



FARMERSVILLE TEXAS MAIN STREET BOARD

AGENDA – January 13, 2020

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 & announcements (President Cooks)
- D. Informational items:
 - 1. Main Street Program Annual Report has been submitted (see attachment)
 - 2. Upcoming Events and Trainings:
 - a. January 29th -31st - Real Places Preserving Historic Texas Conference in Austin
 - b. February 1st- Farmers & Fleas
 - c. February 8th- Valentines on the Square
 - d. May 9th- 20 year Main Street Celebration update @ 10 am. Speaker to kick off celebration. Family Friendly, Entertainment, Nightlife and the Arts. Theme: 2020 Vision (Past, Present, Future). Mingo to take the lead, please send any ideas via email to begin preparations.
 - e. May 17-20, 2020- National Main Street Conference in Dallas, Texas

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 December 2019 Main Street Board minutes
- B. Consider for approval the November & December 2019 Financial Statement
- C. Consider for approval the monthly payments; see attachment
- D. Main Street Manager Report on Main Street THC Annual Report presentation (Mingo)
- E. Main Street District -Design Review Board Request to City Council Agenda - *will table until the city has adopted a process for the board to follow. Nothing is in place at this time.*
- F. Main Street Instagram Account (Mingo)
- G. Main Street District Business- Board Assignments (Cooks)
- H. Main Street Board Wrap Recommendation to 4B Agenda Update (Moss)
- I. City Managers 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 January 9th by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Dana Mingo, M.S., Main Street Manager



FARMERSVILLE MAIN STREET BOARD MINUTES

December 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 4:31 p.m. by Mrs. Doris Cooks, President.

Roll Call: Board Member Billie Goldstein, called the roll. The following board members were present: Allison Mathers, Diane Piwko, Doris Cooks, Billie Goldstein and Katherine Hershey. President Cooks reported a quorum. City Secretary, Sandra Green was in attendance due to Main Street Manager out ill.

Recognition of visitors: President Cooks welcomed the visitors.

Treats for Tatum update: The event is scheduled for December 13, 2019 from 9:00 am until 2:00 p.m. at the gazebo. We are expecting 250 students, serving cookies and juice (maybe). The principal asked that we do not serve hot chocolate. The tree is up for the kids to add their decorations. Billie Goldstein will bring décor for the table.

II. PUBLIC COMMENT

There was a public comment from Gwen Snyder, owner of The Ville Studio, downtown. She is excited about the new initiative from the board, concerning cultural arts. She had an event in October showcasing art with over 200 people in attendance over the two day event, it was a great turnout. On December 20th, the Farmersville High School will have an art show with a private reception for the friends and family, from 7-9 pm. The event will be open to the public as well, on December 21st from 11-4 pm. She has schedule another public event January 11, 2020 from 11-4 pm.

In regards to the downtown window art that some businesses tend to add. She suggested the recommendation to the downtown merchants to utilize Farmersville highs school students to complete the projects. The only thing needed is to provide art supplies for them to use. One can coordinate through the school's art department. Future planning for the studio involves working with Texas A & M Commerce to bring some of their performing arts events to Farmersville. The plan is to have something special for the city, along with a photography class and showcase the photos of the city. She would like to gain insight from the community on their vision for the city. Ms. Snyder thanked the board for their work and all the planning that is taking place. She loves the city and excited about its future.

There were no further public comments, therefore the public comments sections was closed at 4:40 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- A. Discuss and approve the December 2019 Meeting Minutes: Motion made by Billie Goldstein, seconded by Allison Mathers, all approved.
- B. Discuss and approve the December 2019 monthly payments: Motion made by Allison Mathers, seconded by Diane Piwko, all approved.
- C. Main Street Program Annual Report Finalization:
 - The board discussed their input on the 4 points approach for Organization, Promotion, Design and Economic Vitality, along with adding strategies for implementation and planning.
 - Refer to the final submitted annual report (attached) for detailed information on the goals and strategies that were discussed and outlined.
 - City Secretary Sandra Green, reminded the board, they are unable to have subcommittees where the board members are active members. The bylaws allows community volunteers be assigned to the subcommittee, to then meet about various items for discussion and report back to the board. Diane Piwko stated we need to keep the dialogue through the Main Street Manager to board members. City Manager White stated, you do have to have a quorum, meet as a board and can have a special meeting, as long as the meeting is posted 72 hours in advance and held in the council chambers. Board members may also meet with the Main Street Manager Mingo to then bring those items for discussion to the board meetings.
 - Board members need to send their final reports for President Cooks to meet with Main Street Manager to coordinate the report.
 - Once the final report is completed, Main Street Manager Mingo, will email a copy to the board members to review and for any necessary edits before submission.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

- a. 20 year Main Street Celebration update for May 9, 2019 @ 10 am. Speaker to kick off celebration. Family Friendly, Entertainment, Nightlife and the Arts. Theme: 2020 Vision (Past, Present, Future).
- b. Main Street District -Design Review Board Request to City Council Agenda: will table until the city has adopted a process for the board to follow. Nothing is in place at this time.
- c. Main Street District Business- Board Assignments (Cooks)
- d. Main Street Board Wrap Recommendation to 4B Agenda Update (Moss)
- e. Main Street Instagram Account (Mingo)

V. ADJOURNMENT - *The meeting was adjourned at 5:11 pm.*

SIGNATURES:

Doris M. Cooks, President

Clifford James Moss, Secretary



Farmersville Main Street
Operating Account
Financial Statement
11-01-2019 thru 11-29-2019

Beginning Balance:	November 1, 2019	<u>\$14,800.83</u>
Plus:	Farmers & Fleas Market income	\$560.00
	Museum Donations	
	Audie Murphy Day income	<u>\$15,360.83</u>
Less:	Farmers & Fleas Market expenses	\$100.00
	Audie Murphy Day expenses	<u>\$15,260.83</u>
Designations	Restricted Audie Murphy Day Monies	\$ 6,353.70
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	\$ 7,901.71
	Museum Donations	<u>\$ -</u>
Outstanding checks 4057	Unrestricted Funds	\$ 104.38
	Home Grown Plants	\$ 131.04
Ending Balance:	November 29, 2019	<u>\$ 14,940.83</u>
Check Register:		



Farmersville Main Street
Operating Account
Financial Statement
12-01-2019 thru 12-31-2019

Beginning Balance:	December 1, 2019	<u>\$14,940.83</u>
Plus:	Farmers & Fleas Market income	\$520.00
	Audie Murphy Day income	<u>\$15,460.83</u>
Less:	Farmers & Fleas Market expenses	\$100.00
	Checks Ordered	\$22.28
	C&S Media Check number 4119	\$224.00
	Doris Cooks Check number 4075	\$305.12
	Greenville Herald Banner, Check number 4120	<u>\$307.60</u>
		<u>\$14,501.83</u>
Designations	Restricted Audie Murphy Day Monies	\$ 6,048.58
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	\$ 7,790.11
	Museum Donations	<u>\$ -</u>
	Unrestricted Funds	\$ 82.10
Outstanding checks 4057	Home Grown Plants	\$ 131.04
Ending Balance:	December 29, 2019	<u>\$ 14,501.83</u>

Check Register:

Main Street January 2020 Payment Approvals

Check #	Payment	Vendor Name	Billing Month 2020	Item
4122	\$ 184.43	City of Farmersville	January	Banner tools reimbursement
	\$ 184.43			



ANNUAL MAIN STREET MAIN STREET PROGRAM COMMUNITY ACCREDITATION



To: Staff and Boards of Texas Main Street communities

From: Debra Drescher, State Coordinator, Texas Main Street Program

Date: October 1, 2019

Report due date: **Monday, Dec. 16, 2019**

The template and process for the annual Accreditation review of local programs is being revised by the National Main Street Center/Main Street America™ as part of a nationwide strategic effort by the Center—in conjunction with coordinating programs—to ensure that the Accreditation framework remains a viable tool for reviewing progress, highlighting accomplishments, and setting targeted program goals, while giving coordinating programs an opportunity to participate in the review and provide recommendations based on local information and on the coordinating program's broader perspective working with many Main Street communities.

