



FARMERSVILLE MAIN STREET BOARD

AGENDA – February 11, 2019

4:30 P.M. Farmersville City Hall

205 South Main Street, Farmersville, TX 75442

I. PRELIMINARY MATTERS

- A. Call to order (Vice-President)
- B. Roll Call and Verification of a Quorum (Secretary)
- C. Recognition of visitors (Vice-President)

II. PUBLIC COMMENT (Vice-President)

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 (Vice-President)

- A. Consider for approval the minutes from the January 14, 2019 Main Street Board Meeting.
- B. Consider for approval the October, November and December 2018 Financial Statements (Treasurer).
- C. Consider and discuss establishment of ad hoc committees (Audie Murphy and Farmers and Fleas Market).
- D. Consider and discuss the downtown business owner survey regarding music & lights on a permanent basis (City Mgr.)
- E. Interim Main Street Manager's Report and comments
- F. City Manager's Report/Comments to include the status of the Main Street Program Managers position.
- G. Consider and discuss the continuation of the wix.com Farmersville Website to include reimbursement of personal funds (\$192.85) for Reagan Rothenberger (Former Farmersville Main Street Manager).

IV. CONSIDER AND APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS (Vice-President)

V. ADJOURNMENT (Vice-President)

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/Vice-President, Main Street Board 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 February 8, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.

Doris M. Cooks, Interim Main Street Manager
Vice-President, Main Street Board

Farmersville Main Street Board Minutes
January 14, 2019 – Farmersville City Hall
205 South Main Street, Farmersville, TX 75442

Call to order, Roll Call, Recognition of visitors:

Meeting was called to order at 4:32 PM by Vice-President, Doris Cooks. The Secretary verified that a quorum was present. The following Board Members were present: Doris Cooks, Jennifer Jiles, Clifford James Moss and Dianne Piwko and Ben White (City Manager). Absent: Board Liaison. There was also a small crowd of residents.

Public Comments: There were no public Comments. Public comments were closed at 4:45PM.

Outcomes of December 10, 2019 Main Street Training:

There was discussion of the Four Points of Main Street; Organization, Promotion, Design, and Economic Restructuring. Based on feedback during and after the training, 99% of the attendees had positive input and felt that the training was worthwhile. There was also consensus that it is important to hire a permanent Program Manager. The City Manager indicated that the position will be posted in the near future. Other issues identified: Establish a more inviting entryway to Farmersville, identification of what attendees want for the future, everyone working together, more volunteers, shops to have regular business hours. Board members noted that It would be nice to have more restaurants, directional signage, promotional videos, social media, reach out to total community (minorities) and arts as a part of downtown community (Murals). Input from the training revealed that downtown Farmersville should become a “destination” to help grow business and enhance the overall downtown experience.

Review of the Roles and Responsibilities of Main Street Board members:

Roles and responsibilities were reviewed. The board decided to review the Roles more in depth at a future meeting.

Interim Main Street Manager Report:

Interim Manager submitted the monthly report. The report addressed the Four Points of Main Street as relative to Farmersville. The report highlighted the Farmers and Fleas Market, openings of new downtown businesses and completed façade renovations.

City Manager Report:

The City Manager provided an update regarding the hiring of a Main Street Manager. He noted that the position had been posted. He also passed out surveys regarding the ongoing music and down-town lighting project.

Items to be considered for future agendas:

Points to be discussed in upcoming Main Street

Promotional video- coordinating with local downtown business owners and residents to create a promotional video that accentuates Farmersville's economic possibilities, and welcomes not only new business, but consumers, and settlement of perspective home buyers and renters. As discussed in previous meeting interview participation from residents and business owner would be paramount.

Creation and use of a social medium such as Face-Book. This could assist us in resolving the communication issues around downtown events voiced in previous meetings as well as the December training. Assigning responsibility would be necessary and keeping the maintenance of said social page small would be preferable.

Creating a list of contacts of land owners with undeveloped land around the downtown area to inquire their intentions of use and possibly assist in development planning info if input is welcomed. In this it would be recommend that we actively seek out developers and perspective businesses seeking to branch out into East Collin County. In this instance further consideration of concept planning and investigation in to market place demands in our area would be advised.

