



FARMERSVILLE MAIN STREET BOARD MINUTES

Special Meeting - July 20, 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, Jason Acevedo, Amber Bynum, Billie Goldstein, and Katherine Hershey. Clifford James Moss and Tracey Wolf were absent. Council Liaison Craig Overstreet, City Manager, Ben White and Audrey Rubadue were also in attendance.

Recognition of visitors: President Cooks welcomed the visitors.

II. PUBLIC COMMENT

Bryon Wiebold stated he was invited by Interim Main Street Manager Randy Rice to welcome all the new members to the Main Street Board. He said he was looking forward to all the new and fresh ideas. City Council is committed to seeing Main Street Program succeed. He stated he would like to thank them all from the bottom of his heart for willingness to serve, taking time in their day, and to be away from family to be here.

Donna Williams stated she was disappointed the Main Street meeting was cancelled due to not having a quorum when at least one board member had not been contacted. She stated walking quorums were taking place by board members talking outside of meetings. She stated Farmers and Fleas should be taken over by the Chamber Of Commerce, since the departure of Adelah Wolf the program has fallen short with attendance. The city should not be running the event having an employee working since employees time cannot be used as volunteer hours. This is a Main Street Program and in the past it was ran and maintained by volunteers, council members, and board members. Business owners rely on events to bring people downtown, it needs fresh ideas, and new energy to help bring it back to life.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

A. Consider, discuss, possible action on naming President, Vice-President, Treasurer and Secretary of the board

- Billie Goldstein made motion to approve Doris Cooks as President, seconded by Jason Acevedo, all approved.
- Amber Bynum stated she would be Vice-President, Doris Cooks stated accepted by acclamation, all approved.
- Billie Goldstein stated she would be Treasurer, Doris Cooks stated accepted by acclamation, all approved.
- Doris Cooks stated that Clifford James Moss agreed to continue on as Secretary.

B. Consider for approval the June 2020 Financial Statements

- Billie Goldstein made motion to approve, seconded by Doris Cooks, all approved.

C. Consider, for approval items for payment

- Doris Cooks made motion to approve, seconded by Billie Goldstein, all approved.

D. Consider, for approval the June 2020 Main Street Board minutes

- Doris Cooks requested an amendment to the minutes to include Council Liaison Craig Overstreet as being present at the last meeting.
- Doris Cooks made motion to approve corrected June 2020 minutes, Billie Goldstein seconded, all approved.

E. Consider, discuss, possible action regarding restarting and/or moving Farmers and Fleas Program under the Chamber of Commerce

- Lisa Crowder stated she was here representing the Chamber Of Commerce and the chamber would like the opportunity to take over Farmer and Fleas. When the market is open the stores in town see an influx of customers and we would like to add more support and help the local businesses thrive.
- Billie Goldstein stated Farmers and Fleas needs a breath of fresh air.
- Amber Bynum stated that at The Nest they get asked frequently when Farmers and Fleas is going to be restarted.
- Doris Cooks stated the board recognizes we need a spark to get more people involved.
- Lisa Crowder stated that several vendors have now become store owners downtown and inside stores and we want the growth to keep moving forward.
- Katherine Hershey stated Farmers and Fleas should be turned over to the Chamber Of Commerce.
- Jason Acevedo asked if it could be more of a collaborative effort between the Chamber and the City. He stated if board decided to have the Chamber move forward with Farmers and Fleas could it be on a trial basis like six months and then come back and re-evaluate after Main Street Manager has been hired.
- Lisa Crowder stated if the Chamber don't take over Farmer and Fleas then they would like to do their own event. She also stated the Chamber would not want to work on building up Farmers and Fleas for six months and then have it turned back over to the Main Street Board and Main Street Manager.

- Jason Acevedo asked if the Chamber had its own board committee and if the Main Street Manager would be able to be on their board once a candidate was hired.
- Lisa Crowder stated yes the Chamber does have a board and she would have to discuss it with board members first about including the Main Street Manager.
- Doris Cooks asked how many vendors agreed to come to the July market prior to it being cancelled.
- Audrey Rubadue stated anywhere from 15 to 20 vendors.
- Donna Williams stated she had worked in the past with Adelah and Reagan and it is hot in the summer, cold in the winter, and she would like to see Farmers and Fleas prosper.
- Billie Goldstein made a motion to approve moving Farmer and Fleas to the Chamber Of Commerce, Kathleen Hershey seconded the motion, Amber Bynum said no, Jason Acevedo abstained, Billie Goldstein stated that Doris Cooks could not vote, so Doris Cooks stated Farmers and Fleas would be turned over to the Chamber Of Commerce.