Several important points:

- The process is still evolving and is currently in draft form; the final version to be used across all coordinating programs will not be finalized for distribution until the 2021 review cycle.
- The new process is largely a self-assessment checklist, which should make the report less time consuming to complete.
- '10 Criteria' will no longer exist. It is now **Main Street Community Accreditation Standards**. There are six, instead of 10, strategy areas—outlined below. Texas Main Street continues to do the review and makes the recommendation for national accreditation for Texas, as do all other coordinating programs for their local programs.
- The new process aligns with the [Main Street Transformation Strategy](#) model we've been talking about for several years now, and you'll see that reflected in the different sections.

Foundational elements/strategy areas of the new National Accreditation Standards:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

The Texas Main Street Program will review all submitted reports and provide feedback to you prior to making our Accreditation recommendations to Main Street America™ in early 2020. National Accreditation for all programs nationally is announced on-screen during the opening session of the annual conference: Monday, May 18, 2020 in Dallas.

A local program not achieving accreditation in a given year remains a designated Main Street program and has the opportunity in the next year to work toward achieving the standard.

National Main Street has recommended a system for our office to determine final cumulative scores and alignment with the standards based upon your completion of the assessment and our additional input, as well as your work driving toward the Transformation Strategy model.

INSTRUCTIONS

This template is largely a self-evaluation checklist with added narrative and should be completed by board and staff between now and the **due date of Monday, Dec. 16, 2019**. You do not need to turn in a monthly report in December or January as it is assumed that the information will be covered in this assessment. *(However, you'll still turn in your quarterly reinvestment report for 2019 4th quarter, due January 10, 2020.)*

How to submit. As in the past, please submit reports electronically via:

1. A compressed **email**, with 'Accreditation Report' and your city name in the subject line.
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us.

Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions are the Work Plan and Design/Improvement project examples that can be separately submitted. Please contact us if you have any submission issues.

THE ACCREDITATION TEMPLATE BEGINS ON THE NEXT PAGE

Farmersville Main Street Program

CITY / PROGRAM NAME

** Some questions are asked in more than one place due to the integrated nature of Main Street and the Four Points.*

Value:

1 = We do not do this.

2= Marginal performance. We do not consistently do this.

3 = Average performance. We do this, but there is general agreement improvement is needed.

4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	3
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	3
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	3
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	3
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	3
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	3
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	3

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner to build an sustain a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	3
2. Main Street/downtown is a priority of the City.	4

3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives.	4
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	3

C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	3

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. (Refer to similar questions under A.)	3
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. (Refer to similar question under A.7.)	3
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	3

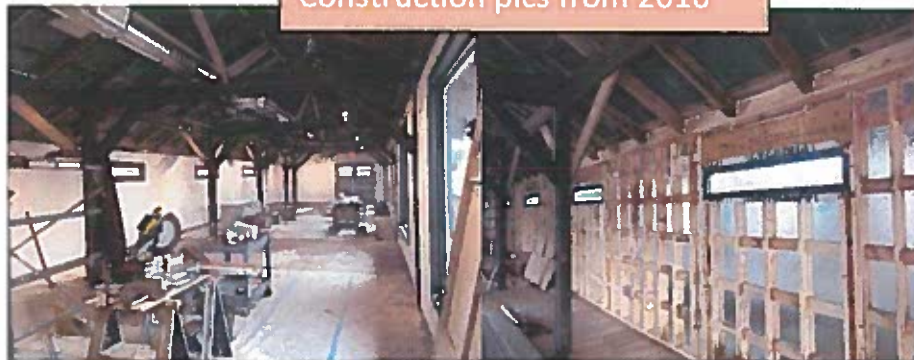
Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in the section above. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

In March of 2015, the Farmersville Heritage Museum Committee and the City of Farmersville started its journey to establish and preserve the history of Farmersville with a groundbreaking ceremony and plans to open its very own museum. Through generous donations, planning, hard work and volunteers, the museum opened its doors in 2016. Its purpose is to preserve, interpret, display and educate citizens and tourists on the history of Farmersville, Texas in and through a museum venue.

The vision of the museum is to transform the historic downtown onion shed into an educational museum preserving and interpreting Farmersville history. The museum is located in a renovated, historic onion shed in the Main Street District of downtown Farmersville. Exterior windows contain displays which can be viewed at any time during the day and night and the inside has rotating exhibits for a destination for our community and visitors. The historic structure is designed to preserve its architectural features for future generations to enjoy. The museum is also a non-profit 501 (c) (3) designation.

This past November the museum committee held its very own benefit gala for the museum. It was a great turn out with over 180 tickets sold, almost meeting the 200 ticket threshold. Establishing such a great historical marker, such as a museum provides an added benefit for the community. It also demonstrates the commitment the city has in maintaining and supporting the Main Street District of Farmersville by ensuring current and new residents are able to access the city's history. Furthermore, the community has been able to get involved by volunteering at the museum and promoting

Construction pics from 2016



Remodeling pics



Gala pics



STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	4
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	4
4. Board members are active advocates for the program and the district.	4
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	4
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	5
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	5
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	3
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	5

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	4
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	3
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	4
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. <i>(i.e. annual retreat, quarterly meetings etc.)</i>	2
5. Volunteers not in board leadership roles also receive orientation and training.	3
6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	2

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	4
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. <i>(Note: see related questions under Standard III)</i>	4
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	4
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	4
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract.	4
8. Monthly reports of activities as required in the contract are consistently submitted. <i>(Note: December 2019 and January 2020 monthly reports will be not required because you'll be submitting this annual report. Fourth quarter reinvestment reports, due January 10, 2020, will be due.)</i>	<i>Texas Main Street office will score this based on your report submissions.</i>

D. Defined mission and organizational foundation. Note: the Work Plan is covered in Standard IV.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	5
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	5
3. The Main Street organization has by-laws. <i>Please note when they were last reviewed: (2019)</i>	5
4. Program activities are effectively coordinated.	4

Please provide your Vision and Mission statements and Core Values (if you have adopted a Value statement):

Vision Statement: We envision downtown Farmersville to be a unique, historical, and authentic regional destination that proudly offers diverse business, civic, cultural, preservation, recreational, and entertainment activities to professionals, consumers, residents and visitors of all ages both day and night.

