



FARMERSVILLE TEXAS MAIN STREET BOARD
AGENDA – October 14, 2019
4:30 P.M. Farmersville Texas City Hall
205 South Main Street, Farmersville, TX 75442

I. PRELIMINARY MATTERS

- A. Call to order (President Cooks)
- B. Roll Call (Secretary Moss)
- C. Recognition of visitors (President Cooks)

II. PUBLIC COMMENT

If you wish to address the Main Street Board, please fill out a "Speaker Sign-Up Card" and present it to the Main Street Manager, preferably before the meeting begins. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Main Street Board for items listed as public hearings will be recognized when the public hearing is opened. Anyone wishing to address the Main Street Board regarding any non-public hearing item on the agenda for this meeting is asked to speak at this time with a time limit of 3 minute(s) per person per item.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval the September 2019 Main Street Board minutes
- B. Consider for approval the September 2019 Financial Statement
- C. Consider for approval the monthly payments
- D. Continue discussion of roles and responsibilities/work plan the Main Street Board
- E. Discuss/finalize Core Values of the Farmersville Main Street Program
- F. Main Street "Four Point" Committee Reports
- G. Downtown Stakeholders Survey Results
- H. Consider and discuss strategic plan for downtown projects
- I. Consider and discuss strategic plan for marketing for downtown
- J. Consider and discuss 20 year celebration planning for Main Street Program, 2020
- K. Main Street monthly report

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, Dana 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 October 11, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting.

Dana Mingo, M.S., Main Street Manager



FARMERSVILLE MAIN STREET BOARD MINUTES

September 9, 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, President.

Roll Call: Secretary Clifford James Moss called the roll. The following board members were present: President Doris Cooks, Treasurer Diane Piwko, Board Member Billie Goldstein and Secretary Clifford James Moss, Board member Jennifer Giles attended shortly after roll call. President Cooks 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: President Cooks welcomed the visitors.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:32 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- 1. Discuss and approve the August 2019 Meeting Minutes:** Motion made by Clifford James Moss, seconded by Billie Goldstein, all approved.
- 2. Consider for approval the July & August 2019 Financial Statements:** Motion made by Clifford James Moss, seconded by Diane Piwko, all approved. President Cooks inquired about the use of restricted funds and its use. Ms. Piwko stated there are certain funds set aside to only be used by that program/committee. The board requested to move the restricted sign and grant monies of \$450 into the general fund.
- 3. Consider and discuss roles and responsibilities of the Main Street Board:** President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached). Refer to April 2019 minutes for detailed items. No further clarification was needed. Next step is to move onto the work plan and its goals.
- 4. Consider, discuss and act upon to identify the Work Plan, goals and objectives of the Main Street Board for annual submission:** Side note from Ms. Piwko about the gazebo repairs where funds were requested from 4B for this project. There was a \$10,000 request in general. The board would need to develop the plan to use the funds. Manager Mingo stated the need to add this to the next agenda item for detailed discussion.

The annual report will move from 10 criteria points to 6 points. Last year's work plan do we want to keep same purpose and add the core values. President Cooks developed a set of core values for the board to review. She opened the floor for further discussion and move into Item 5 below.

5. Consider, discuss and act upon the development of Core Values:

- a. Core Values presented by President Cooks which provides a breakdown of key components of (1) Communication, (2) Organization and Structure (3) Recruitment & Recognition and (4) Education & Training.
- b. Not formerly rolled out until the 2020 cycle, however the state will place emphasis on new 6 criteria for annual reporting for this year's annual reporting; along with the Main Street Board to take the lead on the work plan and annual reporting moving forward. These include 1) Broad-based commitment 2) Active Leadership/Organizational Capacity 3) Funding/Sustainable Operations 4) Strategy-Driven Programming 5) Preservation-Based Economic Development 6) Impact and Results.
- c. The board elaborated on the core values and what they would like to include.

