



**FARMERSVILLE TEXAS MAIN STREET BOARD**

Meeting Agenda – March 9, 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)
- D. Upcoming Events and Trainings:
  - a. April 4, 2020 - Farmers and Fleas Market
  - b. May 2, 2020 - Farmers & Fleas Market
  - c. May 2, 2020 - Cinco de Mayo Salsa Tasting on the Square
  - d. May 17-20, 2020- National Main Street Conference in Dallas, Texas
  - e. May 30, 2020 – City Wide, Yard of Yard Sales

**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 February 2020 Main Street Board minutes
- B. Consider for approval the January and February 2020 Financial Statement
- C. Consider for approval the monthly payments
- D. Main Street Celebration- Planning Subcommittee Update
- E. Downtown Merchant Assignments & Training Discussion
- F. Billboard Update
- G. Work Plan Review
- H. City Manager's Report

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

Farmersville Texas Main Street Board Agenda, February 10, 2020

## **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 March 6, 2020 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.*



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Dana Mingo, M.S., Main Street Manager



## **FARMERSVILLE MAIN STREET BOARD MINUTES**

**February 10, 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 4:32 p.m. by Mrs. Doris Cooks, President.

**Roll Call:** The following board members were present: Allison Mathers, Doris Cooks, Jennifer Jiles, and Billie Goldstein. 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 Gwen Snyder of The Ville Studio.

- The Ville Studio representing The Heritage Museum will have a Shop girl day at the museum. It will be held April 13, 2020. They will have volunteers to visit the downtown merchants, business and building owners to provide more information on the event and how they can assist.
- Public comment was closed at 4:36 pm.

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

- A. Discuss and approve January 2020 Meeting Minutes: Motion made by Billie Goldstein, seconded by Jennifer Jiles, all approved.
- B. Discuss and approve the January 2020 financial statements: There were none to approve.
- C. Consider for approval the monthly payments: There were none to approve.
- 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:
  - Billboard design was tabled.
  - Pricing- Mr. Reiss with The Reiss Group will only charge \$300 a month with \$150 in monthly savings. Both sides would be \$400 to make the switch to change the Chaparral Trail sign or \$350 to just switch to east, if a new wrap is not needed of the trail.
  - The new wrap design for Main Street will be \$500 for printing and installation and \$300 a month. With a total of \$800 to get started with project.

- 4B's contract is up in mid-February. With switching sides the arrow will face the correct direction.
  - Motion was made by Allison Mather's to approve a new installation design on the billboard, and request 4B to move their sign to the opposite side. It was seconded by Jennifer Jiles, all approved.
- E. Consider, discuss and act on selecting & implementing a planning subcommittee for the 20 year Celebration set for Saturday, September 5, 2020.
- Send your celebration subcommittee volunteer recommendations by Friday February 14, 2020. Send anywhere from 2-3.
  - Volunteers will be invited to the next meeting on March 9<sup>th</sup>.
- F. Consider, discuss and act on Main Street Board Assignments –Each board member was assigned a list of downtown merchants, business owners and building owners to assist the Main Street Manager in building relationships and increase communication. However, the Main Street Manager will still be the main contact for any needs of the downtown district.
- G. Main Street Manager's Report – Valentines on the Square was a great turnout from the community and surrounding areas. We had over 133 passports submitted for prizes and over 200 visited our downtown square. Moving forward will order banners for the events to utilize each year for advertising.
- H. City Manager's Report –
- We will be lighting up the parkway for Valentine's Day with pink, red and white bulbs.
  - Work is being done at JW Spain, then the crew will move to Washington Street and Farmersville Parkway, Rambler Park and then the Gazebo.
  - Rambler Park may take priority due the ADA requirements, then on to the gazebo.
  - Please send any comments or concerns to Manager White and Dana Mingo to look into.
  - The square planting will be coming up in the spring, March-April, once the cold weather ceases.
  - The trees are needing some work. However, it's difficult to keep them alive since they were planted over a rock formation. The use of an arborist to check on the trees health is needed.
  - The lighting on the buildings will continue, as the crew can get to them due to other precedence projects, along Main Street. They will revert back to Washington Street then look to McKinney to complete.
  - A question about the census start date, no date has been set.