Mission Statement: Farmersville Main Street Program's overall purpose is to encourage downtown revitalization within the context of historical preservation. Through careful planning and the use of the National Main Street's Four Point Approach of design, economic restructuring, promotion and organization, historic downtown Farmersville will remain a vibrant civic gathering place for all to enjoy by improving public spaces and health/recreation activities, increasing business activity, and expanding heritage tourism programs through business development and retention efforts, physical improvements, historic preservation and promotional events.

Core Values: Core values are constant. These values underlie the work we do, how we interact with each other and which strategies we employ to fulfill our mission. Part of the mission is to create a vibrant gathering place for all to enjoy. Commitment. 1) **Communication**- expression of ideas in an effective manner. Process of organization so that work is done in a harmonious manner. 2) **Organization**- structure, being neat and systematic. 3) **Recruitment**- restore, recognize, acknowledge, increase and increase vigor. 4) **Education/Training**- knowledge development, practical knowledge or skill, energy, dynamic quality, positive force and excellence.

Indicate in this section trainings/professional development staff and volunteers have completed in the past 12 months.

1. October 2019- Texas Downtown Conference- Georgetown- Main Street Manager & Main Street Board Members (3)
2. September 2019- Main Street Board Training in Decatur- Main Street Board Members (3)
3. June 2019- Travel & Tourism College- Lost Pines- Main Street Manager
4. June 2019- Main Street Program Training- Mt. Pleasant- Main Street Manager
5. April 2019- Texas Downtown, Regional Round Table Workshop- Garland- Main Street Manager
6. April 2019- Main Street New Manager Training- Austin- Main Street Manager

Training and development are important components of the Main Street Program. It is critical to the success of the program. Farmersville Main Street Program is dedicated to ensuring staff, volunteers and its board receives the necessary information, both from the state and at the national level. As we work to continue our efforts in revitalization and economic development, the community and area cities will see us as a model to learn from. Some of our efforts include the ongoing training opportunities from the state, along with training from business consultants. This allows everyone to be well versed to meet the needs of the Main Street Business District.

As we work to increase our volunteer program, this will allow the community to learn more about the program, along with being an advocate starting with the Main Street Advisory Board of Directors. Having an active board allows our volunteers to see leadership involvement that then encourages their support. Along with the Main Street Manager, this creates a solid foundation for the program to continue in its growth.

Historic preservation, diverse business and a thriving business district, allows the downtown area to remain a destination for all to see. Through strategic planning, the program will continue to achieve its mission and meet its core values of communication, organization, recruitment, and education and training.

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the report.

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has **Diversified Funding Sources.**

Key Indicators	Value (1=low to 5=high/strong)
1.The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	5
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. (Also asked in Standard I.)	3
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. (Also asked in Standard I.)	4

B. The Main Street Program Has Sustainable Program Operations.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced distribution of attention to all four points.	4
2. Work aligns with financial capacity.	4
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	5
4. The budget adequately covers programming and activity expenses.	5
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	3
8. For urban non-profits: The Main Street Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	n/a
9. For urban non-profits: There has been an independent financial review in the last 12 months.	n/a

Every other year, we alternate an Incentives/Tools Survey with an **Operations and Funding Survey**. The information is quite frequently requested as a reference tool for communities to set a budget for applying to Main Street (a required part of the application process); and for existing programs looking to increase or adapt their funding. **Please answer the following.**

Population	3400
Length of time your city has been a designated Main Street community	19 years
Length of time you have been in your position as a Main Street program manager	8 months
The position	
Who do you report to (i.e. city manager)?	City Manager
Do you have other job titles (i.e. Historic Preservation Officer). If so, what are they?	Historic Preservation Officer, Event Coordinator, Board Facilitator
Do you find that you are effectively able to manage these additional job duties, given current funding and available time?	Yes, at times
Are you salaried or hourly?	Salary
What is your annual salary/hourly pay?	\$56,400
Do you have an assistant?	No
If yes, what is the salary/hourly pay for your assistant?	n/a

Benefits		
Are you covered by medical insurance from your employer?	Yes	
Do you have a pension from your employer?	Yes	
Do you have a car allowance?	No	
Do you have paid vacation?	Yes	
Do you earn comp time?	Yes	
If hourly, do you receive overtime?	n/a	
Other benefits?	n/a	
Program funding-OPERATIONS. Please indicate below the sources and amount that fund your program's basic OPERATIONS (i.e. salary, office, supplies, travel and training etc.)		
Source	Amount	
City General Fund	\$0	
HOT funds (Hotel Occupancy Tax)	\$0	
Economic Development (Type A or B?)	Type B \$89,364	
CDBG or other federal sources	\$0	
Assessment district (TIRZ, PID etc.)	\$0	
Foundations, grants, memberships and/or corporate donations (Please indicate which ones)	\$0	
Other	\$0	
TOTAL OPERATING BUDGET	\$89,364	
Program funding: SPECIAL PROJECTS. Please indicate below the sources and amount that fund your program's SPECIAL PROJECTS (i.e. local grant program, events, etc.)		
Source	Amount	What is funded? (i.e. Improvement grant program)
City General Fund	\$0	
HOT funds (Hotel Occupancy Tax)	\$0	
Economic Development (Type A or B?)	Type B \$55,000	<i>Façade grant funding</i>
CDBG or other federal sources	\$0	
Assessment district (TIRZ, PID etc.)	\$0	
Foundations, grants, memberships and/or corporate donations (Please indicate which ones)	\$0	
Other	\$0	
TOTAL SPECIAL PROJECTS BUDGET	\$55,000	

We realize that budgets are unique to individual programs. Feel free to add notes here if needed.

n/a

STANDARD IV. STRATEGY-DRIVEN PROGRAMMING

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a **Vision** for the future of District and **Defined Strategic Direction** for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	5
2. We have up-to-date district market, economic and demographic data.	4
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	5
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	5
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	5

B. Main Street's **Work Plan** is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	4
2. We are (<i>please indicate which one</i>) <u>exploring</u> / <u>have begun</u> / <u>have adopted</u> a Transformation Strategy plan of work.	4
3. Our work plan has activities across all four points of the Approach.	4

Please submit your current work plan as a separate document.

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

The Main Street Program was developed with historic preservation at its core. A community's historic buildings and structures are some of its greatest assets to reflect the richness of its fabric and the strength of its character and to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public on their value and history to the community, as well as, working with businesses and property owners on appropriate improvements, and utilization. Property owners can also access the services of the Texas Main Street Program design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. (<i>We will reference your reinvestment reports for this section.</i>)	5
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored?	5

3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	3
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	1
5. We have a design review process that ensures appropriate preservation outcomes.	1
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	4
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	4
8. Volunteer leadership, staff seek out preservation-based training, whether in person, or through seminars, webinars etc. and as a result are confident in their understanding of basic concepts of historic preservation.	3
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	4
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	4
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	4
12. We are live on DowntownTX.org.	4
13. We are actively working to become live on DowntownTX.org.	4

From the information provided in your quarterly reinvestment reports, please submit several examples of design projects/building improvements that were completed during the last 12 months. Please provide below before/during/after images and a brief description of the work.