They are:

- i. Communication
 1. Strategic
 2. With other boards
- ii. Organization
 1. Ownership of actions and result
 2. Commitment to development and implementation of goals and objectives
- iii. Recruitment
 1. Acknowledge
 2. Retention
- iv. Educational Training
 1. Board members
 2. Shareholders and business owners

- 6. Consider and discuss creation of Main Street "Four Point" committee teams:** President Cooks presented to the board the need to work outside of the regular board meetings to develop the necessary objectives for the creation of the work plan due in December. President Cooks will develop a progress chart for the teams to utilize in monitoring the work being completed.

They are as followed:

- a. Organization- Doris Cooks, Clifford James Moss & Allison Mathers
- b. Promotion- Allison Mathers, Jennifer Giles & Billie Goldstein
- c. Design- Billie Goldstein, Jennifer Giles & Clifford James Moss
- d. Economic Restructuring- Jennifer Giles, Diane Piwko & Katherine Hershey

7. Project Updates-

- a. Main Street Board assistance in managing downtown beautification:
 - i. Call in issues needing addressed to Main Street Manager. City Manager Ben White prefers to use city employees only and/or professionals for any work needs in the downtown area. If there are certain projects needing done, the Main Street Manager will coordinate the project and call for volunteers from the board via email, as well as through social media.

- ii. Late April and late September for planting of flowers and tree pruning.
- iii. Would like to have ten or so volunteers to assist, as needed.
- iv. Plant watering occurs on the sidewalk only, the middle median planters are on a watering irrigation system.
- v. Ms. Mingo will look into contacting the athletic department at the high school for assistance with fall planting.

8. Main Street Report: See attached report given to Board.

9. City Manager's Report-

- a. **Street Sound System**-The city and the mayor, along with the Main Street Manager are testing the Street Sound system downtown due to signal issues and certain spots with issues on sending and receiving feedback. The mobile master is being monitored for correct placement when streaming sound from the gazebo. The need for adjusting the repeater that provides output and new antennas. We tend to get interference from our AMI water system and other frequencies going on in the area. We have a \$7,000 budget in place, for any needed services. Music is played Monday through Saturday, beginning at 9:30 am. By Old Time Saturday, we will have things working and in place.
- b. Discussion on the **downtown beautification**, new public works staff have been watering the flowers every other day. Fall flowers will be planted later in October.
- c. The **Post Office** is working to get their landscaping up to date, we should see this very soon completed.
- d. **Council** has been discussing ordinances to ensure business owners are maintaining building exterior for cleanliness, more to come on this.
- e. The strip along McKinney off 78 driving into downtown needs mowing and will be completed.
- f. The dead tree off Audie Murphy Pkwy is in progress of being removed by Public Works.
- g. **Public Works** is working on water and sewer lines on Rite Street and US 380, so they are busy. Therefore if any issues come up for Main Street, please forward to Main Street Manager. If around town then call the city hall number.
- h. The splash pad shuts down for fall this month.
- i. We are aware of the needed street sign replacement on Candy and McKinney, this is also in the process.
- j. There is positive feedback from a group to buy or rent **The Shops at Sugar Hill** on Main Street, however it is tough to sell where parking is limited. There is a need to develop a comprehensive plan for the downtown area from a planner or architect. This can assist the city in better planning for the surrounding areas that can be used for parking and a more vibrant downtown. We need to look into planning for the future on these ideas and look into next year's budget to fund a planning group to research and work toward.
- k. DBI is looking into Main Street grants to further make the **ADA sidewalks** downtown in compliance.
- l. Looking forward and in total support of the **Main Street Survey**.
- m. **Camden Park** phase 3 is underway. Completion before the end of the summer. New residents have already began to sign up for new service at City Hall.
- n. **Farmersville Palladium Apartments** should be up and running by December. Pressure to get the waste water lines completed by the city contractor, before they can be completed.
- o. No change with **Martin Marietta** activity, contact with them occurs every week to monitor.
- p. **Collin College** to break ground in November.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

