

Farmersville Main Street Board
Meeting Minutes 4-21-09
4:00 PM, Best Center

The meeting was brought to order at 4:00 p.m. Present were Main Street Manager, Adah Leah Wolf, Bill Daniel, Janis May, and Carol Tapp.

Minutes from 3-24-09: Bill Daniel made a motion that the March minutes be accepted as printed; Janice May seconded the motion. The motion passed.

Financial Statements from April: Printed report for March was submitted by Main Street Manager, Adah Leah Wolf. Motion was made by Carol Tapp to accept report as printed; seconded by Janice May. The motion passed.

Report from Downtown Merchants Association: Planning Meetings for the Chautauqua Art Festival will take place in May. Carol Tapp attended the North Central Regional Roundtable for Texas Downtown Association Meeting in Decatur on April 17th. The featured speaker, Randy Vaughn presented “Effective and Efficient Downtown Marketing Strategies”. Much of the emphasis to promote rural downtowns is via the web, specifically Face Book and Twitter. Randy encouraged retail owners to concentrate not on what we can provide our customers, but rather giving customers what *they* want. The FDMA, in partnership with the COC, would like to premiere “To Hell and Back” as part of the summer movie series. Deb Jordan is investigating the most efficient and cost-effective way to bring this to the community. FDMA putting together a program to educate the public regarding the % of monies going to the City from taxes collected by downtown merchants.

Report from Main Street Manager: The last monetary installation for the Cotton Gin (Collin County Co-Op) has been received according to Ben Shultz. The program has reached the tail end of its assets.

The Re-Grand Opening and Antique Alley Sale for Main Street Antiques & More is scheduled for May 2nd. Guillermo Alvarez, the contractor for Main Street’s remodel could be a possible guest speaker for a future meeting. Bill Daniel, representing Main Street, will attend the opening. Garden Club has their yearly fund raiser May 2nd during F&F.

Adah Leah stated the Audie Murphy committee may be able to help with patriotic decorations for Downtown. Carol Tapp to investigate bunting cost and report back to Adah Leah. Maryann Politz has volunteered to be the veteran coordinator for Audie Murphy Day. Chris Lair and Amanda Ray will be in charge of Merchandising. Live music provided by Mood Swings Entertainment will be added to this year’s celebration.

Lynn with Hair Design is thinking about refurbishing her building front. Adah Leah will provide a photo of the original structure if available. Hair Design is researching low interest loans for the project.

Texas 2 Shakes is yet to open their doors. Adah Leah will try to get status.

Janice May will contact Cal Lamkin to re-set historical photographs on downtown windows where needed.

The Board will visit the historical preservation project for the May Building after the May meeting. Janice May will conduct the tour.

Rockwall is kicking off their Main Street Program. There will be a Main Street Training Session in Rockwall on May 13th from 6-9 p.m. at the Rockwall City Hall Building. This would be a good meeting to attend for new Main Street members.

A Town Hall Meeting is scheduled for April 28th to discuss the search process for a new Farmersville City Manager.

D&R Ranch (Randal and Doreen Shinn) will have their ribbon cutting and Open House on April 23rd.

Greg Smith from the State Historical Preservation Office will be in Farmersville April 22nd. Mr. Smith is the THC liaison for national registry designations.

Adah Leah followed up with Alise Bennett for a position on the Board. Alise is unable to participate at this time. Matthew Busby is interested in being a member. A motion was made to recommend Matthew to the 4B was made by Janis May, motion carried.

Joe Helmberger is following up with TXDot for the brown historical signage.

Collin County Historical Commission award ceremony is scheduled for May 2, in Frisco. Farmersville is receiving an award. Bill Daniel, Wyndi Veigel and Ed Stuart will attend to accept award.

Marketing Committee update:

The Community Development Board is looking to increase the budget for lighting on the Parkway.

After adjournment, Bill will conduct a tour of the city's baseball complex and Chaparral Trail.

Adjournment: With no further business to discuss, motion to adjourn was made by Carol Tapp and seconded by Janis May. Meeting adjourned at 4:50 p.m.