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	3
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	4
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President's Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	3
5. Downtown is generally viewed as an active marketplace which the community supports.	3

6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	4
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. 'Hobby' businesses have decreased over time.	3
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	4
9. Property owners see a positive return on their investments.	4
10. Downtown's occupancy rate has increased over time, including second floor uses.	4
11. Downtown has destination businesses.	4

Project profile/narrative. (Please provide a project/activity profile or brief narrative to elaborate on one or more of the key indicators in this section. One page or less. If you choose to provide any supplemental information such as images, posters, newspaper clips etc. please include all of them at the end of the rep

Farmersville Main Street Program was designed to ensure we are actively working to maintain our historical preservation, as well as ensure we are working to create a destination city for travel, tourism, arts and entertainment and family friendly places for all to visit. This is maintained and accomplished through ensuring our downtown district is always evolving and not stagnate.

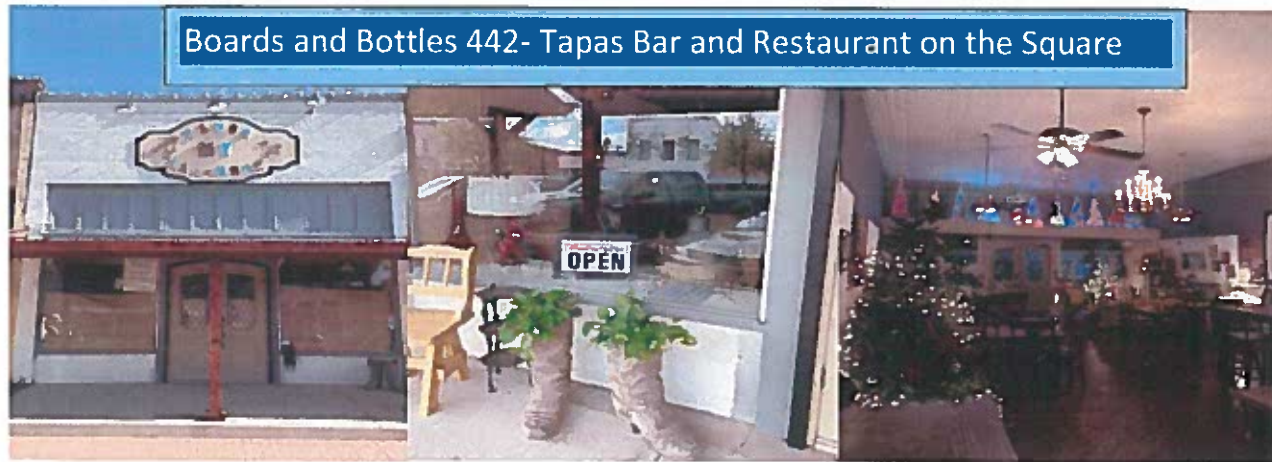
To that end, we continuously strive to make efforts to educate and work with our business and merchant owners to be good stewards as stated in the standards of their businesses. This is obtained by making the necessary improvements to their structures, both inside and out. This allows the community to recognize that the owners have commitment to maintaining a downtown district that has great designs, attractive and welcoming to the residents and visitors.

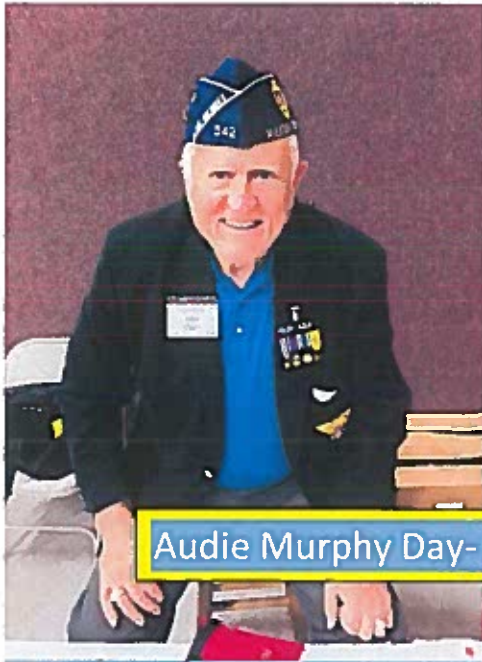
Several reinvestment projects have started in 2019 and completed, as well as a few still under renovation. The medical offices at Dr. Gamboa's project consisted of front window replacement and brick repair. Additional openings included The Ville Studios, Bottles and Boards 442 in the downtown business district. The Ville Studio located on McKinney Street offers a great place for photographers to utilize the natural light (it is located on the 2nd floor), along with various photo shoot opportunities. Bottles and Boards 442 is a night time food and entertainment gathering. Here one can sample meats and cheeses, with wine or enjoy a great entrée with dessert. It is a great place to enjoy during the evening hours. Another project was the re-grand opening of the Heritage Museum interior, discussed earlier.

