

**FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION (4B)**  
**AGENDA ~ March 12, 2018**  
5:45 P.M. City Council Chambers

**I. PRELIMINARY MATTERS**

Call to Order, roll call, recognition of Citizens and Visitors

**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 enquires about an item, the CDC 4B Board or City staff may only respond with (1) a statement of specific factual information, (2) a recitation of existing policy, or (3) a proposal that the item be placed on the agenda of a future meeting.

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

- A. Consider for approval February 12, 2018 meeting minutes.
- B. Consideration and possible action regarding financial statements for February 2018 and any required budget amendments.
- C. Consideration and possible approval of items for payment.
- D. Discuss possible action to fund a new EZ-UP Canopy.
- E. Discuss and possible action regarding the Comprehensive Plan.
- F. City Manager Report - Ben White
- G. Main Street Manager Report – Reagan Rothenberger

**IV. DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS**

**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.

*Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972-782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that the appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.*

I, Reagan C. Rothenberger, Main Street Manager of the City of Farmersville, certify that the above Farmersville Community Development Agenda for March 12th, 2018 was posted in the regular posting place of the City of Farmersville by March 9th, 2018 at 5:45 p.m. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting

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Reagan C. Rothenberger  
Main Street Manager

**Farmersville Community Development Corp 4B  
Investment and Budget Report**

**February 2018**

**Prepared by: Daphne Hamlin**

**Farmersville Community Development Corp 4B**  
**February 2018**

<b>Statement Balance 2-1-2018</b>	<b>\$290,040.92</b>
<b>Deposits:</b>	
<b>Sales Tax:</b>	<b>\$20,135.37</b>
<b>New Checking Int. .05%</b>	<b>\$11.11</b>
<b>Wire Fee</b>	<b>\$(10.00)</b>
<b>Checks 2752,2754-2758,2760</b>	<b>\$(6,783.18)</b>
<hr/>	
<b>Balance 2-28-2018</b>	<b>\$303,394.22</b>

**Outstanding Transactions**

<b>Sales Tax</b>	
<b>Transfer to Texpool</b>	
<b>CD Interest</b>	
<b>Outstanding checks 2759,2761</b>	<b>\$(400.00)</b>
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<b>Balance 3-6-2018</b>	<b>\$302,994.22</b>

Farmersville Community Development Corporation  
 Financial Statement  
 For the Fiscal Year Ended September 30, 2018

	October	November	December	January	February	March	April	May	June	July	August	September
<b>Beginning Bank Balance</b>	264,342.12	\$254,014.74	\$262,399.63	\$276,111.23	\$289,990.92							
<b>Deposits:</b>												
Sales tax deposits	19,322.84	19,542.30	\$17,078.99	16,423.31	20,135.37							
Interest income-bank	10.42	10.36	\$11.21	11.75	11.11							
Transfer to TexPool												
Transfer From Texpool to First Bank	(10.00)	(10.00)	-\$10.00	(10.00)	(10.00)							
Misc												
Purchase new checks												
Misc. account adj												
<b>Total Revenues</b>	283,666.38	273,557.40	279,479.83	292,536.29	310,127.40		\$0.00	\$0.00	\$0.00	\$0.00		\$ -
<b>Disbursements:</b>												
Main Street Personnel & Supplies												
Personnel												
Supplies												
Miscellaneous	\$ 273.76	\$ 1,755.77	\$ 1,266.00	\$ 490.92	\$ 985.00							
Reimburse City for accounting												
Chamber of Commerce	\$ 12,000.00											
May Taxes												
Land Purchase	\$ 4,998.18				\$ 4,998.18							
Fire Works												
Bain Honaker House Restoration	\$ 1,000.00											
Farmersville Heritage Museum												
Chamber Trick it up bike ride												
Chaparral Trail Marekling	\$ 675.00	\$ 675.00	\$ 675.00	\$ 200.00	\$ 1,150.00							
Colln College Sponsorship												
Parks Equipment												
National Register Plaques	703.70	\$ 1,750.00	\$ 703.70									
Safety Equipment		\$ 1,977.00	\$ 204.19	\$ 1,854.45								
November 4 clean up day												
Christmas Lights	10,000.00											
North East Texas Trail		5,000.00	\$ 519.71									
<b>Total Expenses</b>	29,650.64	11,157.77	3,368.60	2,545.37	7,133.18							
<b>Ending Bank Balance</b>	254,014.74	262,399.63	276,111.23	289,990.92	302,994.22							
<b>TEXPOOL Balance</b>	85,792.95	\$85,867.00	\$85,952.80	\$86,047.62	\$86,136.37							
Interest income-TEXPOOL	\$ 75.12	\$ 74.05	\$ 85.80	\$ 94.82	\$ 88.72							
<b>Total Available Funds</b>	339,807.69	348,266.63	362,064.03	376,038.54	389,130.59							

