notification.
4. **Part-Time Assistant for Main Street Program and City Events-** Jennifer Giles brought this need to the board, currently the Chamber of Commerce took oversight for some events that occur downtown. The concern is that when the current staff person retires, then who will coordinate.

Therefore there is a need to possibly look into providing assistance for the program. Discussion from the Board is no need for at this time, seek a person to assist with Farmers and Fleas and pay them from the revenue. Main Street Manager will research and work to seek out applicants to assist. Public comment was to look into the city funding an event coordinator as an option. More research and discussion is needed.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:35 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

1. **Discuss and approve the June 2019 Meeting Minutes:** Motion made by Diane Piwko, seconded by James, all approved (No meeting in July, therefore nothing to approve for that month). *Side note, be sure to notify the downtown merchants and building owners when the streets are shut down downtown.*
2. **Consider for approval the June & July 2019 Financial Statements:** Statements were not available in time for the meeting. They will be provided next month.
3. **Consider and approve the monthly payments (attached)** Motion made by Diane Piwko, seconded by James, all approved.
4. **Consider, discuss and act upon to amend the Bylaws (attached):** Section A and Section G were the two areas being changed. The wording needed to be updated to line up with the professional services agreement. Council agreed to move from 5 to 7 Board members, and the designation of where members reside. Correction to have at least 4 members of the 7, must reside in the Main Street District. Secretary/Treasurer was discussed, Manager Mingo will research and bring back. Motion made by President Cooks to accept the revisions to the Main Street Bylaws, seconded by Billie Goldstein, all approved.
5. **Consider, discuss and act upon the election of Board officers:** The board discussed decided to retain the current slate of officers, naming Doris Cooks as the President, Jennifer Jiles as Vice-President, Treasurer as Diane Piwko and James Moss as Secretary. Motion made by Diane Piwko, seconded by James, all approved.
6. **Consider and discuss roles and responsibilities of the Main Street Board:** Acting President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached). Refer to April 2019 minutes for detailed items.
7. **Consider, discuss and act upon to identify the Work Plan, goals and objectives of the Main Street Board for annual submission:** Table to next month's meeting.
8. **Consider, discuss and act upon the development of Core Values:** Table to next month's meeting
 - a. Reminder the work plan is critical for the Main Street Program.
 - b. One of the areas needing addressed is the Core Values. We have our purpose and mission in place. Will come back at the next meeting to begin developing our Core Values, which will be due the end of the year.
 - c. They are constant and underline the work that is done for the program. Create a vibrant and exciting place for all to enjoy, 1, 3 and 5 year goals. What are our objectives?

9. **Consider, discuss and act upon the Board "Walk About" results:** The Board discussed having extra signage off 78, gazebo repairs, Cello wrap un-evened curb. City Manager White stated they are aware and the city is working on it. No time frame as to when it will be finished. Also on Hwy 78 there are landscaping needs to address. This is being brought to the City Council, so if they agree, the city can then begin to enforce the home owners with code enforcement. It was brought up that on McKinney there is a need for tree trimming on the sidewalk, however on private property. There are pink stop signs around the city, however there are replacement signs in stock. The city is starting to work on Maple Street, then Candy at Washington then at McKinney. The Dollar General's porch clutter is a concern as well, they have been told repeatedly by the city. The Post Office shrubs are needing cleaned up. There was a question from the audience about the Historical sign on Main Street faces west and needs to face the other direction. City Manager stated we can look into next year to determine if it can be turned. It was suggested to have volunteers assist with any greenery and landscaping ideas, along with the Board. However, if they do not follow a strict consistent process, then the project can turn into an issue.
10. **Consider, discuss and act upon the Downtown Merchants Survey:** The Board was provided an updated survey for review by Manager Mingo. The Board asked for a few updates to elaborate on what type services they received and remove the Casino Night and add Cops & Rodders to this list of events. Add information for name and contact information. Once updated, the survey will be ready for to be placed on line and emailed to the merchants and building owners. We will have paper copies available as well, who do not use the computer. Also the feasibility report sent by the state highlighting what we are lacking. We can add this to a later agenda to include the walk about and the survey results to create a short-term and long-term goals.
12. **Discuss any Project Updates:** Table to next month's meeting.
13. **Main Street monthly report:** A copy of the detailed report is included. We have been working with a few building owners who are willing to sell. Will keep the Board posted on the outcome. The Main Street Board also requested a downtown merchant and building owner survey, this information will go out this month and information gathered for planning with the Main Street Board, along with the annual report and 10 criteria plan. Updating all the businesses downtown and available buildings on the downtown.org website and our Main Street website. Attendance weekly to the Rotary Club to provide any updates about Main Street and other areas of importance.
14. **City Manager Report:** Mr. White provided feedback on the statement about Farmersville being a Texas Treasure. He stated that the city has a rich history, strongly independent, has great creativity and planning, a little bit of everything, a strong sense of community and a beautiful place to live. Around town updates; during the City Council upcoming meeting he will be bringing forward the Martin Marietta development contract to share with the public, alternatively if not signed then they will not come into the county or the city. Right near Brookshire's the 80 units for the Palladium Farmersville apartments are still underway and online by the end of the year. The city must build a sewer line from the facility to the waste water plant to accommodate. Camden homes progressing as well. More residents will be in place and will want to know about the work of the Board. Lake Haven Mud to start their development will come on line in 2 years for sewer capacity for the city, as needed. Waste water treatment plant will already be in place. Collin College is continuing with their development in November, with groundbreaking in October. They will be using our city electricity. Wifi internet survey will be going out as well to gather information and data for possible implementation.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

V. ADJOURNMENT - The meeting was adjourned at 6:02 pm.

SIGNATURES:



Doris M. Cooks, President



Clifford James Moss, Secretary