The Ville Studios on the Square for Photo Shoot Rentals

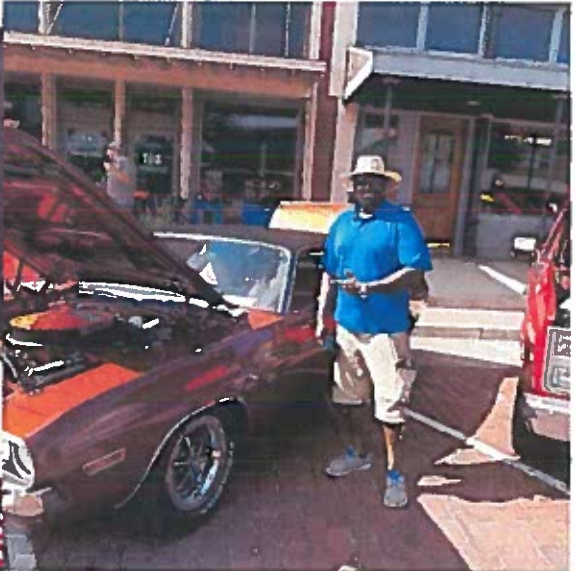


Boards and Bottles 442- Tapas Bar and Restaurant on the Square





Audie Murphy Day- June 2019



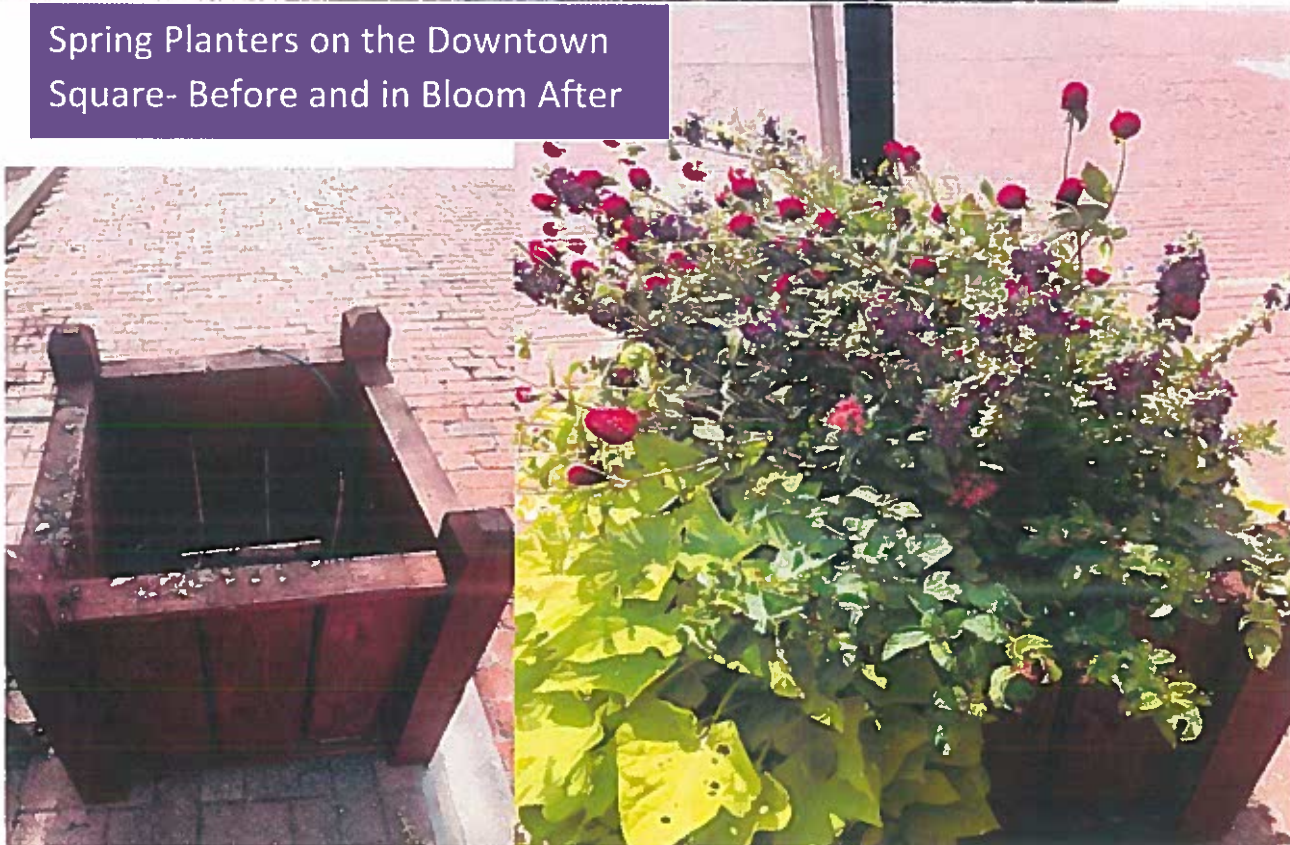
Cops n Rodders- Car Show June 2019



Spring Planting in the Main
Street Park- Before & After

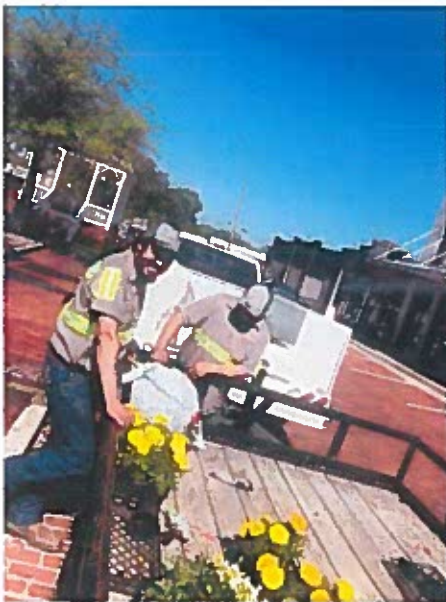


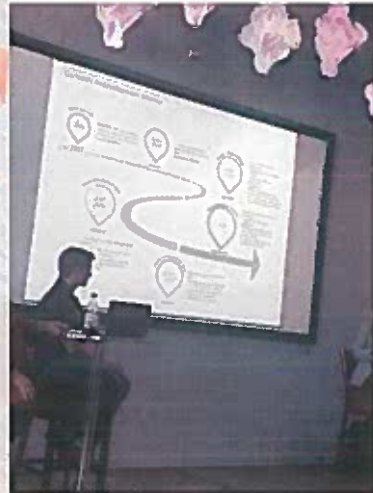
Spring Planters on the Downtown
Square- Before and in Bloom After





Planting on the
Square with
Downtown
Merchant
volunteers and City
Public Works staff

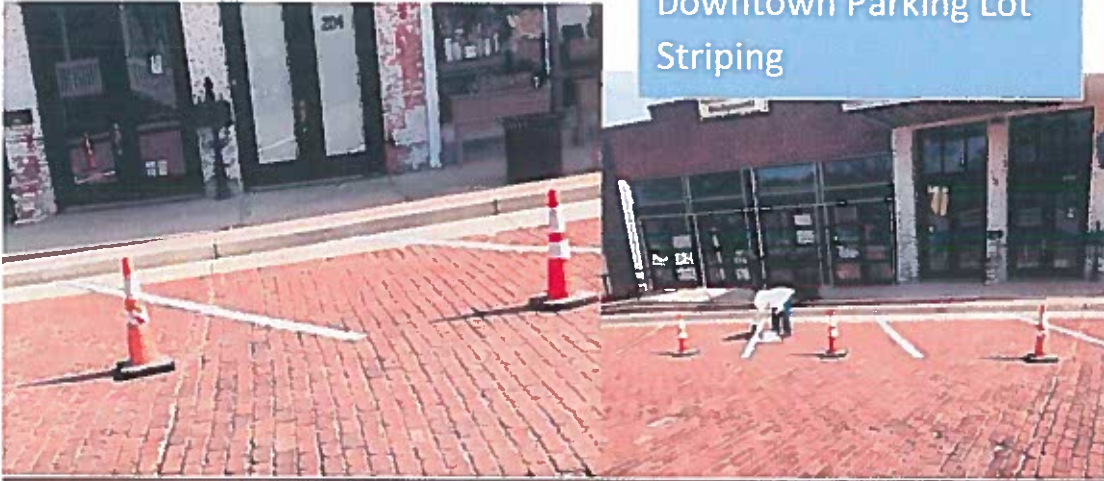




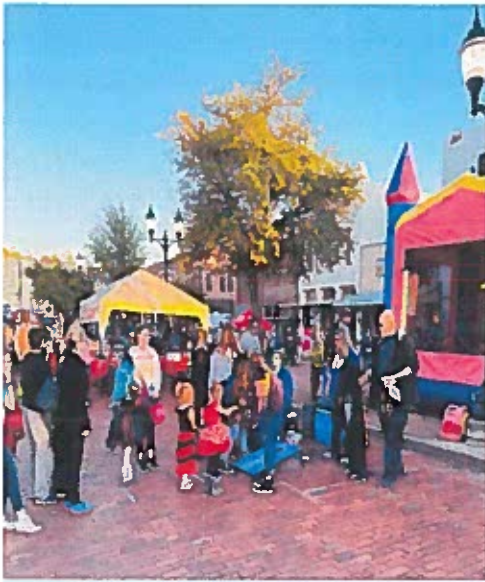
Main Street Program Summer
Training in Mt. Pleasant and Texas
Downtown Training in Garland, TX.
Mural fun too!



