



**FARMERSVILLE TEXAS MAIN STREET BOARD**  
Meeting Agenda – February 10, 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 (President Cooks)

**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**

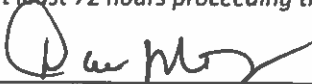
- A. Consider for approval the January 2020 Main Street Board minutes
- B. Consider for approval the January 2020 Financial Statement
- C. Consider for approval the monthly payments;
- D. Consider, discuss and act on final Billboard design & pricing for replacement off 380, to then present to 4B Community Development to take over existing board display/Chaparral Trail.
- E. Consider, discuss and act on selecting & implementing a planning subcommittee for the 20 year Celebration set for Saturday, September 5, 2020.
- F. Consider, discuss and act on Main Street Board Assignments.
- G. Main Street Manager's Report
- H. City Manager's 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 February 7, 2020 by 4:30 P.M. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting.*



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*Dana Mingo, M.S., Main Street Manager*



## **FARMERSVILLE MAIN STREET BOARD MINUTES**

*January 13, 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 4:31 p.m. by Mrs. Doris Cooks, President.

***Roll Call:*** Board Member James Clifford, called the roll. The following board members were present: Katherine Hershey, Allison Mathers, Doris Cooks, Diane Piwko, Billie Goldstein and James Clifford Moss. 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

### **II. PUBLIC COMMENT**

Public comment from Downtown merchant and building owner of Red Door Antiques, Donna Williams

- Concerns that several persons have not meet the Main Street Manager nor anyone from the Main Street Board.
- Businesses are closing and no one is aware.
- Of the \$243,000 budget, \$193,000 of tax payer funds from 4B have been designated for the Main Street Program. She understands downtown is the heart of the city; however since 4B has granted over a million dollars has to the trail, if promoted correctly, folks will come and shop downtown. Changing the billboard to only designate visitors to downtown is wrong.
- No one ever went on trainings with the Main Street Manager, speaking of Main Street Board members and it seems to be a waste of funds being spent.
- The events downtown were by decided by City Manager to be assigned to the Main Street Manager, Dana Mingo. The Main Street Board in the past helped with events. She stated she was not aware there was planning of the Valentine on the Square event until she saw on Facebook. Misty Dixon from the Hay Loft began to contact the merchants, therefore if businesses are going to work and promote events, they should get the credit.
- The 20 year celebration for Main Street of \$20,000 in support, has never been allocated for this event, funds had been raised and created by merchants.

- President Cooks requested Mrs. Williams provide her a copy of her concerns. Treasurer Diane Piwko, requested Mrs. Williams email all board members for review, due to inaccuracies presented. The Board will review the concerns and address at another time.

There were no further public comments, therefore the public comments sections was closed at 4:39 pm.

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

- A. Discuss and approve December 2019 Meeting Minutes: Motion made by James Clifford Moss, seconded by Billie Goldstein, all approved.
- B. Discuss and approve the November & December 2019 financial statements: Motion made by James Clifford Moss, seconded by Allison Mathers, all approved.
- C. Consider for approval the monthly payments; see attachments: Motion made by James Clifford Moss, seconded by Jennifer Jiles, all approved.
- D. Main Street Manager Report on Main Street THC Annual Report presentation: Ms. Mingo provided the Board with an overview of the final report due December 16, 2019. Please refer to the report for detailed information. The report and work plan is the foundation in which the program will follow to ensure goals and concerns are addressed and accounted for. Some highlights were: (1) it was discussed the importance of Board members attending the free training from THC to learn more about their role and the Main Street Program requirements, (2) each city is graded on this item, (3) future goals were built within the report on items needing short and long term planning, (4) the Board was involved as well with the report and scoring ourselves, again this is a requirement for the program set by THC, (5) volunteer recruitment and training.
- 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. In the past, there was a design board, however not active at this time. Need to look into reconvening this board.*
- F. Main Street Instagram Account (Mingo) - Will set up at another time and have ready for next month's meeting.
- G. Main Street District Business- Board Assignments (Cooks) – Suggestion as board members to divide the merchant and building owners list to allow each member to begin communication and establish relationships, along with showing presence of the board. Need to determine as a board the goal for establishing the process. However, the Main Street Manager is the main point of contact for the Main Street Program.
- H. Main Street Board Wrap Recommendation to 4B Agenda Update (Moss) - 10x 20 wrap directing traffic to shop downtown. Using a tag line of Explore, Shop, Thrive as a suggestion or Explore, Shop, Live. Take over the Chaparral Trail sign on 380 and 78 towards Greenville. Have a collage of the downtown streetscape and real photos of the city. Ensure signage will be displayed throughout the seasons. \$500 for a different wrap and install.
- I. City Managers Report – Christmas lighting being removed, building lights will remain throughout the year. Extra lights will go up on buildings without lighting. New ideas for Christmas as the year progresses. New color changing lights on Farmersville Parkway, Jeremy Jones suggested and funding received to implement. Colors will change out for the various holidays and events. Swing sets for Rambler Park are on order. The city bandwidth internet survey report has been completed and presentations have been presented. TRZ will finalize.

Collin College groundbreaking ceremony was a success. Building will be 52,000 sq.ft. Associate in Science and Arts, 30 plus courses and offer core and supply chain logistics and management, etc.. There will be 35-40 FT staff and 25 PT. Secretary Moss inquired about creating a city mural and present to City Council. Agenda item had not been submitted yet, will add to the next Council agenda.

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

Special meeting to discuss:

- a. Review and finalize a date for the 20 year Main Street Celebration Family Friendly, Entertainment, Nightlife and the Arts. Theme: 2020 Vision (Past, Present, Future).
- b. Main Street Board Wrap Recommendation to 4B Agenda Update.
- c. Implementation and communication of downtown event planning.

#### **V. ADJOURNMENT** - *The meeting was adjourned at 6:00 pm.*

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

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***Doris M. Cooks, President***

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***Clifford James Moss, Secretary***