



FARMERSVILLE MAIN STREET BOARD

AGENDA – January 14, 2019
4:30 P.M. Farmersville City Hall
205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

- A. Call to order
- B. Roll Call
- C. Recognition of visitors

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 and discuss outcomes of December 10, 2018 Main Street 101 Training
- B. Consider and review roles and responsibilities of Main Street Board members
- C. Interim Main Street Manager Report and comments
- D. City Manager Report and comments

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

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, Doris M. Cooks, Interim 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 January 11, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Interim Main Street Manager



FARMERSVILLE, TX

- Entryways
 - Signage
 - Lighting
 - Local Market Promotion
- Economic Development
 - 1-2 more restaurants for "Synergy + evening traffic"
 - Ordinances



#1 Next Step

- Begin process of hiring a Main Street Program Manager that is best fit for the community



What do you want to see for the future?

- Everyone working together
- Need more volunteers to expand our presence
- Regular business hours
- 1-2 More restaurants downtown to expand evening traffic (e.g., McKinney, Texas Main Street area)
- Create energy
- Are we missing the local market?
- Need to maintain the relationships of those things we've already heavily invested in



What is the vision for downtown?

- Lovely downtown but has more potential
- Landscaping
- Infill opportunities that have not introduced themselves
- Bustling all the time but need to get the word out more
- Targeted promotions
- Where are the customers coming from? (Expanded Survey)
- Arts as part of the downtown identity
- Events Logistics + Communications



Chamber of Commerce--Vision

- Does 30 events
- 173 Members
- By promoting our members, we promote downtown as well



PROMOTION

- Directional signage to downtown is very important to address
- Feedback into ordinances and ordinance revisions
- Not a lot of signaling on the thoroughfares leading into downtown to let you know you are “arriving” (Lighting Signage, etc.)
- A more inviting entryway
- Promotional Videos of Events/Downtown Businesses
- Use of Social Media
- Reach out to populations we are not currently reaching (Minorities)

Responsibilities of a Main Street Board Member:



The Main Street Program Advisory Board is always recruiting dedicated volunteers. If you or someone you know is dynamic, energetic and ready to make a difference in downtown Farmersville, then consider completing the board application form. Final board appointments are made by the City Council.

Serving on the board of directors of any organization is much more than just attending meetings and having a title. If you cannot find time to attend the meetings, then you should not agree to serve on the board. A board member should be committed to the Farmersville Main Street Program by giving of his/her time, experience, skills, and some level of monetary resources to advance the mission and goals of the organization.

The board of directors is responsible for the general direction of the Program, but does not handle day-to-day operations. The employees (both paid and unpaid) manage daily routines. However, this doesn't mean that board members should not take a lead role on projects and committees.

Effective board members should anticipate a time commitment of between two and eight hours each month.

Specific responsibilities of a Board member include:

To establish as a high priority attendance at all meetings of the board and committees;

To come prepared to contribute to the discussion of issues and business to be addressed at scheduled meetings;

To represent the organization in a positive and supportive manner at all times and in all places and to support all actions taken by the board even when in a minority position on such actions;

To work with and respect the opinions of peers who serve on the board and to leave personal prejudices out of board discussions;

To observe parliamentary procedures and display courteous conduct in all board and committee meetings;

To refrain from intruding on administrative issues that are the responsibility of management;

To avoid conflicts of interest between position as a board member and personal life and declare a conflict and refrain from voting on matters in which a conflict exists;

To agree to serve on at least one committee, regularly attend meetings, and participate in the accomplishment of its objectives and respect the roles of the chair and other volunteers;

To participate in strategic planning meetings, and board development workshops, seminars, and other educational events that enhance skills as a board member.



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: December 2018

DATE SUBMITTED: 1/10/2018

1. Updates on Projects, Activities for the month.

ORGANIZATION:

Dates	Update on projects or activities
December 1	Farmers and Fleas Market Event. Volunteer set-up started at 6:30am and vendor set-up started at 7:00am. Twenty-seven vendors were present and rental spaces were almost filled to capacity. Several vendors paid rental space fees for the Farmers and Fleas Market Event scheduled for January 2019.
December 2	Worked on the Farmers and Fleas Market Event activity report regarding fees and rental space reservations.
December 3	Reviewed the Downtown Shoppers Guide which is distributed and utilized by numerous shoppers and merchants. Documented dates for various events and began revision for 2019.
December 4	Met with the City Manager and staff to submit Farmers and Fleas Market activity report regarding fees and rental space reservations. Met with volunteers and the Tatum Elementary School Principal to finalize The Treats for Tatum Event (Hot Chocolate Treats and the placement of Handmade Christmas Tree Ornaments). Worked on 2018 Annual Criteria 10 report to submit to the Main Street Office in Austin, Texas.
December 5	Treats for Tatum Elementary event. Volunteers from Main Street, the Chamber, and various other organizations served hot chocolate and cookies to 250+ students from Tatum Elementary. The students made Christmas Ornaments and walked over to the Gazebo on the square to decorate the Christmas Tree that was placed there especially for them. The event lasted from 9:00am-3:00pm.
December 6	Prepared the Texas Main Street monthly report for November 2018 and prepared the 2018 Annual Criteria 10 report for submission to Main Street Program Office in Austin, Texas.

December 7	Completed and submitted the November 2018 monthly activity report to the Main Street Program Office in Austin, Texas
December 10	Main Street 101 training presented by Debra Drescher, State Director for Texas Main Street. This training was attended by the Main Street Board, members of 4B, members of the Chamber of Commerce, key volunteers, and members of the Farmersville community. Most (99%) of those in attendance felt that the training was worthwhile and effective.
December 11	Attended the City Council meeting and provided written documentation regarding the Main Street Program.
December 20	Completed and electronically submitted 2018 Annual Criteria 10 report to the Main Street Program Office in Austin, Texas.

PROMOTION:

Dates	Update on projects or activities
December 3	Revised Farmers and Fleas Market Vendor Application which is now fillable Online.
December 5	Treats for Tatum Elementary event. Volunteers from Main Street, the Chamber, and various other organizations served hot chocolate and cookies to 250+ students from Tatum Elementary School. The students made Christmas ornaments and walked over to the Gazebo on the square to decorate the Christmas tree that was placed there especially for them. The event lasted from 9:00am-3:00pm.
December 6	Attended RSVP Event Center Ribbon Cutting ceremony. The event provided numerous networking opportunities. The event was well attended!
December 16	Attended a networking mixer at the historic Mathers home in Farmersville, Texas. The Mathers have also recently purchased a historic building in downtown Farmersville called the Wag Jag. Representatives of Your Coffee Experience were there and presented their coffee products and discussed their business model. They are exploring ways they can fit their vision with that of downtown Farmersville. The networking mixer provided an opportunity to interact with current business owners who may be looking to expand or even start other businesses in the downtown historical district.

DESIGN:

Dates	Update on projects or activities
December 1-31	Window Replacement continues at 103 McKinney Street. The new windows will improve and preserve the historical façade.

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
December 1	Dialogued with Coffee with a Twist owner and Your Coffee Experience owner regarding downtown business opportunities.