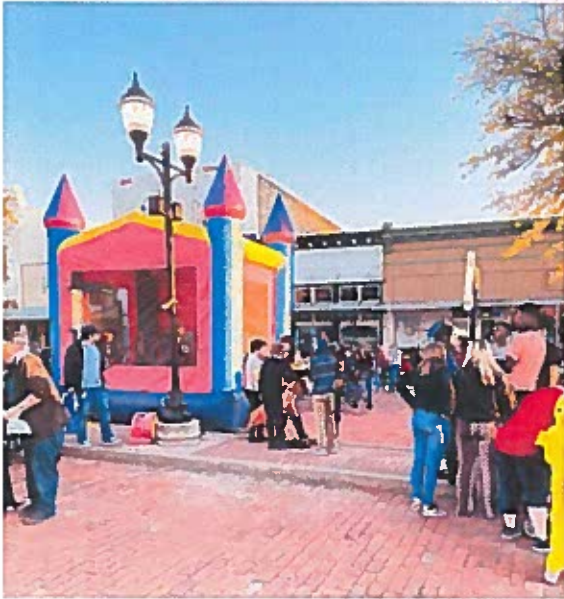
Downtown Parking Lot
Striping

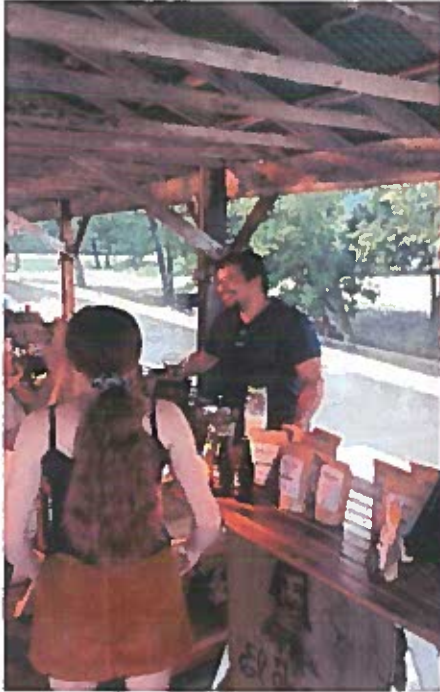


Texas Travel & Tourism Training and Development- Lost Pines, Texas



SCARE ON THE SQUARE





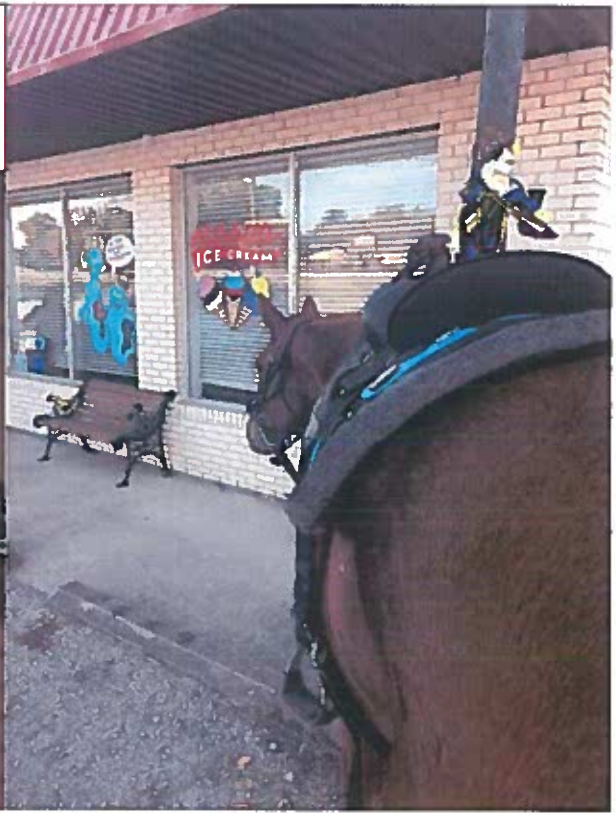
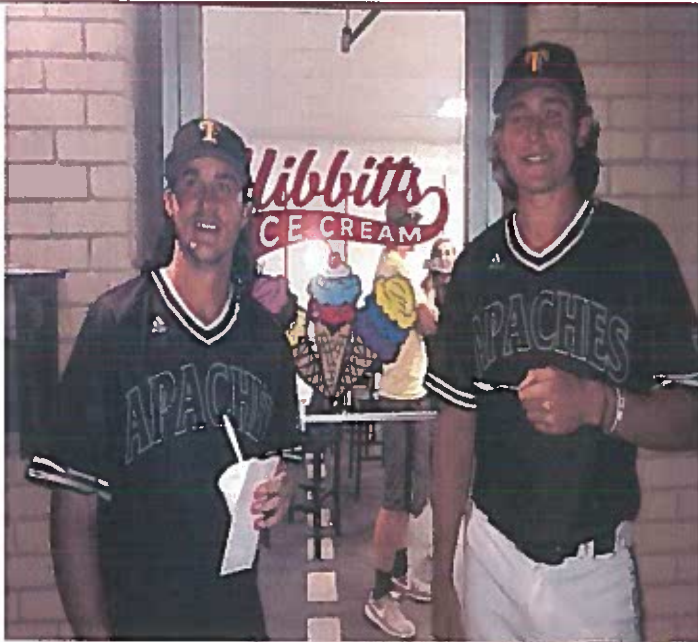
FARMERS & FLEAS
MARKET



MAIN STREET MANAGER TRAINING PHOTO OPS! ALL SMILES FOR THE CAMERA!

-end-

Hibbitts Ice Cream- New Business on Main Street



Rise Up Balloons- New Business on the Square



TREATS FOR TATUM- TREE
DECORATING ON THE SQUARE



It's a "Gingerbread House Christmas"
In Farmersville!