Signed:

Farmersville Community Development Corporation  
 Financial Statement  
 For the Fiscal Year Ended September 30, 2018

	FY2018	October	November	December	January	February	March	April	May	June	July	August	September	Actual	%
	Budget													YTD	
<b>Revenue:</b>															
Sales Tax Collections	\$276,000	\$19,323	\$19,542	\$17,079	\$16,423	\$20,135									0.00%
Interest Income		\$ 10	\$ 10	\$ 11	\$ 12	\$ 11									
Misc		\$ (10)	\$ (40)	\$ (10)	\$ (10)	\$ (10)									
Misc. account adj															
New Check Stock															
Reimbursement for Main Street Mgr.															
Transfer from TEXPOOL for cash in bank															
<b>Total Revenue</b>	<b>\$ 276,000</b>	<b>\$ 19,323</b>	<b>\$ 19,513</b>	<b>\$ 17,080</b>	<b>\$ 16,425</b>	<b>\$ 20,136</b>	<b>\$ -</b>	<b>\$ 0.00</b>	<b>\$92,478</b>	<b>33.51%</b>					
<b>Expenses</b>															
Main Street Personnel & Supplies	\$ 72,700														
Personnel															
Supplies															
Miscellaneous	\$ 1,000	\$ 274	\$ 1,755	\$ 1,266	\$ 491	\$ 985								4,771	477.09%
Reimburse City for accounting	\$ 1,000														0.00%
Chamber of Commerce	\$ 12,000	\$ 12,000												12,000	100.00%
May Taxes	\$ 1,000														0.00%
Land Purchase	\$ 20,000	\$ 4,998				\$ 4,998								9,996	49.98%
Fire Works	\$ 6,000														0.00%
Bain Honaker House Restoration	\$ 1,000	\$ 1,000												1,000	100.00%
Farmersville Heritage Museum	\$ 10,000														0.00%
Chaparral Trail Marketing	\$ 13,100	\$ 675	\$ 675	\$ 675	\$ 200	\$ 1,150								3,375	25.76%
Coln College Sponsorship	\$ 2,500														0.00%
Parks Equipment	\$ 8,188														0.00%
National Register Plaques	\$ 3,350	\$ 704	\$ 1,750	\$ 704										4,035	109.07%
Safety Equipment	\$ 3,700	\$ 704	\$ 1,977	\$ 204	\$ 1,854										0.00%
November 4th clean up day	\$ 2,500														0.00%
Northeast Texas Trail Coalition	\$ 5,000		\$ 5,000	\$ 520										5,520	110.40%
Christmas Lights	\$ 10,000	\$ 10,000												10,000	100.00%
<b>Total Expenses</b>	<b>\$ 173,038</b>	<b>\$ 29,651</b>	<b>\$ 11,157</b>	<b>\$ 3,369</b>	<b>\$ 2,545</b>	<b>\$ 7,133</b>	<b>\$ -</b>	<b>\$35,177</b>	<b>20.33%</b>						
<b>Excess Revenue Over Expenses</b>		<b>102,962</b>	<b>(10,327)</b>	<b>13,711</b>	<b>13,880</b>	<b>13,003</b>	<b>-</b>	<b>57,300</b>							