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

1. Subcommittee celebration update
2. Downtown merchant list update
3. Banners for events update
4. Celebration updates every month at meeting

#### **V. ADJOURNMENT** - *The meeting was adjourned at 5:37 pm.*

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

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

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***Clifford James Moss, Secretary***



Farmersville Main Street  
Operating Account  
Financial Statement  
1-01-2020 thru 02-02-2020

|                           |  |                     |
|---------------------------|--|---------------------|
| <b>Beginning Balance:</b> | January 1, 2020                                | <u>\$14,501.83</u>  |
| <b>Plus:</b>              | Farmers & Fleas Market income                  | \$365.00            |
|                           | Audie Murphy Day income                        | <u>\$14,866.83</u>  |
| <b>Less:</b>              | Farmers & Fleas Market expenses                | \$100.00            |
|                           | City of Farmersville Reimburse banners ck 4122 | \$184.43            |
|                           |  | <u>\$14,582.40</u>  |
| <b>Designations</b>       | Restricted Audie Murphy Day Monies             | \$ 5,864.15         |
|                           | Restricted Sign & Paint Grant Monies           | \$ 450.00           |
|                           | Restricted Farmers & Fleas Monies              | \$ 8,055.11         |
|                           | Museum Donations                               | <u>\$ -</u>         |
|                           | Unrestricted Funds                             | \$ 82.10            |
| Outstanding checks 4057   | Home Grown Plants                              | \$ 131.04           |
| <b>Ending Balance:</b>    | February 2, 2020                               | <u>\$ 14,582.40</u> |

Check Register:



Farmersville Main Street  
Operating Account  
Financial Statement  
2-03-2020 thru 03-01-2020

|                           |  |                     |
|---------------------------|--|---------------------|
| <b>Beginning Balance:</b> | February 3, 2020                               | <u>\$14,582.40</u>  |
| <b>Plus:</b>              | Farmers & Fleas Market income                  | \$585.00            |
|                           | Audie Murphy Day income                        | <u>\$15,167.40</u>  |
| <b>Less:</b>              | Farmers & Fleas Market expenses                | \$100.00            |
|                           | City of Farmersville Reimburse banners ck 4122 |                     |
|                           |  | <u>\$15,067.40</u>  |
| <b>Designations</b>       | Restricted Audie Murphy Day Monies             | \$ 5,864.15         |
|                           | Restricted Sign & Paint Grant Monies           | \$ 450.00           |
|                           | Restricted Farmers & Fleas Monies              | \$ 8,540.11         |
|                           | Museum Donations                               | <u>\$ -</u>         |
|                           | Unrestricted Funds                             | \$ 82.10            |
| Outstanding checks 4057   | Home Grown Plants                              | \$ 131.04           |
| <b>Ending Balance:</b>    | March 1, 2020                                  | <u>\$ 15,067.40</u> |

Check Register:

## Dana Mingo

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**From:** Dana Mingo  
**Sent:** Monday, March 2, 2020 10:59 AM  
**To:**

**Cc:** Dana Mingo  
**Subject:** Farmersville Main Street 20 Celebration- Planning Subcommittee Invitation  
**Attachments:** 20 year Celebration Planning.xlsx; Farmersville Main Street Program- Final Workplan Attachment\_.pdf; Farmersville main street program03022020.pptx

**Importance:** High

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Greetings, you have been nominated to serve on this subcommittee to begin planning for the upcoming 20 year celebration event for Farmersville, as a designated Main Street City. The date is set for Saturday, September 5<sup>th</sup>, along with Farmers and Fleas Market. I would like to begin the planning process this month. Please let me know of your acceptance for this 7 month assignment and what days of the week and times works best for you. We will begin to meet once a month, then closer to the event meet twice a month (as well as work behind the scenes and through email). Please be prepared to meet for at least 90 minutes each month.

Attached is more information about the Main Street Program, planning ideas from the board and its initiatives for you to review. I would also invite you to the next Board meeting, next Monday the 9<sup>th</sup> at 4:30 pm. Here each month the subcommittee will begin to report on the highlights of the event day and present to the Board. Please feel free to contact me for any questions or concerns. Below are the subcommittee members. Thank you again for your support.

*Misty Dixon- The Hay Loft*  
*Bryce Hendricks – Mont Car Wash*  
*Mike Goldstein- Retired*  
*Sharon Nicholson – Self Employed*  
*Mike Shikor- Country Roads Vendor*  
*Jodye Svodoba- RSVP Farmersville*  
*Gwen Snyder - The Ville Studio*  
*June West- Remax*



Dana N. Mingo  
Main Street Manager  
205 S. Main Street  
Farmersville, Texas 75442  
[www.FarmersvilleMainStreet.com](http://www.FarmersvilleMainStreet.com)