- a. 20 year Main Street Celebration in 2020
- b. Plan for Marketing and Advertising
- c. Downtown Projects

V. ADJOURNMENT - The meeting was adjourned at 6:00 pm.

SIGNATURES:

Doris M. Cooks, President

Clifford James Moss, Secretary



Farmersville Main Street
Operating Account
Financial Statement
Period: 09-03-2019 thru 09-30-2019

Beginning Balance:	September 1, 2019	<u>\$17,868.15</u>
Plus:	Farmers & Fleas Market income	\$420.00
	Ed Stuart Heritage Museum	\$120.00
	Audie Murphy Day income	
		<u>\$18,408.15</u>
Less:	Farmers & Fleas Market expenses	\$100.00
	Main Street Training	
	Audie Murphy Day expenses	
		<u>\$18,308.15</u>
Designations	Restricted Audie Murphy Day Monies	\$ 9,398.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	\$ 8,104.30
	Restricted Ed Stuart Heritage Museum	<u>\$ 120.00</u>
	Unrestricted Funds	\$ 104.38
Outstanding checks 4057	Home Grown Plants	\$ 131.04
Ending Balance:	September 30, 2019	<u>\$ 18,308.15</u>
Check Register:		
Check 4072	Mark Vincnet	\$100.00

Main Street October 2019 Payment Approvals

Check #	Payment	Vendor Name	Billing Month 2019	Item
4116	\$ 1,279.00	City of Farmersville	October	Audie Murphy & Farmers & Fleas Vistaprint Supplies
4117	\$ 64.00	C & S Media	September	Farmers & Fleas Newspaper
4118	\$ 512.00	Display Sales	October	Farmers & Fleas Table Cover
	\$ 1,855.00			



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: September/2019

DATE SUBMITTED: October/10/2019

1. Updates on Projects, Activities for the month.

ORGANIZATION:

<i>Dates</i>	<i>Update on projects or activities</i>
September 3, 2019	<ul style="list-style-type: none"> ✚ Worked on preparing for Farmers and Fleas market upcoming this weekend, contacting vendors to verify attendance. Also placed advertisements with local newspapers and social media to create awareness for the market day and downtown shopping on the square. ✚ Finalized the Main Street & 4B Community Development September Board Minutes to prepare for next week's meeting. ✚ Attended Rotary meeting that afternoon, focusing on budget updates and fundraising efforts.
September 4, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting. ✚ Worked on monthly report for submission to THC. ✚ Conducted Main Street on the square visits to remind owners and merchants to complete the Main Street Stakeholders Survey.
September 6, 2019	<ul style="list-style-type: none"> ✚ Finalized Farmers and Fleas market reservations to prepare for Saturdays market day. ✚ Emailed Board meeting packets to members of Main Street and 4B Community Development Corporation in preparation for Monday's meeting.
September 7, 2019	<ul style="list-style-type: none"> ✚ Coordinated the Farmers & Fleas Market event held every 1st Saturday of the month at the historic Onion Shed. We had over 30 vendors participating with 410 persons in attendance.
September 9, 2019	<ul style="list-style-type: none"> ✚ Reconciled Farmers and Flea market income and revenue obtained from market day on the past weekend. ✚ Continued to prep for the Main Street & 4B Community Development September Board meetings to occur that evening. ✚ Finalized monthly report due to THC for submission on the 10th.

