



# Farmersville

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## FARMERSVILLE TEXAS MAIN STREET BOARD

AGENDA-February 8, 2021

4:30 P.M. Farmersville Texas City Hall

205 South Main Street, Farmersville, TX 75442

### WATCH THE LIVE BROADCAST

This meeting will be broadcast live through the City's website and by telephone. Members of the public who wish to watch this meeting, and not speak or participate in the discussion, may watch the broadcast live by:

1. Going to the City's website;
2. Clicking on "GOVERNMENT";
3. Clicking on "AGENDAS AND MINUTES";
4. Clicking on the "[click here](#)" link that is located to the right of "LIVE STREAMING"

### SPEAKING DURING PUBLIC COMMENT

\_Members of the public wishing to speak during Public Comments may join the meeting by going online to [www.blizz.com](http://www.blizz.com), and following the online prompts to input the "Dial-in Phone Number" and the "Meeting ID".

Members of the public wishing to speak during Public Comments may also join the meeting by calling in to the telephone number listed below, and inserting the Meeting ID listed below. Those members of the public calling in will not be able to participate through video and will only have an audio feed of the meeting on their telephone.

1. Dial in Phone Number: 646-769-9101

Please note that if you dial a toll number, your carrier rates will apply

2. You will be prompted to enter the Meeting ID

The Meeting ID for this meeting is m199-212-57

3. Please listen carefully to the directions and follow the directions to gain access to the TeamViewer meeting.

### **PRELIMINARY MATTERS**

- A. Call to order (President)
- B. Roll Call (Secretary)
- C. Recognition of visitors (President)

## **II. PUBLIC COMMENT**

Anyone wanting to speak is asked to speak at this time with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the Main Street Board or City Staff may only respond with (1) a statement of specific factual information; (2) a recital of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

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

- A. Consider for approval the January 11th and 19th 2021 Main Street Board minutes (Board Members)
- B. Welcome new board member Bruce Woody
- C. Consider, discuss benches and trashcans for downtown
- D. Review, discuss items on Work Plan, goals and objectives of the Main Street Board (Board members/Main Street Program Manager)
- E. Consider, discuss Transformational Strategy Main Street Program
- F. Project Updates, Board Member Liaison communication
- G. Nominate, discuss and vote for open Vice President position
- H. Consider discuss and approve Down Town Survey

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

## **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, Kevin Casey, 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 8 by 12:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of posting.

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Kevin Casey  
Farmersville Main Manager



## **FARMERSVILLE TEXAS MAIN STREET BOARD**

Minutes – January 11<sup>th</sup> 2021

4:30 P.M. Farmersville Texas City Hall

205 South Main Street, Farmersville, TX 75442

### **I. PRELIMINARY MATTERS**

**Call to order:** The meeting of the Farmersville Main Street Board was called to order at 5:04 P.M. by Mrs. Doris Cooks, President.

**Roll Call:** The following board members were present: Doris Cooks, Jason Acevedo, Billie Goldstein, Tracey Wolf.

Katherine Hershey, Clifford Moss absent, one board position open Council Liaison Craig Overstreet also absent. Kevin Casey was also in attendance.

**Recognition of visitors** President Cooks welcomed the visitors.

### **II. PUBLIC COMMENT**

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

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

#### **A. Consider for approval November and December Financial Statement**

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

#### **B. Consider for approval the November 2020 Main Street Board minutes (Board Members)**

- Motion to approve amended minutes made by Billie Goldstein
- 2nd by Jason Acevedo
- All approved

**C. Consider act and discuss updates on benches and trashcans downtown.**

- Update was given by Billie Goldstein,
- Billie Goldstein motions to begin discussions about adding additional benches to the downtown area. Committee would walk the downtown area to scout areas to place benches and would report back locations and quote.
- 2nd by Jason Acevedo
- All approved

**D. Review and discuss items on Main Street Work Plan and Transitional Strategy**

- Doris updates the board on the changes to the Main Street Program
- Kevin and Doris update the board specifically on the Transitional Strategy
- Doris Cooks elaborated on the new concepts and how the board will evaluate Main Street moving forward and the future training on the new Transitional Strategy

**E. Project Update**

- Doris Cooks gives update Board Member Liaison updated list. Board member should connect with business owners on a regular basis to aid the Main Street Manager

**F. Consider and discuss Waze App**

- Kevin provides info on the app and how it could drive marketing to people that may not know about Farmersville when driving through the area.

**G. City Mangers Report**

- Ben provides update on projects in the city and recognizes the Main Street Board for their hard work and successes the past year.

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

Transitional Model Update and Discussion

2021 Main Street Work Plan

**V. ADJOURNMENT - The meeting was adjourned at 5:36 PM.**

SIGNATURES:

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Doris M. Cooks,      President

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Clifford James Moss,      Secretary



## **FARMERSVILLE TEXAS MAIN STREET BOARD**

Minutes – January 19<sup>th</sup> 2021

4:30 P.M. Farmersville Texas City Hall

205 South Main Street, Farmersville, TX 75442

### **I. PRELIMINARY MATTERS**

**Call to order:** The meeting of the Farmersville Main Street Board was called to order at 5:04 P.M. by Mrs. Doris Cooks, President.

**Roll Call:** The following board members were present: Doris Cooks, Jason Acevedo, Billie Goldstein, Tracey Wolf.

Katherine Hershey, Clifford Moss absent, one board position open Council Liaison Craig Overstreet also absent. Kevin Casey was also in attendance.

**Recognition of visitors** President Cooks welcomed the visitors.

### **II. PUBLIC COMMENT**

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

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

**A. Consider and Discuss Main Street Annual State Report**

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

Transitional Model Update and Discussion

2021 Main Street Work Plan

### **V. ADJOURNMENT** - The meeting was adjourned at 6:21 PM.

SIGNATURES:

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Doris M. Cooks,      President

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Clifford James Moss,      Secretary