Farmersville Chamber of Commerce CHRISTMAS PARADE

Saturday, December 14, 2019 at 6pm

Parade Entry Judging Categories:

BEST use of your Theme

"Gingerbread House Christmas"

Sign Up On Our Website

Motorized Category

Walking & Marching Group

Floats & Trailers

Equestrian Entries

Judging At 4:30pm In Line-up

Parade Starts At 6pm

Go North on PARKWAY to THE SQUARE

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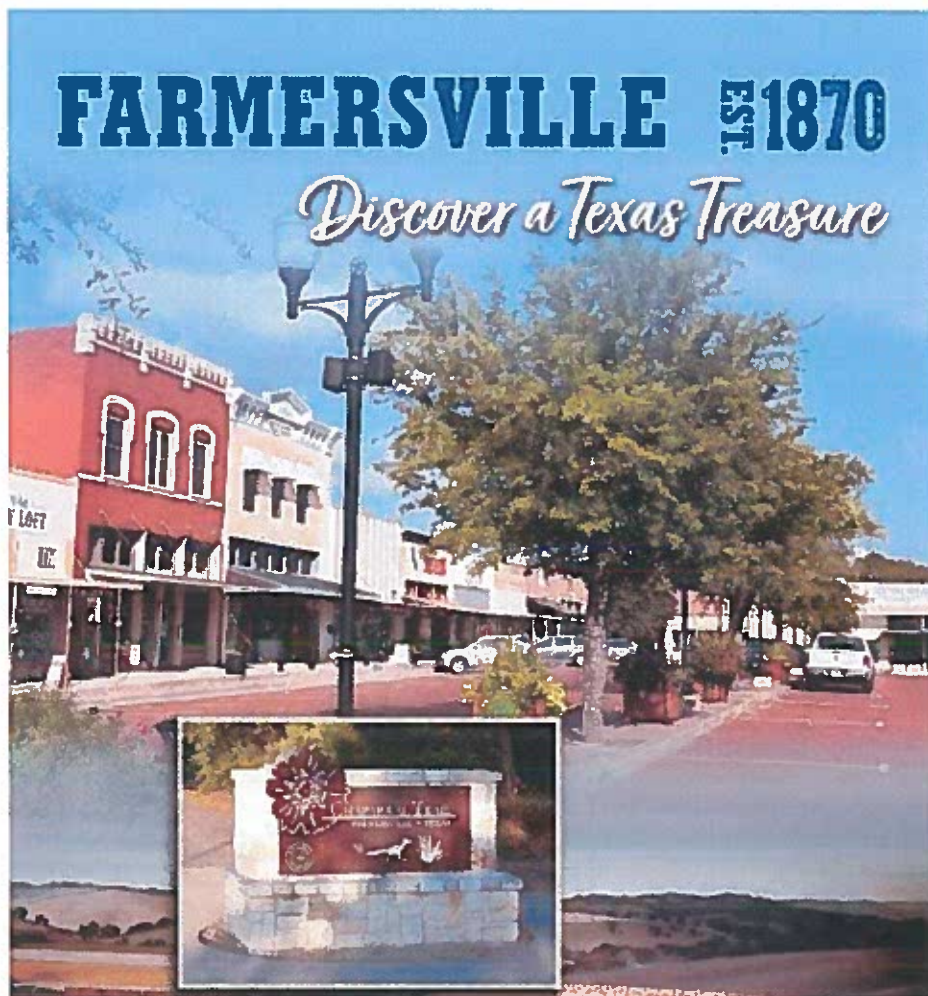
ANNUAL CHRISTMAS
PARADE ON THE SQUARE





Farmersville

Main Street Program



Work Plan



MAIN STREET PROGRAM VISION, MISSION AND CORE VALUES

December 16, 2019



Vision Statement: We envision downtown Farmersville to be a unique, historical, and authentic regional destination that proudly offers diverse business, civic, cultural, preservation, recreational, and entertainment activities to professionals, consumers, residents and visitors of all ages both day and night.

Mission Statement: Farmersville Main Street Program's overall purpose is to encourage downtown revitalization within the context of historical preservation. Through careful planning and the use of the National Main Street's Four Point Approach of design, economic restructuring, promotion and organization, historic downtown Farmersville will remain a vibrant civic gathering place for all to enjoy by improving public spaces and health/recreation activities, increasing business activity, and expanding heritage tourism programs through business development and retention efforts, physical improvements, historic preservation and promotional events.

Core Values: Core values are constant. These values underlie the work we do, how we interact with each other and which strategies we employ to fulfill our mission. Part of the mission is to create a vibrant gathering place for all to enjoy.

- 1) **Communication-** expression of ideas in an effective manner. Process of organization so that work is done in a harmonious manner.
- 2) **Organization-** structure, being neat and systematic.



Main Street 4
Point Approach



ORGANIZATION

Goal #1-Building Community and Organizational Partnerships

- *Effective communication with community partners*
- *Strengthen volunteer base along with training*
- *Provide Main Street training to downtown merchants*
- *Partner with local ISD, college officials and businesses*

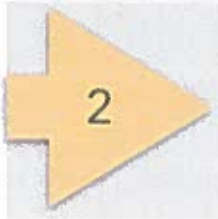
Strategies to implement....

- Weekly use of social media, print ads, board meeting announcements and volunteer recognition to strengthen partnerships.
- Develop quarterly workshops/training for the volunteers, merchants and business owners to educate on Main Street Program and its annual goals.
- Coordinate events and announcements with school officials on opportunities to partnership and establish relationships, throughout the year.

Main Street 4
Point Approach

DESIGN

Goal #2- Create Vibrant Gathering Venues for all to Enjoy



- *Add downtown way finder signage to help in locating businesses and places of interest*
- *Maintain building facades and healthy buildings*
- *Create community gardens and green space areas*
- *Coordinate and create opportunities for local talent to provide entertainment in the downtown business district*

Strategies to implement....

- Coordinate with the city on implementation and placement of signage for easy navigation. One time project.
- Provide grant information and design services through THC to building owners on the importance of a maintaining attractive and healthy buildings that enhance the shopping and visitation experience
- Coordinate with THC to provide a rendering of green spaces and courtyards that will enhance vacant spaces in downtown business district
- Develop a calendar of entertainment events in coordination with downtown merchants

PROMOTION

Goal #3- Create a Cultural Arts District and Family Friendly Atmosphere

3

- *Coordinate and implement an annual Family Health Fair*
- *Collaborate with local ISD art programs to showcase student art in the downtown area*
- *Collaborate with local art galleries to establish art tours throughout the year*
- *Communicate and continue to collaborate with the Chamber of Commerce, as well as other organizations relative to downtown events*

Strategies to implement....

- *Coordinate with the city and county health organizations and city boards regarding implementation to include free or reduced preventative health screening. Twice a year.*
- *Partner with school officials to create art shows in the downtown district that promote student art contests throughout the year.*
- *Encourage participation of art galleries to showcase art in the downtown district, twice a year.*
- *Maintain the current main street calendar of events, using social calendar, media and print materials to promote Main Street events throughout the year.*

Main Street 4
Point Approach

ECONOMIC RESTRUCTURING

Goal #4- Strengthen Downtown Existing Business Assets

4

- *Create an atmosphere cultivating business development*
- *Coordinate and support ongoing economic strategy and marketing workshops for merchants and board members*
- *Maintain texasdowntown.org website with current business development*
- *Encourage and partner with city leaders on maintaining and promoting a vibrant downtown district*

Strategies to implement....