September 10, 2019	<ul style="list-style-type: none"> ✚ Submitted Main Street monthly report to THC. ✚ Continued to update the merchant and building owners contact spreadsheet, along with encouraging them to complete the stakeholder's survey online or by paper submission.
September 12, 2019	<ul style="list-style-type: none"> ✚ Met with the newly higher Farmersville Times reporter, providing an overview of the Main Street Program and upcoming events. ✚ Researched the process of obtaining historical markers for businesses downtown and working with them on completing the application for submission. ✚ Sent 4B Community Development Corporation, grantee recipient's notifications by email of their approved funding for the new budget year, beginning October 1st. ✚ Began to advertise on social media the #WeAreMainStreet campaign.
September 13, 2019	<ul style="list-style-type: none"> ✚ Worked on marketing strategies for Main Street events through social media, magazine and newspapers ads.
September 16, 2019	<ul style="list-style-type: none"> ✚ Attended Heritage Museum meeting for further planning to expand historical items for display and building maintenance. ✚ Continued working on marketing strategies for Main Street events through social media, magazine and newspapers ads. ✚ Began to work on September Main Street & 4B Community Development Board Minutes to prepare for next month's meeting.
September 17, 2019	<ul style="list-style-type: none"> ✚ Visited and toured one of our newest merchant food and drink businesses, Boards and Bottles 442. They are in the process of a full opening, to date they have had mini opening times each week. ✚ Attended weekly Rotary Club meeting, our guest speaker was Collin Colleges' President Neil Matkin. Mr. Matkin provided updates on current projects and endeavors of the college.
September 18, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting.
September 19, 2019	<ul style="list-style-type: none"> ✚ Attended the Historical Society of Farmersville's outing to the museum in downtown McKinney.
September 20, 2019	<ul style="list-style-type: none"> ✚ Made downtown visits to merchants informing them of the downtown survey being sent out, encouraging them to complete so the Board can use for short term and long term planning.
September 23, 2019	<ul style="list-style-type: none"> ✚ Worked in the downtown square pruning flowers and brushes in preparation for Old Time Saturday event. ✚ Continued to make downtown visits to merchants informing them of the downtown survey being sent out, encouraging them to complete so the Board can use for short term and long term planning.

September 24, 2019	<ul style="list-style-type: none"> 🛠️ Worked on Main Street Website making updates to merchant info. 🛠️ The Ville Studios on the square hosted a social media workshop, inviting merchants to attend to learn how to utilize social media to promote their businesses. 🛠️ Attended weekly Rotary Club meeting, our guest speaker was Katie Huntsman, Consultant with Carter BloodCare.
September 25, 2019	<ul style="list-style-type: none"> 🛠️ Attended weekly office staff meeting. 🛠️ Worked with Mayor on testing our Street Sound system downtown in preparation of Old Time Saturday and future needs of the system. 🛠️ Discussed stakeholder survey information to date with City Manager, reviewing feedback to have an idea of where the consistency needs are and brainstorming for the future. 🛠️ Visited our prospect merchant, Wood in Time, to determine a timeline of when they plan to open their BBQ restaurant in our downtown district.
September 26, 2019	<ul style="list-style-type: none"> 🛠️ Worked on Farmers and Fleas market for November, processing vendor applications and assigning booth spaces. 🛠️ Met with Chamber of Commerce discussing the upcoming Scare on the Square event in October, offering assistance. 🛠️ Visited with one our merchants in the process of securing permit to open, Pieville to check on any needs they may have prior to their grand opening.
September 30, 2019	<ul style="list-style-type: none"> 🛠️ Attended Heritage Museum meeting for further planning to expand historical items for display and upcoming Night at the Museum event in November. 🛠️ Worked on monthly report for submission to THC.

PROMOTION:

Dates	Update on projects or activities
June 2018-Present	Doug Laube (business 1 st floor & residence 2 nd floor)/129 McKinney
January 2019- June 2019 (complete)	Hibbitts Ice Cream Shop/214 Main Street
Feb. 2019-Present	Mathers Coffee Shop & Gifts/206 McKinney
Feb. 2019- June 2019 (complete)	The Ville Studios/204 McKinney
April 2019-Present	Pieville/ 107 S. Main St.
May 2019-Present	Brad Hunter (business 1st floor & residence 2nd floor)/111 McKinney
May 2019- Present	Wood in Time BBQ/101 A Candy
June 2019- September 2019 (complete)	Bottles & Boards 442 Shop/ 106 McKinney
September 2019- Present	New Ownership of the downtown Main Street Music Hall, where planning is underway to preserve the history of the building and prepare to continue offering culture and arts, 135 S Main St.

