



## **FARMERSVILLE MAIN STREET BOARD MINUTES**

*February 10, 2020*

*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 4:32 p.m. by Mrs. Doris Cooks, President.

***Roll Call:*** The following board members were present: Allison Mathers, Doris Cooks, Jennifer Jiles, and Billie Goldstein. President Cooks reported a quorum. City Manager Ben White and Main Street Manager Dana Mingo were also in attendance.

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

***Report on Upcoming Events and Trainings:***

- a. January 29<sup>th</sup> -31<sup>st</sup> - Real Places Preserving Historic Texas Conference in Austin
- b. February 1<sup>st</sup>- Farmers & Fleas
- c. February 8<sup>th</sup>- Valentines on the Square
- d. May 9<sup>th</sup>- 20 year Main Street Celebration update
- e. May 17-20, 2020- National Main Street Conference in Dallas, Texas

### **I. PUBLIC COMMENT**

Public comment from Downtown merchant Gwen Snyder of The Ville Studio.

- The Ville Studio representing The Heritage Museum will have a Shop girl day at the museum. It will be held April 13, 2020. They will have volunteers to visit the downtown merchants, business and building owners to provide more information on the event and how they can assist.
- Public comment was closed at 4:36 pm.

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

- A. Discuss and approve January 2020 Meeting Minutes: Motion made by Billie Goldstein, seconded by Jennifer Jiles, all approved.
- B. Discuss and approve the January 2020 financial statements: There were none to approve.
- C. Consider for approval the monthly payments: There were none to approve.
- D. Consider, discuss and act on final Billboard design & pricing for replacement off 380, to then present to 4B Community Development to take over existing board display/Chaparral Trail:
  - Billboard design was tabled.
  - Pricing- Mr. Reiss with The Reiss Group will only charge \$300 a month with \$150 in monthly savings. Both sides would be \$400 to make the switch to change the Chaparral Trail sign or \$350 to just switch to east, if a new wrap is not needed of the trail.
  - The new wrap design for Main Street will be \$500 for printing and installation and \$300 a month. With a total of \$800 to get started with project.

- 4B's contract is up in mid-February. With switching sides the arrow will face the correct direction.
  - Motion was made by Allison Mather's to approve a new installation design on the billboard, and request 4B to move their sign to the opposite side. It was seconded by Jennifer Jiles, all approved.
- E. Consider, discuss and act on selecting & implementing a planning subcommittee for the 20 year Celebration set for Saturday, September 5, 2020.
- Send your celebration subcommittee volunteer recommendations by Friday February 14, 2020. Send anywhere from 2-3.
  - Volunteers will be invited to the next meeting on March 9<sup>th</sup>.
- F. Consider, discuss and act on Main Street Board Assignments –Each board member was assigned a list of downtown merchants, business owners and building owners to assist the Main Street Manager in building relationships and increase communication. However, the Main Street Manager will still be the main contact for any needs of the downtown district.
- G. Main Street Manager's Report – Valentines on the Square was a great turnout from the community and surrounding areas. We had over 133 passports submitted for prizes and over 200 visited our downtown square. Moving forward will order banners for the events to utilize each year for advertising.
- H. City Manager's Report –
- We will be lighting up the parkway for Valentine's Day with pink, red and white bulbs.
  - Work is being done at JW Spain, then the crew will move to Washington Street and Farmersville Parkway, Rambler Park and then the Gazebo.
  - Rambler Park may take priority due the ADA requirements, then on to the gazebo.
  - Please send any comments or concerns to Manager White and Dana Mingo to look into.
  - The square planting will be coming up in the spring, March-April, once the cold weather ceases.
  - The trees are needing some work. However, it's difficult to keep them alive since they were planted over a rock formation. The use of an arborist to check on the trees health is needed.
  - The lighting on the buildings will continue, as the crew can get to them due to other precedence projects, along Main Street. They will revert back to Washington Street then look to McKinney to complete.
  - A question about the census start date, no date has been set.

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

1. Subcommittee celebration update
2. Downtown merchant list update
3. Banners for events update
4. Celebration updates every month at meeting

#### **V. ADJOURNMENT** - *The meeting was adjourned at 5:37 pm.*

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

  
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**Doris M. Cooks, President**

  
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**Clifford James Moss, Secretary**