- *Coordinate with city officials regarding streamlining the process for opening new business in the downtown business district.*
- *Partner with the Texas Historical Commission and local business strategists for training opportunities, held quarterly.*
- *Maintain a database of existing and vacant properties for sale in the downtown district and update as needed.*
- *Continue to provide updated reports of the downtown business district successes and opportunities.*

Goal#1 Partnerships	Timeline	Responsibility	Partners	Budget
Effective communication with community partners	Weekly	Main Street Program	City & Chamber of Commerce (COC)	TBD
Strengthen volunteer base and provide training	Spring 2020 then Quarterly	Main Street Program	City	TBD
Training to merchants	Spring 2020 then Quarterly	Main Street Program	THC and other business consultants	TBD
Partner with school officials	Ongoing	Main Street Program	ISD, Collin College	TBD
Goal #2 Vibrancy	Timeline	Responsibility	Partners	Budget
Add downtown way finder signage	February 2020	Main Street Program	Public Works	TBD
Maintain healthy building facades	Ongoing	Main Street Program	City	TBD
Create community garden & green spaces	Fall 2020	Main Street Program	City, THC and design consultants	TBD
Coordinate & create opportunities for local talent showcase	Ongoing	Main Street Program	Restaurant merchants and locals	TBD
Goal #3 Arts	Timeline	Responsibility	Partners	Budget
Annual family health fair	Spring/Fall 2020	Main Street Program	Family health agencies, City and COC	TBD
Art collaboration with ISD art programs	Spring/Fall 2020	Main Street Program	ISD	TBD
Art collaboration local art galleries	Spring/ Fall 2020	Main Street Program	Local art galleries	TBD
Art collaboration with city	Ongoing	Main Street Program	City & COC	TBD
Goal #4 Assets	Timeline	Responsibility	Partners	Budget
Cultivate business development	Ongoing	Main Street Program	New prospects & City	TBD
Workshops	March 2020 then quarterly	Main Street Program	THC and other business consultants	TBD
Texas downtown website updates	Ongoing	Main Street Program	THC	TBD
City leader partnerships	Ongoing	Main Street Program	City & COC	TBD

FARMERSVILLE BOARD OF DIRECTORS ADMINISTRATIVE WORK PLAN ATTACHMENT - (2020)

- Review and Update the Farmersville Main Street Advisory Board Manual
- Develop Operating Checklist for the Farmersville Main Street Advisory Board Meetings
- Review and Update the Main Street By-Laws
- Develop duties and responsibilities of Main Street Board Officers (President, Vice-President, Secretary and Treasurer).
- Review and Update Farmers and Fleas Operating Manual
- Conduct annual inventory of Main Street Assets and develop Inventory Database
- Develop Operating Checklist for Treats for Tatum Elementary School event

New Main Street Manager hired

By Myndi Vetter
News Editor
news@farmersvilletimes.com

A new Main Street Manager has been hired by the city of Farmersville.

Diana Mingo officially took the helm of the Farmersville Main Street Program Monday, April 1.

"Diana is a very talented individual with a wealth of varied experience and energy that I think will bring the Farmersville Main Street Program to a new level. I am really honored to have her on my team," City Manager Rick White said.

With a professional background in higher education, Mingo and she is excited for a new opportunity with the city. She discussed Farmers-

ville while attending a Farmers and Fleas Market and became involved with the company and all it has to offer, she said.

"I have planning and organizing as I think this job will be a good fit for me," she said. Currently, Mingo is an inpatient with her husband, Henry and their five-year-old son, Robert Daugherty III.

Both Mingo and her husband are members of the Rotaract Young Professionals Fellowship in Houston.

Her educational background includes an Associate of Arts in Business from Lodi College, a Bachelor of Science in Business Administration from Lodi College, and a Master of Business Administration from Lodi College.

One of the things she is most excited about is the opportunity to work with the city and the community.



Newly hired Farmersville Main Street Manager Diana Mingo is enjoying getting to know Farmersville and its history including the downtown Veterans Memorial and Audie Murphy.

Main Street Manager brings higher education background to position

Continued from page 1A

she is in Psychology from Our Lady of the Lake University and a Master of Science in Psychology from Walden University. She also earned her master's degree in education from Lodi College.

Her work background includes experience with the

University of Texas at San Antonio, the University of Texas at Dallas, the University of Texas at Austin, the University of Texas at El Paso, the University of Texas at Permian Basin, and the University of Texas at San Antonio.

One of the things she is most excited about is the opportunity to work with the city and the community.

the history of Farmersville. As a history enthusiast, she is excited to be part of the Farmersville Heritage Museum Board and to help bring the city's history to life.

"I have a love of people and look forward to bringing to attention and new ideas for the program," she said. "I want to make sure our building owners are getting what they need and

help find a way finding through the city."

Through Mingo's hiring, there will be challenges and the city leaders will face new problems, she said, but she is looking forward to getting to know everyone. She said everyone at city hall has been incredibly supportive.

"I enjoy collaborating with individuals and want to be a

resource for business owners," she said.

Mingo's duties include reading, shopping, traveling and spending time with her young niece and nephew.

Most recently, she presented Main Street Board President Don Cook's to the city council.

Mingo said she is excited to be part of the city's history and to help bring the city's history to life.

larger city moved to September 2018.

The main program for the Main Street Manager started in January with approximately 15 applicants received. Four interviews were conducted and then two final candidates were named, according to information provided by the city of Farmersville.

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anytime, anywhere, and



Growing Main Street

By John Kavalec
mainstreet@farmersville.com

Farmersville's Main Street program is growing as at least a couple of topics, according to Daily Clarke, president of the Main Street Fund of America.

The board has added two positions to its roster, expanding from five to seven members, Clarke said. The reason for the expansion is to provide the fund with enough administration that could specifically go forward to develop Farmersville's expansion and maintenance of the program.

Clarke said Main Street had

been successful in the past. Clarke said Main Street was a great success in the past.

"Having a program in place is more to keep it alive when other people leave," she said. "It's not just to let people leave the city and go to work and see how it's doing."

The Main Street Fund has been successful in the past. Clarke said Main Street was a great success in the past.

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LOCAL

Thursday, November 23, 2017 5A

Main Street Music Hall now under new ownership

continued from 1A

for six months, toward developing the local music network for Main Street. The design element would be to get Main Street into physical shape through the use of local space.

Clarke explained that they have a lot of business owners applying for grants which are written by City Hall staff members.

The economic revitalization and vitality administration recognizes the city's economic success while working out to business owners who want to do business in Farmersville.

The Main Street program has been in effect for the past two decades, she reported. The city approved \$100,000 for the survey last year. Clarke said the survey pays for salary and funds an as-

essment of current activities.

Farmersville's Main Street program can cause several concerns during its initiation.

"We have established a good relationship between the local and our downtown business," Clarke said. "They know we're here to support them and not tell them what to do."

"Farmers and Pines, which runs on the first Saturday of

each month, has been a great business for small businesses," she added. "Downtown has opened up from the Farmers and Pines event. It's a downtown self-renewing program."

Clarke said that the Main Street Music Hall has been purchased and the new owners "want to bring back the vitality of it."

The message also speaks about a young couple from Wisconsin

who want to move to Farmersville and open a business in the downtown area. They are looking at reopening the music hall so they can show films featuring the late Anita Murphy, a son of the region who became a legendary World War II soldier and later partnered in a number of western and military films, including the well-known film, "The Hell and Back." Murphy was the

most decorated American soldier in World War II.

"This couple has great admiration for Anita Murphy," Clarke said.

Main Street is excited by the Main Street Music Hall.

"We always are looking for volunteers," Clarke said. "Any-

one interested in volunteering can call Dave and she can pass on the information to the board."