DESIGN:

Dates	Update on projects or activities
June 2019- Present	<ul style="list-style-type: none"> 🔨 Downtown Square- increase signage and navigation for the community and visitors to locate the various services and shops we have to offer, when they visit downtown.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Downtown Square- adding our downtown banners with updated pole equipment to add beauty to the area.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Tree trimming and landscaping entering on McKinney Street into our downtown area.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Main Street Sidewalks updates.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Downtown Square- add more seating area for visitors and the community to utilize as they shop and visit downtown.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Heritage Museum- restorations for tourism with new signage and painting of the exterior surfaces and staining the entry and exit doors. 🔨 Bain Honaker House- window replacement restoration for tourism and safety.
June 2019- Present	<ul style="list-style-type: none"> 🔨 Street Sound System- working on ensuring our sound system downtown is working at optimal level.
March 2019- Present	<ul style="list-style-type: none"> 🔨 Ramble Park- ADA Compliancy for swings.
October 2019- Present	<ul style="list-style-type: none"> 🔨 Carlisle Center- new furnishings for the completed remodeling inside work.
October 2019- Present	<ul style="list-style-type: none"> 🔨 Main Street Program- 20 year celebration date in 2020, TBD.
May 2019- June 2019	<ul style="list-style-type: none"> 🔨 Carlisle Center- upgrades with the removal of the interior paneled walls, replaced with a fresh coat of paint and replacement of tiled floors with new flooring.
June 2019-June 2019	<ul style="list-style-type: none"> 🔨 1st Phase of downtown parking space striping.

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
Jan 2019-Present	🚧 Camden Homes and DR Express home construction is well under way. 135 homes permitted, 6 models, Many of the homes have already been sold. Phase 1 & 2 are complete, they are now moving to Phase 3.
Jan 2019- Present	🚧 Farmersville Palladium Apartments have already broken ground. Both additions to the city will bring additional traffic to our downtown area and revenue to the city. Complete by December 2019
2018- Present	🚧 Farmersville Collin College will break ground in December 2019, with its ribbon cutting the 1st part of November. To include Collin College utilizing Farmersville electricity.
2019- Present	🚧 Railroad Quiet Zone
2019- Present	🚧 Farmersville Wastewater Treatment Plant- Plants 1 and 2 completed.
2019- Present	🚧 Lake Haven MUD bought by TCCI will be building 2,000 homes and plans for more acreage purchase. All the property will be using the future wastewater plant #3, bringing in \$15.5 million to the city. After 20 years they would annex to the city.

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

I will continue to focus on visits with business owners, Board members and the city which tasks are needing priority for completion. I continue to work on updating and processing 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. 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.*
- **Trick it Up Bike Ride & Scare on the Square:** Saturday, October 26, 2019. For more information: <http://farmersvillechamber.com/chamber-news/>
 - **Farmers & Fleas Market:** First Saturday of each month (*excluding October*) 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>.
 - **Night at the Museum Benefit Gala, presented by the Farmersville Heritage Museum:** Saturday, November 2, 2019, from 6-9 pm. For more information and tickets https://www.eventbrite.com/e/night-at-the-museum-benefit-gala-tickets-73696108043?ref=enivtefor001&invite=MTc3NTQwNTUvZC5taW5nb0BmYXJtZXJzdmlsbGV0eC5jb20vMA%3D%3D%0A&utm_source=eb_email&utm_medium=email&utm_campaign=inviteformalv2&utm_term=attend
 - **Farmersville Christmas Parade:** Saturday, December 14, 2019 @ 5:00 pm on the Main Street square. For more information,