| Final Date                                      | MC Suggestions | Speaker Suggestions | Theme  | Music Suggestions  | Budget \$10,000                               | Comments  |
|---|----------------|---------------------|--|--|---|---|
| September 5th with Farmers and Fleas Market Day | Mike Snyder    | Jim Foy             | Main Street Program 2020 Vision- Past, Present, Future | Flat porch band; already booked<br><br>Music in the park | for food and freebies; hot dogs, water, sodas | Close the square, decorations will still be up from Audie Murphy Day. Farmers and Fleas that day and Museum will be open. Vendors on the square. Raffle fundraiser. Costume contest, bicycle and dog parade. Full day of events ending with Celebration of Freedom Street dance with square dancing. Fiber glass competition about milestones in city. History of Farmersville literacy stand. Hold on vacant lot on Main Street or on McKinney vacant lot near James auto. Add benches downtown for seating. Involve Senior citizens. Get ISD's involved. Possible tour of lots in downtown use Alumni Association.<br><br>Having the event with Farmers & Fleas adds more flare. Have program at Onion Shed since on Main Street, just create an event highlighting the 20 years. Include activities throughout the day and expand to vendors on Main Street. Block off McKinney Street to the gazebo only. Balloons, flare, entertainment. Jim Foy was instrumental in submitting application for Main Street Program, nice way to commemorate his vision and accomplishments 20 years later.<br><br>Fundraising or Go Fund Me ideas; air balloon rides at celebration for good attraction |



# The Reiss Group Outdoor Advertising Billboard Display Contract

Dan Reiss, of The Reiss Group, (TRG) contracts with the Advertiser or its agent herein referred to as "Advertiser," for below listed billboard advertising display(s) upon the following terms and conditions:

| Location Number | Location of Billboard and Display Orientation                                     | Lit | New Ad | Size of Billboard | Price per 4 Week | Gross or Net |
|-----------------|---|-----|--------|-------------------|------------------|--------------|
| 345L            | Hwy.380 WB, 3/10 mi. W. of Hwy.78 left read ,east face located in McKinney, Texas | N   | Y      | 10x20             | \$300            | Net          |

1. **Display Period.** Each display (listed above) shall be maintained in service beginning on the commencement date of, 3/2/20 for a period of 13- 4 week periods ending 2/28/21. At the conclusion of the first period, this contract shall continue on a 4 week to 4 week period basis unless Advertiser or TRG delivers to the other party a written notice of termination at least thirty (30) days prior to the end of the original period or a new Billboard Display Contract is signed by both parties. During any 4 week to 4 week lease period, TRG may increase the above rent rate by ten (10) percent. Advertiser agrees to pay the said additional rent due during any 4 week to 4 week period until this contract is terminated or a new Billboard Display Contract is signed by both parties. During any succeeding 4 week to 4 week lease period, Advertiser or TRG may terminate the lease by delivering to the other party a written notice of termination at least thirty (30) days prior the requested cancellation date.
2. **Copy.** The billboard copy shall be solely for the benefit of Farmersville Main Street (Advertiser) advertising Main Street businesses and may be rejected if, at its sole discretion, The Reiss Group believes it unlawful or detrimental to its business.
3. **Terms, Net Cash.** For said display(s), the Advertiser promises to pay The Reiss Group the total sum of 13-4 week installments of \$300, and one payment of \$500 for printing/installation if needed, TRG will move vinyl from 345R to 345L and would be \$350 charge only if vinyl is not faded or torn. Advertiser agrees to pay by billboard post these charges. Upon the Advertiser's failure to pay any installment when due, The Reiss Group has the right to accelerate the remaining balance due and declare the remaining 4 week installments immediately due and payable. The Advertiser's failure to pay the amount of the remaining balance on demand, shall, at Reiss Group's option, be deemed a complete and material breach by the Advertiser of this contract, whereupon Reiss Group may remove the Advertiser's ad copy from the above billboard display(s) and, in addition to its other legal rights, recover judgement against the Advertiser for the remaining balance, reasonable attorney's fees, all court costs and collection expenses incurred as a result of said breach.
4. **Deposit.** A deposit of \$800 or \$650 (if present vinyl can be used) covering the first -4 week installment and print/installation for the billboard is due upon signing of this contract and receipt of said deposit is required prior to installation (see page 2 for calculation details).
5. **Vinyl Production and Installation.** TRG will produce the vinyl and do installation for \$500. Additional print/installs are priced at \$400.
6. **Illumination.** Board is not illuminated.
7. **Copy Schedule.** Advertiser shall furnish TRG with approved vinyl proof at least five (5) days prior to the commencement date of this contract. TRG will create proofs for client approval by this date.
8. **Contingencies.** If because of any event beyond Reiss Group control and/or Reiss Group shall be unable to maintain any display covered hereby or if any location shall be lost, Reiss Group may relocate, at its own

expense, such display to a location of substantially equivalent advertising value approved by the Advertiser, with such approval not to be unreasonably withheld. If the new location is deemed by the Advertiser to be of less value than the original, Reiss Group may extend the service at the new location and the extension of service provided to Advertiser shall be substantially equivalent to the original advertising value. In the event Reiss Group fails to locate another location within thirty (30) days of such event, Reiss Group or Advertiser may cancel this contract.