Main Street Monthly Report  
 March 2018  
 Reported by  
 Reagan Rothenberger



**ORGANIZATION/ADMINISTRATION:**

Month	Studying past files, organizing office.
5	Farmers and Fleas volunteer review. Deposited proceeds.
6, 15, 27	Editing the proposed Historic Preservation Ordinance.
7, 22, 26	Edited and delivered Downtown Shopping Guides to businesses.
7, 8	Submitted January Report to the Texas Historical Commission
7,8	Prepared all documents pertaining to the February Main Street and 4B Meetings
9	Spoke with Debra Drescher at the Texas Main Street. We have achieved Main Street reaccreditation.
12	Attended and supported the Main Street & 4B Board Meetings
13	Attended City Council Meeting
14	Met with potential purchasers of 109 College St. (Thain Home) Gave tour of downtown.
15, 27	Editing the CBD Section of the Farmersville Comprehensive Plan
15	Attended Chamber of Commerce "Lunch and Learn"
22	Met with Mary Berry as board member to discuss general downtown ideas.
26	Met with Councilman Overstreet to discuss the vision of Main Street.
27	Attended City Council Meeting
28, 29	Began preparing for 4B and Main Street Workshops to discuss Comprehensive Plan.
29, 30	Farmers and Fleas Preparation

**PROMOTION:**

3	Farmers & Fleas Market, walked downtown to study pedestrian traffic. Researching better signage.
6	Spoke to Rotary about myself and the concept of Main Street.
8	First Audie Murphy Day Meeting
22	Farmersville Heritage Museum Meeting – working to reinvigorate the project.
Month	Managed the Farmersville Main Street Facebook Page and began an advertising campaign.

**DESIGN:**

8	Re-working our order of "National Register" plaques for certain downtown buildings.
Month	Working on the design guidelines portion of the proposed Historic Preservation Ordinance.
Month	Evaluating various wayfaring signage in the district and how to improve it.

**ECONOMIC RESTRUCTURING:**

Month	Continued to meet with many business owners.
10, 14, 21, 27	Working with Ms. Doris Williams on potential uses of the Candy Factory.
28	Have identified a restaurant to target for downtown – Tender BBQ of Celina.

**FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)**

**MINUTES** ~ February 12, 2018

5:45 P.M. City Council Chambers

**PRELIMINARY MATTERS**

The Farmersville Community Development Corporation Board met on February 12, 2018 in the City Council Chambers at City Hall. President John Politz called the meeting to order at 5:49 p.m. and announced that a quorum was present after roll call. The following board members were present: John Politz, Katherine Hershey, John Garcia, Jesse Nelsen, Tobey Ferguson, and Mike Goldstein. Others recognized were Mayor Diane Piwko, Reagan Rothenberger, Main Street Manager; City Manager Ben White, Jim Foy, Leaca Caspari, Steve Caspari, Lisa Eastman, Lisa Crowder, Mary Berry, Randy Smith, and Randy Rice.

**PUBLIC COMMENT**

President John Politz opened the floor for comments.

Kathy Strong from 314 Woodard Street spoke on the new playground equipment. Ms. Strong is a member of the Parks and Recreation Board. On December 4<sup>th</sup> and January 4<sup>th</sup> she voted for the new playground equipment and now feels guilty for doing so. The equipment costs seem too high for the new equipment in the city park. She visited the Southlake Park and visited with an individual who believes that though the Southlake equipment needs repair, that equipment is rarely used as in the summer it is too hot.

Phil Fielder spoke on moving his business to Farmersville. He designs specially made boulders for residential and commercial use. Cities often use his products use to be placed around flower beds to protect the plants. The company also designs and creates landmark signs, much like the one that will soon be located at Princeton Heights Park. The boulders have a ten year warranty and do not chip or break. Mr. Fielder stated that he is pleased to move to Farmersville.