Adjournment: 6:00pm

Recorded by: Secretary

Edited By: Vice-President

Date Approved by Board: _____



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

Beginning Balance:	October 1, 2018	<u>\$14,304.86</u>
Plus:	Farmers & Fleas Market income	\$255.25
	Audie Murphy Day income	<u>\$0.00</u>
		\$14,560.11
Less:	Farmers & Fleas Market expenses	\$528.07
	Audie Murphy Day expenses	<u>\$0.00</u>
		\$14,032.04
Designations	Restricted Audie Murphy Day Monies	\$ 8,446.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 4,968.54</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	October 31, 2018	<u>\$ 14,032.04</u>
Check Register:		
Check 4106	Greenville Herald Banner	\$300.07
Check 4107	C&S Media - ads	\$128.00
Check 4109	Reagan Rothenberger	\$100.00



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

Beginning Balance:	November 1, 2018	<u>\$14,032.04</u>
Plus:	Farmers & Fleas Market income	\$500.00
	Audie Murphy Day income	<u>\$0.00</u>
		\$14,532.04
Less:	Farmers & Fleas Market expenses	\$100.00
	Audie Murphy Day expenses	<u>\$0.00</u>
		\$14,432.04
Designations	Restricted Audie Murphy Day Monies	\$ 8,446.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 5,368.54</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	11/31/2018	<u>\$ 14,432.04</u>
Check Register:		
Check 4110	Mark Vincent	\$100.00



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

Beginning Balance:	December 1, 2018	<u>\$14,432.04</u>
Plus:	Farmers & Fleas Market income	\$335.00
	Audie Murphy Day income	<u>\$0.00</u>
		\$14,767.04
Less:	Farmers & Fleas Market expenses	\$171.19
	Audie Murphy Day expenses	<u>\$0.00</u>
		\$14,595.85
Designations	Restricted Audie Murphy Day Monies	\$ 8,446.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 5,532.35</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	December 31, 2018	<u>\$ 14,595.85</u>
Check Register:		
Check 4100	Jim Foy	\$71.79
Check 4111	Mark Vincent	\$100.00



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: January/ 2019

DATE SUBMITTED: 2/10/2019

1. Updates on Projects, Activities for the month.

ORGANIZATION:

Dates	Update on projects or activities
January 5	Farmers and Fleas Market Event. Volunteer set-up started at 6:30am and vendor set-up started at 7:00am. The event ran from 9:00am to 3:00pm. Volunteer set-up included a staff tent, table, temporary traffic signage and temporary Onion Shed signage. The Farmersville Citizens on Patrol Unit provided security. We had fewer vendors present, however the vendors reported that they did well and were planning to return in February. All vendors present paid for the next market which is February 2, 2019. I visited with many vendors and they had such great stories and regard the Farmers and Fleas Market Event as a regular networking and money-making opportunity at "The Shed". The volunteer team put in approximately 97 hours of work to include event preparation and post event follow-up actions. Our volunteer team was awesome!!!
January 6 & 7	Worked on the Farmers and Fleas Market Event activity report regarding fees and rental space reservations. All vendors present reserved rental spaces and submitted their payments for February Market.
January 7	Continued review of the Downtown Shoppers Guide which is distributed and utilized by numerous shoppers and merchants. Documented dates for various events and began revision for 2019.
January 7	Met with the City Manager and Main Street Program Liaison to review the Farmers and Fleas Market activity report regarding fees and rental space reservations.
January 8	Attended the City Council meeting at 6:00pm. Presented annual program overview Regarding goals and objectives for the Farmersville Main Street Program. The report was well received.
January 10	Completed and forwarded the Quarterly report for the 4 th Quarter of 2018. To the City Manager for review. Submitted the report to the Main Street Program Office in Austin, Texas. Completed and forwarded the January 2019 Main Street Program Monthly activity report to the City Manager for review. Submitted the report to the Main Street Program office in Austin, Texas. Completed and forwarded the Agenda Packet for the January 14, 2019 Main Street Board meeting to the City Secretary.