9. **Cancellation.** This contract may not be cancelled by either party, unless specified herein. In the event of a default under the provisions of this contract on the part of Advertiser, Reiss Group may cancel the contract and/or remove the Advertiser's copy from the above location. Reiss Group shall also be entitled to the collection of reasonable attorney fees, and all court and collection costs in attempting to enforce this contract, in addition to any other damages allowed by law.
10. **Past Due Balance Terms.** All unpaid balances more than thirty (30) days past due may be assessed an interest penalty of 1½% per 4 week period.
11. **Special Provisions.** Advertiser has five (5) working days in which to return this contract with signature. Should contract not be returned within five days, Reiss Group will continue to lease this board.

Salesperson: Dan Reiss

Date: 2/11/20

Accepted: Dan Reiss, The Reiss Group

By: \_\_\_\_\_  
(Signature and Title)

Date: \_\_\_\_\_

Address: 2604 Golden Meadow Ct.

City/ST/Zip: McKinney, Texas 75069

Phone: (214) 551-4695

Email: dan@thereissgroup.net

Corporation  Proprietorship  Partnership  Municipality  
Advertiser: Farmersville Main St.

Agent: Dana Mingo  
(Please Print)

By: Dana Mingo Main Street Municipal  
(Signature and Title)

Date: 2/25/2020

Address: 205 S. MAIN STREET

City/ST/Zip: Farmersville TX 75442

Phone: 972-784-6846

Fax: 972-782-6604

Email: d.mingo@farmersvilletx.com

**Amount Due at Posting:**

Deposit: \$300

Vinyl Production \$500 or \$350

Extension/Tag(s) N/A

**Total Due: \$800 or \$650**

First period's rent

Printing/Installation costs depends on condition

(\$25.00/sq. ft.) Printing and installation

Payable by check

Credit card used add 3.75% fee

| <b>Goal#1 Partnerships</b>                                  | <b>Timeline</b>            | <b>Responsibility</b> | <b>Partners</b>                      | <b>Budget</b> |
|---|----------------------------|-----------------------|--------------------------------------|---------------|
| 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           |
| <b>Goal #2 Vibrancy</b>                                     | <b>Timeline</b>            | <b>Responsibility</b> | <b>Partners</b>                      | <b>Budget</b> |
| 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           |
| <b>Goal #3 Arts</b>   | <b>Timeline</b>            | <b>Responsibility</b> | <b>Partners</b>                      | <b>Budget</b> |
| 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           |
| <b>Goal #4 Assets</b>                                       | <b>Timeline</b>            | <b>Responsibility</b> | <b>Partners</b>                      | <b>Budget</b> |
| 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 Wynndi Veltri  
News Editor  
wveltri@farmersvilleonline.com

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

Thana Mingo officially took the helm of the Farmersville Main Street Program Monday, April 4.

"Thana is a very talented individual with a wealth of varied experience and energy that I think will benefit Farmersville. I am really honored to have her on my team," City Manager Greg White said.

With a professional background in higher education, Mingo said she is excited for a new opportunity with the city.

She discovered Farmers-

ville while attending a conference and Ellen Meier and her team encouraged with the community and all it has to offer, she said.

"I love planning and organizing so I think this job will be a good fit for me," she said.

Currently, Mingo lives in Garland with her husband, Kenny and their 6-year-old son, Kaleb (4-year-old).

Both Mingo and her husband are members for Learning Tree Bible Fellowship in Garland.

Her educational background includes an Associate of Arts in Science from East Tarrant College, a Bachelor of



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

### Main Street Manager brings higher education background to position

continued from page 1

Arts in Psychology from Our Lady of the Lake University and a Master of Science in Psychology from Walden University. She also obtained her license for life, an adult, health and HHAID insurance.

Her work background includes employment with De-

partment of Financial Aid for Paul Quinn College, Division of National Services for Dallas Christian College and Director of Financial Services and Enrollment Director Training Consultant for the Dallas County Community College District.

One of the things she is most proud of is having her and her team in a strong and growing

the history of Farmersville. As a history major, she is anticipating being on the Farmersville Heritage Museum Board and learning about the city.

"I have a lot of people and I'd be excited to bring my extensive and new ideas for the program," she said. "I want to make sure our banking events are getting what they need and

help that great funding through the state."

Though Mingo-Lewis then will be challenges and the moments with present problems, she said 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 community," she said.

Mingo's hobbies include reading, shopping, traveling and spending time with her 7-year-old dogs and horses.

Most recently the program had Main Street Board President Lynn Cook as the interim Main Street Manager after the resignation of Becca R. Batten-

berger occurred in September 2018.

The search process for the Main Street Manager started in January with approximately 13 applicants received. Four interviews were conducted and then two final candidates were named, according to the information provided by the city of Farmersville.

Get The Farmersville Express anytime, anywhere, and