Randy Smith from 508 CR 610 spoke on the lighting and parking issues at the Senior Center. His understanding is that money was appropriated for these upgrades but has not been spent, he presumed this funding is coming from 4B. Chairman Politz stated that Dr. Goldstein and he had worked with the Centennial Committee to both fund the project. Mr. Smith's main concern was the lack of pavement and that the rough surface poses as safety problem for the users of the facility. In 2016 there were discussions that in 2017 the issue was going to be resolved. Mr. Smith also brought up the issue that there is a limited number of activities for the senior center

Public comments were closed at 5:59 p.m.

**CONSIDER FOR APPROVAL JANUARY 8, 2018 MEETING MINUTES**

Mike Goldstein made a motion to approve the minutes of September 11, 2017 as written. Motion was seconded by Katherine Hershey and passed unanimously.

**CONSIDERATION AND POSSIBLE APPROVAL OF ITEMS FOR PAYMENT**

\$950.00 Brown Outdoor Adverting, \$137.00 C&S Media, \$397.50 Deborah Ranspot, \$50.50 Rotary Membership, \$4,998.18 for the land note, \$350.00 National Main Street Center, \$200.00 Texas Bulletins, \$30.00 TLC Netcomm. Tobey Ferguson moved to approve the payments. John Garcia seconded, which passed unanimously.

## **CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR JANUARY 2018 AND ANY REQUIRED BUDGET AMENDMENTS**

Katherine Hershey moved to approve the January 2018 financial statements as presented. Jesse Nelson seconded the motion, which passed unanimously.

## **DISCUSSION AND POSSIBLE ACTION REGARDING PLAYGROUND EQUIPMENT**

City Manager Ben White passed out information regarding the proposed playground equipment, which included bids from several companies. Item two on the City Manager's Report outlines the large pieces of park equipment on the eastern side of the park. Item number one shows the competing bids among the pieces of equipment. Oceanside appears to be the best value for the money. It is ADA compliant and can hold 80 kids at one time. The city amenities board recommended the purchase of one "Sit N Spin" and two "Whizzy Dizzy". These three items are to go where the slide currently sits. The new area where the Oceanside will sit, the new wood fiber will cost around \$2,000. Dr. Goldstein commented that he understands that costs are going higher, and though this equipment needs replacement, he is open for commends. Ms. Ferguson asked about the ADA compliance of the "Play and Park" structure. It is not compliant. Mr. White said that bids went to companies asking them to provide bids for other structure that were similar to Oceanside. The Oceanside is the best value as it holds 80 as opposed to 40. Mr. Politz asked about the wood fiber needed. Mr. White said that since the replacement pieces are going where the slide is, most of the wood fiber needed is already there. Ms. Ferguson asked where the other companies who provided bids were found. Mr. White stated that it was a simple search by staff. Furthermore, by city rules anything under \$50,000 the city does not need to get multiple quotes, but it is a good practice. Ms. Ferguson stated that she had done some research on playground equipment and had trouble finding a structure similar to Oceanside for a better price. Chairman Politz brought up the idea of doing the playground equipment in stages as opposed to all at once. Chairman Politz was contacted by a member of the senior citizens board about the need for lighting at the senior center. 4B provided some funding for new lighting at the senior center last year and it still has not been done. Mr. White stated that if that is to become a priority he will have to go out for a contractor which could raise the price. His staff already is loaded with many tasks now. Chairman Politz asked why the playground equipment is a priority. Mr. White stated that he is simply trying to react to what the 4B board wants to do. Chairman Politz said that lighting was a priority last year and it has not happened. Dr. Goldstein mentioned that 4B and the Centennial Committee decided to put \$15,000 each toward the lighting of the Senior Center. Chairman Politz reminded the board that in June of 2017 the budget was amended to include the senior center and it is not done. Yes, the slide and equipment is important, but which of these issues takes priority. Ms. Ferguson asked if there is a concern that if we buy the equipment is the concern that there will not be anyone to install it. Chairman Politz stated that he is talking about simply doing the playground equipment in phases. Fix the slide, place the lighting in the senior center, and then the new playground equipment. Ms. Hershey asked if city workers were going to install the playground equipment. Mr. White stated that they were as time allowed going to install them. Chairman Politz asked the board which item takes priority. Dr. Goldstein asked about the work on the Civic Center, does that have anything to do with the senior center. Mr. White stated that the work going on over in that area is strictly for the library. Ms. Ferguson asked if the concrete has been done at the center. Mr. White stated no and that the concrete should be done along with the new lighting. There was a general discussion among Mr. White and board about concrete in that the city will try to install it when needed. Mr. White reminded the board that he can get the senior center projects done quickly, but the costs will rise. He would try to do it with his staff, however there is considerable pressures elsewhere on his staff. Ms. Hershey asked if we will lose a discount if we try to buy equipment in stages. Mr. White stated that mainly the cost will increase due to freight charges for each delivery. Mr. Garcia asked if our staff could go pick it up a lower cost. Mr. White said probably not as it takes two days and the city would have to rent a large truck. Chairman Politz asked why can the city install playground equipment on time but not work on the senior center. Mr. White stated that he has never discussed timeline for the playground equipment. But there does need to be a debate on how quickly it needs to be installed and the possible need for contractors to install it. Ms. Ferguson asked