January 10, 11 & 12	Developed a survey in collaboration with volunteer team and City Manager to solicit input regarding playing music downtown via sound system year-round. 99% of the feedback that we received was positive.
January 12	The Music Survey Team distributed surveys to downtown businesses. Surveys scheduled to be picked up later this week.
January 14	Worked on the January 2019 Monthly Activity Report due February 10, 2019 to the State Main Street office in Austin, Texas. Facilitated the Farmersville Main Street Board meeting from 4:00pm to 6:00pm. All members were present. Reviewed the Roles and Responsibilities of the Main Street Board and the outcomes of the training on December 10, 2018.
January 15 & 16	Worked with volunteer team member to revise the Farmers and Fleas Market Rules and vendor application: Forwarded it to City Manager for review and posting.
January 29, 30 & 31	Prepared for the February Farmers and Fleas Market Event: Contacted vendors and assigned rental spaces. Check the Best Center for rest-room supplies and reviewed staff inventory.

PROMOTION:

Dates	Update on projects or activities
January 11, 12 & 14	Dialogued with several business owners while administering the Music system survey. 99% of the survey respondents loved the idea of music year-round.
January 15 & 16	Worked with volunteer team to revise the Farmers and Fleas application and Rules.
January 4	Visited the Olive Trunk Farms Gardens Market and Eatery. Visited with the owners and enjoyed some of the Gourmet Sandwiches. The owners previously rented spaces at the Onion Shed.

DESIGN:

Dates	Update on projects or activities
January 5	Window Replacement completed at 103 McKinney Street. The new windows will improve and preserve the historical façade. The building is currently a Medical Doctor's office.

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
January 2019	Olive Trunk Gardens opened for business—A must see attraction for downtown.

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

I have served as the Interim Main Street Program Manager since October 24, 2018 and plan to serve through February 28, 2019. After continued conversations with the City Manager, former and present Main Street Program Board Members and downtown business owners, my assessment of the critical issues includes the hiring of a full time Main Street Program Manager. The City Manager has begun the process of filling that position. Ongoing issues include: recruitment of volunteers, effective volunteer training, team building, effective communication and the recognition of volunteers once we have them. The Main Street Program Board members, the Community Development Board (4B), members, Chamber of Commerce, volunteers, business owners and other concerned citizens attended Main Street 101 training that was held on December 10, 2018 at City Hall and included refreshments. The training that was presented by Debra Drescher, State Director, provided a forum where participants were able to brainstorm ideas for ensuring that the Farmersville Main Street Program moves forward. Participants came away from the training with a sense of comradery and cohesiveness. The Main Street Program continues to gain momentum and support is steadfast. The City Council, City Manager, Community Development Corporation, Chamber of Commerce, volunteers and business owners continue to be united in the effort to maintain and grow the Main Street Program. The Interim Main Street Program Manager and volunteers have assisted the City Manager and staff in the automation of the Farmers and Fleas vendor application and it is now online and fillable. The RSVP Event Center and the Over Yonder Eatery and Market are open for business and several façade projects have been completed in the historical downtown district.

3. **Outlook. Goals and challenges; plans for upcoming major projects such as public improvements etc.:**

The outlook for the Farmersville Main Street program continues to be promising as the program continues to go through transition. As we examine new ways to continue our journey, I am committed to focus on the roles and responsibilities the Main Street Program Board Members to ensure that we support each other and the Main Street Program Manager once the position has been filled. We also plan to review our Bylaws and revise as needed and develop specific duties and responsibilities for the President, Vice-President, Secretary and Treasurer. Other goals include identification of ways we can support the Chamber and other organizations as we constantly enhance our downtown area. We also need to continue to recruit and maintain a strong volunteer team by way of an ongoing volunteer recognition program.

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.

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. Sales hours are 9:00 a.m. to 3:00 p.m. For information: 972-784-6846 or see Facebook page: <https://www.facebook.com/Farmersville-Farmers-Fleas-Market>.

Audie Murphy Day Parade: June 2019