F. Consider, discuss, possible action upon directional signage downtown

- Billie Goldstein asked if Ben White had received quotes on the black metal wayfaring signs.
- Ben White stated there is a lot that goes into pricing the signs and placement; size, reflective, break away poles, signs in stalled, and getting everything approved with TxDOT. He stated he would contact TxDOT and find a location in town that would work. He also said he would like to work with Billie Goldstein and TxDOT prior to the meeting and come back with more information.
- Doris Cooks stated continue this item at the next meeting.

G. Review, discuss items on Work Plan, goals and objectives of the Main Street Board – Chad Engbrock to be presenting

- Chad Engbrock stated they publish five newspapers, In & Around Magazine, and included Farmers and Fleas information in the last issue for the July market to try increase traffic. Readership for the five newspapers is about \$35,000.00 people. Mail out \$68,000.00 magazine copies every month and when you equate that to readers it reaches a couple \$100,000.00 readers. He stated the proposal he put together for the meeting was for Farmers and Fleas so he would be in touch with the Chamber.
- Amber Bynum stated we could still consider doing some form of advertising for the business downtown even if we are not moving forward with Farmers and Fleas.
- Jason Acevedo suggested still hearing the proposal so that the board has an idea of costs moving forward for projects in the future that happen yearly.
- Chad Engbrock stated the proposal was a combination of magazine, newspaper, and social media and it would reach about \$265,000.00 readers on a weekly basis. All the design work is done in house, it can be digital, or in print. He stated the budget for the proposal made for Farmers and Fleas

was for \$5,000.00 for the year but the price is adjustable depending on the options picked.

- Doris Cooks stated Main Street Program continues to be national accredited and currently waiting on press release scored 90%. All reports for Main Street Program turned in on time, worked on by Randy Rice, Doris Cooks, and Les Cooks. Contacted Deborah Drescher she will be providing a virtual training at the August meeting, businesses owners, Chamber, and volunteers are welcome at that training/meeting.
- Ben White stated that board members are allowed to meet with the individual committee as long as there is not a quorum so no other board members present at meeting.

H. Project Updates (Board Members)

- Billie Goldstein stated that 4B approved the budget amendment to use the \$10,000.00 from 20th Anniversary Celebration towards benches and trash cans. She stated Brandon would manufacturer, install each bench, and custom fit them to particular area's for \$750.00 apiece. She also suggested getting the old trash cans re-powder coated in black.
- Ben White stated need to have old trash cans sandblasted prior to powder coating and see if Brandon could include in the bid.
- Katherine Hershey suggested putting more trash cans on the Pkwy.
- Doris Cooks suggested moving the old trash cans to the Pkwy and replacing downtowns with new ones.
- Amber Bynum suggested changing the design on benches hard to understand the 2000 to 2020 meaning.
- Jason Acevedo suggested prioritizing trash cans over benches to help keep trash down in downtown and surrounding areas.
- Ben White suggested contacting Texas Main Street Architect and Design and see if they could do mockup for benches and trash cans.
- Katherine Hershey said should find out how much it would cost for benches, trash cans, and how much to fix up existing trash cans.

I. City Manager Report

- Ben White congratulated Main Street Board for being accredited for another year and thanked all parties involved in making that happen; Randy Rice, Doris Cooks, Les Cooks, and all Main Street board members involved. He stated there is a candidate for Main Street Manager next step for him is to be interviewed by 4B President Richard Holbrook and Main Street President Doris Cooks before moving forward.
- Billie Goldstein asked if candidate was from Farmersville
- Ben White stated no. He said that Councilman Terry Williams is working with the City and volunteers to help beautify Farmersville and help citizens at the same time. Trying to find different avenues to help develop Farmers and Fleas and discussing with City Council on setting aside area where food truck vendors can set up. Hospitalizations has been hovering around 200 and so far Collin County is holding stable. During Covid-19 extremely important to support local restaurants and businesses. Working on speaker systems to get software upgraded using monies from 4B. Council is looking

at a new thoroughfare map which is now posted on the website. Public works currently has a lot projects it is working on with a department of only seven employees. We have an out of this world library. Police department is doing an exceptional job and our Police Chief Mike Sullivan accepted an award from the North Texas Police Chiefs' Association for exhibiting compliance with Law Enforcement Best Practices.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

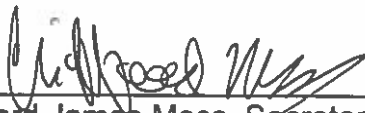
- Virtual Training by Debrorah Dresher
- Consider, discuss, re-voting regarding moving Farmers and Fleas Program under the Chamber of Commerce or keeping it under the Main Street Board.
- Directional signage downtown.
- Consider, discuss, designs for benches, trash cans, and fixing existing trash cans for downtown.

V. ADJOURNMENT – The meeting was adjourned at 6:19 p.m.

SIGNATURES:



Doris M. Cooks, President



Clifford James Moss, Secretary