



FARMERSVILLE TEXAS MAIN STREET BOARD

Minutes – August 10, 2020

4:01 P.M. Farmersville Texas City Hall

205 South Main Street, Farmersville, TX 75442

I. PRELIMINARY MATTERS

Call to order: The meeting of the Farmersville Main Street Board was called to order at 4:01 P.M. by Mrs. Doris Cooks, President.

Roll Call: The following board members were present: Doris Cooks, Jason Acevedo, Amber Bynum, Billie Goldstein, Tracey Wolf. Katherine Hershey and Clifford James Moss came late. Council Liaison Craig Overstreet and Audrey Rubadue was also in attendance.

Recognition of visitors President Cooks welcomed the visitors.

II. PUBLIC COMMENT

No one came forward in person or via teleconference to speak.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

A. Consider for approval July 2020 Financial Statement

- Motion to approve the July 2020 Financial Statement made by Billie Goldstein
- 2nd to approve was Jason Acevedo
- All approved

B. Consider for approval items for payment

- Motion to approve items for payment made by Jason Acevedo
- 2nd by Billie Goldstein
- All approved

C. Consider for approval the July 2020 Main Street Board minutes (Board Members)

- Billie Goldstein stated she wanted item H to state getting the trash cans re-powdered black coating not the benches.
- Motion to approve amended minutes made by Billie Goldstein
- 2nd by Jason Acevedo

- All approved

D. Discuss status of Farmers and Fleas and Old Time Saturday –

- Doris Cooks stated Farmers and Fleas will go forward on October 3, 2020 in place of Old Time Saturday. She also suggested discussing Farmers and Fleas staying under Main Street Program or moving it to Chamber of Commerce.
- Billie Goldstein stated should wait until new Main Street Manager comes on board and consider making decision for next meeting.
- Jason Acevedo stated would it be more beneficial to have Chamber of Commerce take Farmers and Fleas and have new Main Street Manager keep up with all the other activities that fall under Main Street Program.
- Billie Goldstein stated Farmers and Fleas is coming up and Scare On The Square
- Amber Bynum stated she would change her vote from no to yes to giving Chamber of Commerce Farmers and Fleas. Needs to be re-vamped, restructured, and given new life.
- Tracy Wolf stated Chamber of Commerce already has established relationship with owners downtown and could bring in more traffic.
- Donna Williams stated she is in favor with Chamber taking over Farmers and Fleas and have new Main Street Manager and board members reach out to the downtown business owners and district and have them do something like sidewalk sale or food trucks.

Motion to transfer Farmers and Fleas to the Chamber Of Commerce

- Motion to transfer Farmers and Fleas to the Chamber of Commerce made by Jason Acevedo
- 2nd by Amber Bynum
- All approved, except Clifford James Moss abstained

E. Review procedural process/issues

- Item tabled to next meeting

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

- Billie Goldstein showed pictures of ideas for signs.
- Jason Acevedo stated he liked the idea shown
- Tracy Wolf stated will have to find out where TX Dot right away is.
- Clifford James Moss stated might not have to get signed approved if the signs do not fall in TX Dot right away/road area.
- Jason Acevedo stated we should ask the local business owners what they might like to see on the signs.
- Amber Bynum stated her business could produce the signs.
- Clifford James Moss stated we could contact local business owners and see if they wanted to help pay to put up signs and we could place the business names on the sign going vertical.

G. Consider, discuss, designs for benches, trash cans, and fixing existing trash cans for downtown

- Billie Goldstein stated to purchase new trash cans price was \$970 apiece. To sandblast the cans \$650 apiece and reinstall re-powdered \$725 per can. Just to paint trash cans price \$320 per trash can might only last 1 to 2 years.
- Jason Acevedo asked how many trash cans do we have.
- Billie Goldstein stated 13.
- Jason Acevedo stated he would contact Princeton and see if we could get bulk discount at \$300 a trash can.
- Clifford James Moss suggested using plastic trash cans like what they use at Race Trac and could do signs on them.
- Amber Bynum suggested removing the date from the bench
- Katherine Hershey stated Main Street 20th year and removing program or removing Farmersville from the bench
- Clifford James Moss stated either use the historic Farmersville or go forward with etching that currently have
- Billie Goldstein stated \$750 a bench if 6 ordered at a time.
- Clifford James Moss stated putting two benches on each side of the street
- Doris Cooks stated move forward with benches as they are pictured.
- Jason Acevedo stated move forward at \$750 for 6 benches.
- Billie Goldstein stated she will have Brandon Adams move forward with 6 benches and see if we can get a discount if we include trash cans

Motion to move forward with 6 etched benches

- Motion to move forward made by Katherine Hershey
- 2nd by Jason Acevedo
- All approved

H. Consider, discuss budget development

Item skipped

I. Consider, discuss Scare On The Square

- Donna Williams stated in the past the business owner were the ones who organized everything and found vendors.
- Lisa Eastman stated if vendors were Chamber of Commerce members they were not charged if they were not a member there was a fee. In the past volunteers were needed to judge costume contest etc.
- Doris Cooks asked who would volunteer to get in contact with Donna Williams and Lisa Eastman to discuss Scare On The Square.
- Amber Bynum stated she would

J. Review Work Plan

- Doris Cooks went over the work plan; she spoke about the Main Street 4 point approach. **Organization -- Building Community and Organizational Partnership -**

Use social media, print ads, and recognition of volunteers to strengthen partnerships. Have board members, volunteers, and local business owners do training and quarterly workshops to educate on Main Street Program and annual goals. **Create Vibrant Venues for all to enjoy** - Adding way finder signage to locate businesses and places of interest. Provide grant information and design services thru THC (Texas Historic Commission) and coordinate with THC to provide rendering of green spaces, courtyards, and vacant spaces that enhance downtown business district. Move forward with developing calendar of events with downtown merchants. **Create a Cultural Art District and family friendly atmosphere** - Coordinate and implement annual Family Health Fair. Work with local ISD to showcase student art in downtown area and establish art tours throughout the year. **Strengthen downtown existing business assets** - Continue to coordinate economic strategy and marketing workshops for merchants and board members. Need to maintain texdowntown.org website with current business development.

- Billie Goldstein stated need to get the new members involved with taking over the list of business owners 11 per member and make contact introducing themselves and get the list of who they are responsible for.
- Jason Acevedo asked if a review is done yearly to list what was accomplished per year.
- Doris Cooks stated that is why we discuss the work plan at every meeting so we know where we stand in the work plan and decide if we need to add something or remove and item.
- Billie Goldstein suggested having board members pick one of the four goals; Organization, Design, Promotion, and Economic Restructuring and come back with collaborative ideas from each group/subcommittee

Motion was made to request 4B for additional funding

- Motion to request additional funding from 4B for 14 additional benches and 6 additional trash cans made by Jason Acevedo,
- 2nd by Billie Goldstein
- All approved

K. City Managers Report - tabled


IV. ITEMS TO BE PLACED ON FUTURE AGENDAS (Board Members)

Virtual Training with Debra Drescher

V. ADJOURNMENT - The meeting was adjourned at 5:52 P.M.

SIGNATURES:


Doris M. Cooks, President


Clifford James Moss, Secretary