



TO: Mayor and Councilmembers

FROM:

DATE: April 12, 2011

SUBJECT: CONSENT AGENDA – Main Street Report for the month of February

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**Main Street Monthly Report
February 2011
Reported by Adah Leah Wolf, Manager**



ORGANIZATION:

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| 25 | Representatives from 4B and 4A attended the annual Collin College scholarship event, held in Richardson. |
| 17 | Manager attends 4B meeting. Preparation of meeting packets, minutes etc. |
| | Offices closed several days this month due to snow and ice. |
| 23-25 | Manager attends Spring Main Street Manager training in Paris, TX |
| | Main Street Board meeting cancelled for this month |
| | Texas Historical Commission agency faces potentially severe budget cuts; these would directly impact Texas Main Street Program, historical marker program, heritage trails program and more. |

PROMOTION:

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| | February downtown events calendar sent to business and building owners |
| | City Council approves Film Friendly guidelines |
| | Scheduled Market vendors for Feb. 5 Market... Later cancelled market due to icy conditions. |
| | Website updates: Shoppers Guide and 4B accomplishments. |
| | Farmers & Fleas Market brochures distributed |
| | Advertising for Farmers & Fleas Market placed in Ballard St. Café menu (Wylie) |
| 16 | Marketing Committee: in lieu of meeting, email updates sent. Brookshires approves location for installation of "Welcome to Farmersville" billboard on their property. |
| | Audie Murphy Day event information sent to publications with long lead time. |
| | Preparation of 50 goodie bags for women's church group meeting in Farmersville on 2-17 |
| | Preparation of 50 goodie bags for Geocache "Cache in Trash Out" event to be held on March 5 in conjunction with Farmers & Fleas Market. |
| | Photos provided to Chamber for use in the printing of new relocation packets. |
| 26 | Historical Society Luncheon. Main Street provided 150 goodie bags for attendees. Farmers & Fleas certificate and Audie Murphy T shirt donated for silent auction. |

DESIGN:

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| | Purchase of 70 units of replacement patriotic bunting for the Onion Shed (paid for by Audie Murphy Day Committee) |
| | THC architects provide design renderings for City Hall canopy and Visitors Center awning. d |
| | Farmersville Main Street will host a Historic Marker application workshop on June 7, presented by the THC and Collin County Historical Commission. |

ECONOMIC RESTRUCTURING:

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| | Curves will be relocating from Hwy 78 to downtown at 122 McKinney Street. |
| | Revised Downtown Shopping Guides are being printed by Classique Printers. |
| 16 | Farmersville Downtown Merchants Association meeting. Jack Alexander of 1001 Bargains to host March mtg. |

Volunteers: Approximately 50 volunteer hours were donated this month.

