

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)

MINUTES ~ October 12, 2014

CALL TO ORDER, ROLL CALL AND RECOGNITION OF VISITORS

The Farmersville Community Development Corporation Board met on October 12, 2015 in the City Council Chambers at City Hall. President Paul Kelly convened the meeting at 5:46 p.m. and announced that a quorum was present after roll call. The following board members were present: Donna Williams, Paul Kelly, Mike Goldstein, Kim Potter and Dick Seward. John Garcia and Cynthia Craddock Clark were absent. President Kelly welcomed Main Street Manager Adah Leah Wolf, City Council Liaison Leaca Caspari, City Manager Ben White, Mayor Joe Helmberger, Councilman John Klostermann, Bertie Neu, and Diane Piwko.

CONSIDER FOR APPROVAL SEPTEMBER 14, 2015 MEETING MINUTES

Mike Goldstein motioned to accept the September 14, 2015 minutes as written. Donna Williams seconded the motion, which passed the full Board.

CONSIDERATION AND POSSIBLE APPROVAL OF ITEMS FOR PAYMENT

Dick Seward motioned to approve the items presented for payment; Donna Williams seconded the motion, which passed the full board.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR SEPTEMBER 2015 AND ANY REQUIRED BUDGET AMENDMENTS

Leaca Caspari commented that the fiscal year's revenue was 98% of the number that the finance director had provided to the board to use as an estimate; thanks are due to Daphne Hamlin for her good work. Donna Williams motioned to accept the September 2015 financial statements as written. Mike Goldstein seconded the motion, which passed the full board.

REPORT ON MARKETING PROGRAM—JOE HELMBERGER

Joe Helmberger provided a brief update on the city's Marketing program, which represents a combined effort with monies from the Chamber, 4A, 4B, and the city. The program pays for print advertising, website enhancements, two billboards, rack cards, promotional give aways, events postcards, and more. A particular focus is promoting the Chaparral Trail. Chairman Kelly thanked Helmberger for the assistance with the marketing efforts.

CITY MANAGER REPORT—BEN WHITE

City Manager Ben White presented a written report, and highlighted the following: the City is making 6 brown highway signs to TXDOT standards indicating the direction to historic downtown Farmersville. The city will install them at the locations approved by TXDOT. Kiosks for the Chaparral Trail are on order. The first phase of new street signs have been ordered. Half and Associates will be working on a parks plan for the city. Grants are being pursued for improvements at the Spain Complex including field redesign, lighting, and re-leveling. The downtown trees have been trimmed. He is working with Year Round Christmas Lights company to continue plans to add to our Christmas lighting and decorations. The fishing pier at Southlake Park is in need of repair. Signage has been received for Chaparral Trail. Completed street work includes Sid Nelson and Locust Street. Two water cannons have been ordered for

the Splash Park. Flagpoles for Farmersville Parkway have been ordered. Kim Potter suggested the city consider recycle stations for the Chaparral Trail. Mike Goldstein suggested we consider laser lights as part of the holiday décor.

MAIN STREET MANAGER UPDATE—ADAH LEAH WOLF

Main Street Manager Adah Leah Wolf presented a written report for September, highlighting the following: Photographs showing north and south McKinney Street views in 2000 as compared to 2015 were shown. Color design rendering recently received from the Texas Main Street architects for Thain house was shown. Greg Smith from the Texas Historical Commission made a site visit on October 8. He is making adjustments to the boundary of our proposed National Register District. Filmmaker Dennis Van Vleet came during Old Time Saturday and was able to get footage to use for his series pilot. The Farmersville Heritage Museum is now dried in. Main Street design assistance for the May building at 136 S Main Street has been received. The next downtown merchants get together will be on October 15 at Sugar Hill Restaurant. Reinvestment statistics were updated for the Main Street district at the end of the 3rd quarter. A cumulative total of \$13,437,700 has been spent in the Main Street district to date since we became a part of the Main Street program. This includes monies spent on buildings sold, renovations, capital improvements, and new construction, and it includes five Capital Fund grants for \$150,000 each.

DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS

The next meeting will be on November 9, 2015. An update from the Farmersville Heritage Museum will be placed on the agenda.

ADJOURNMENT

There being no further business, President Kelly adjourned the meeting at 6:51 PM.

Signatures:

Paul Kelly, President

Donna K. Williams, Secretary