



## **FARMERSVILLE MAIN STREET BOARD MINUTES**

*November 15, 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 9:03 am by Mrs. Doris Cooks, President.

**Roll Call:** Board Member Billie Goldstein, called the roll. The following board members were present: Katherine Hershey, Allison Mathers, Doris Cooks and Billie Goldstein. President Cooks reported a quorum. Main Street Manager, Mrs. Dana Mingo was in attendance, as well. James Moss arrived at the meeting a few minutes later.

**Recognition of visitors:** President Cooks welcomed the visitors.

### **II. PUBLIC COMMENT**

There were no public comments, therefore the public comments sections was closed at 9:04 am.

### **III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:**

#### **A. Continue work on Main Street Program annual report.**

- Develop transformational strategies (no more than 3) and add under each 4 point those strategies.
- The Board completed the checklist of the Main Street Program. Each subcommittee will work on their designated point to then reconvene and report on at another special meeting the 1<sup>st</sup> week in December to finalize the content for the report due, December 16<sup>th</sup>.

#### **B. Discuss and implement marketing plan to include signage for downtown and billboards.**

- \$5,000 in the total budget, however only \$2500 requested from 4B for new advertising. The remaining \$2500 is for current printing and advertising needs. The proposed bulletin in Princeton was \$3300 for 6 months, which is more than the \$2500 for the year. Suggestion to look into placing way finder signage around the Main Street District for now.
- Request to put marketing plan together by Main Street Manager to ensure we are within our budget and foresee any needs for the next budget cycle. Will provide a spreadsheet of expenses on current marketing and advertising in the newspapers and magazines.
- Recommendation will be made to 4B Committee on switching out one of the Chaparral wraps off 380 (in which the directional signs are backwards anyhow). Main Street will need to submit a new design for the wrap, along with the monthly charges in which Main Street would then cover for the year. If the board can get the designs in time for the December meeting, it can be presented. James Moss will take the lead on the design with Fiverr.
- We have a current design that was created by the former Manager, we will use this as a base to begin with. Billie Goldstein will confirm the charges for the wrap changes and Allison Mathers will confirm the local chambers cost and benefit information.
- **Next Special Meeting to finalize content for annual report only, December 6, 2019 @ 9:00 am.**

#### **IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS**

- a. 20 year Main Street Celebration update- Each subcommittee is to look at their goals to then incorporate into the vision of the 20 year celebration for May 2, 2019 @ 10 am. Speaker to kick off celebration. Family Friendly, Entertainment, Nightlife and the Arts. Theme: 2020 Vision (Past, Present, Future).
- b. Add Main Street District -Design Review Board Request to City Council Agenda
- c. Hot Chocolate Event with Tatum Elementary (Cooks)
- d. Main Street District Business- Board Assignments
- e. Add Main Street Board Wrap Recommendation to 4B Agenda
- f. Main Street Instagram Account set up (Mingo)

**V. ADJOURNMENT** - *The meeting was adjourned at 11:36 am.*

#### ***SIGNATURES:***

  
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***Doris M. Cooks, President***

  
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***Clifford James Moss, Secretary***