



FARMERSVILLE MAIN STREET BOARD MINUTES

May 27, 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 4:30 p.m. by Mrs. Doris Cooks, President.

Roll Call: The following board members were present: Doris Cooks, Allison Mathers, Billie Goldstein, Diane Piwko (via teleconference), and Katherine Hershey (via teleconference). Jennifer Jiles and Clifford James Moss were absent. City Manager, Ben White, Audrey Rubadue, and Sandra Green were also in attendance.

Recognition of visitors: President Cooks welcomed the visitors.

II. PUBLIC COMMENT

No one came forward to speak.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

A. Consider, discuss, possible action upon what direction to take with regard to the open Main Street Manager position. –

- Ben White stated Randy Rice is the interim Main Street Manager. He stated that Randy Rice has served in this capacity in the past.
- Allison Mathers stated any Main Street Board member is welcome to help out where they can.
- Ben White said at this time we do not have any candidates. Ben showed the job summary for the Main Street Manager from the TML website and city website. Discussion followed about what salary should be for the new hire.
- Allison Mathers discussed that economic development is a lot of the job. She suggested that someone right of college might be a good choice.
- Diane Piwko stated she did not believe new hire should start at a higher rate of pay than a police officer.
- Doris Cooks stated she did not know if someone right of college would have the skills needed.
- Bill Goldstein agreed.
- Diane Piwko said she would go with someone with a marketing background.
- Billie Goldstein stated it might be better if the applicant is established here in the community.

- Alison Mathers said it is important the new hire understand the physical parts of job.
 - Randy Rice stated while checking with other Main Street Managers in Texas they all stated that economic development was a key aspect of the job. He stated we cannot just look at one thing we have to look at events, schools, historical preservations, physical part of job and the city needs a well-rounded person.
- B. Consider, and discuss feasibility of Main Street Texas completing an audit of the Farmersville Main Street Program. (Allison Mathers) –**
- Doris Cooks stated she spoke with Deborah Dresser and she indicated that it is a review of the program and could be done in conjunction with the 20 year celebration.
 - Ben White spoke with Deborah Dresser and she stated the accreditation is not in jeopardy.
 - Allison Mathers said she wanted the review done so we could find out why we have had two Main Street Managers in two years and how we can ensure that does not happen in the future.
 - Doris Cooks thinks it is a good idea. She said it is not anything formal and it can be done as a teleconference.
 - Diane Piwko stated she thinks it is too premature to do a review and they needed to wait until we have hired a Main Street Manager.
- C. Consider and discuss Program budget and allocated funds from 4-B to date. –**
- Doris Cooks stated we can move line items from the budget, but if it is a grant it has to be spent on that item.
 - Ben White stated that was correct.
 - Allison Mathers asked if a line item was not spent can that money be reallocated in our budget.
 - Ben White stated yes.
- D. Consider and discuss what support we can provide to Downtown Merchants during the Covid crisis. –**
- Allison Mathers stated it has been a crisis not only having the Covid-19 pandemic but then losing a Main Street Manager at the same time.
 - Doris Cooks stated we should be calling and finding out if there is anything we can do to help out the merchants and just let them know they are supported.
 - Allison Mathers said the local businesses are doing a “Still in Business” celebration on June 6th.
 - Diane Piwko stated maybe they could get an illuminated directional sign on U.S. Highway 380 to draw people downtown.
 - Katherine Hershey stated maybe they could also get a ribbon with writing on it to be placed on the billboard on U.S. Highway 380.
 - Randy Rice stated restaurants could set up tents outside to extend eating area.

- Billie Goldstein said she would call a band to see about performing and they could also get the fire truck to be downtown with the flags flying.
- Allison Mathers said she would check into banners and balloons.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

See about getting sign for downtown
Banners for downtown
Donating benches and trash cans

V. ADJOURNMENT – The meeting was adjourned at 5:44 p.m.

SIGNATURES:



Doris M. Cooks, President



Clifford James Moss, Secretary