

Farmersville Main Street Board
Meeting Minutes 12/15/09
5:00 p.m., Best Center

The meeting was brought to order at 5:00 p.m. Present were Main Street Manager, Adah Leah Wolf, Jim Dawkins, Carol Tapp, Marianne Politz, Mathew Busby. Guest attendees: City Councilman Fred Langford, Aaron Langford, City Secretary Edie Sims (on behalf of City Manager John Moran)

Minutes from 10/20/09: Marianne Politz made a motion that the October 20, 2009 minutes be accepted as printed; Jim Dawkins seconded the motion. The motion passed.

Financial Statements from October/ November: Printed financial report for October and November was submitted by Main Street Manager, Adah Leah Wolf. Motion was made by Carol Tapp to accept report as printed; seconded by Matthew Busby. The motion passed.

Report from Downtown Merchants Association: Holiday activities a success. 2010 activities will be discussed at the January meeting. "Wall of Wine" Raffle Fundraiser a success. Approximately \$400.00 was raised

Report from Main Street Manager: Review of Four (4) areas of Main Street structure as defined by National Main Street Program. Farmersville Main Street has received Texas Historical Commission's Letter of Agreement. Letter will be signed by City Manager, John Moran, and returned with \$300.00 membership fee. Fee helps defer cost of logo rights, training, technical on and off site support. Letter of Agreement's signature confirms local Main Street will act in accordance with national 10 point guidelines and Main Street Manager will attend mandatory training. Optional training for Board Members is available in Georgetown, January 20-21, 2010.

Report from 4B: Jim Dawkins met with City Manager, John Moran. Main Street Program and activities and businesses have his full support. Jim reported Mr. Moran's intent is to support the growth of Downtown.

Main Street Work Plan discussed. A draft was distributed to discuss. Discussion centered on the Promotions Goals:

Farmers and Flea's committed for 2010.

Order additional corrugated signs

FDMA to capitalize on F&F by planning additional events

Order banner for Onion Shed "Shop Downtown"

Improve efforts to draw larger regional attendees

Support of city marketing efforts: Create social network campaign for Farmersville concentrating on 30-50 mile radius.

Farmersville Opry 1st & 3rd Saturday

Can downtown business capitalize on traffic by extending hours and/or provide discounts

Special interest clubs could be identified and invited to downtown, e.g. motorcycle clubs.

Ways to strengthen heritage tourism:

The feasibility of a state historical marker for the Post Office can be investigated.

Main Street could offer to host a workshop for the Collin County Historical Commission

Loydell Seward is the new Chairperson for Collin County Historical Commission. This is good exposure for Farmersville. How can we capitalize on getting the word out about Farmersville at Conference? Could we host one of their workshops?

Main Street can partner with Farmersville Historical Society in promoting Farmersville. Main Street can continue to educate volunteers about local resources with tours and information (for example a tour of the Bain Honaker House).

Capitalize on Chaparral Trail and plan future events to improve public awareness.

Celebrate changing of the seasons

Movies in the Park has been funded by 4A.

FDMA (Carol Tapp) will take over for Deb Jordan as contact person.

Volunteers needed

Future Agenda Items: Design Work Plan for 2010 to be discussed at January 5, 2010 meeting.

Adjournment: With no further business to discuss, motion to adjourn was made by Marianne Politz and seconded by Mathew Busby. Meeting adjourned at 6:12 PM. The next Board meeting was set for January 5, 2010.