if volunteers could help install this equipment. Mr. White stated that they would need to have the skills to install it. Chairman Politz asked if there has been thought to go back to the Centennial Committee to ask for more money to finish the concrete? Mr. White asked if the senior center should be done in three to four weeks, because if so he is going to have to hire a private contractor. Dr. Goldstein noted that if the prices are going to raise that much we probably should not push it, but the lighting and the playground equipment should be the priority. Mr. Garcia asked if we had approved any form of the playground equipment. Chairman Politz stated that \$8,100 has been allocated for the replacement of the slide area only and nothing else. Furthermore, there has been a major need for lighting and we need to focus on that. Ms. Woody Wright knows this more than anybody, and we need to go ahead and finish what we allocated last year. Citizen Leaca Caspari was acknowledged by the board and stated that she has been talking with the city for three years about the senior citizen center. Nobody wanted to take charge. She has seen people trip and fall in the parking lot and the area is a safety issue. Let's put the needs of the senior citizens first. Mr. White reiterated the need for focusing on priorities. Chairman Politz stated what he sees as the 4B boards priorities: replace the slide with new equipment, fix the senior citizens center, and then place the new equipment in the park. Mr. White asked for clarity from the board if we should keep the plan of the equipment altogether. Chairman Politz said let's keep the plan and come back to it, there is just a priority elsewhere right now. Ms. Ferguson asked that since the senior citizen center will not take more money to implement, why are we withholding the purchase of this equipment. Chairman Politz stated that since we do not know exactly what the cost of the senior citizens upgrade will be. Ms. Hershey stated that until we get a bid for the senior citizen upgrade we are just waiting. In the meantime let's make a motion for what we have approved. Jesse Nelson asked how long it would take to get the lighting and concrete in. Mr. White stressed he's working on the new water line and Main Street grant project. Ms. Hershey commented that we probably should just see what the extra cost is for installing the upgrades at the senior center quickly as opposed to just waiting for the city. Chairman Politz said it is up to the Centennial Committee to come up with the extra funds. Mr. White stated that its apparent that the wait is getting unbearable, so he will go ahead and get a bid since it's not all just about the money anymore. Ms. Hershey asked if there is any way a small Boy Scout group could help install the small pieces of the equipment. Mr. White said that this was going to originally be an Eagle Scout crew, but it has to be overseen by our staff so it was not pursued any further to include the eagle scouts. Chairman Politz asked if there was a motion. There was further discussion among the board about where the pieces could be stored and volunteer participation in installing them. Nothing was concluded. Mrs. Lisa Crowder pointed out the city of Allen's Celebration Park as an example of a community project. Mrs. Mary Berry asked about the cost of the lighting for the citizen center. Mr. White confirmed that labor is he issue, not the lighting. Dr. Mike Goldstein made a motion to remove the slide, purchase the Cyclone Challenger and Serpent Pod, wait for the bids for the lighting and concrete for the senior center, and table the other pieces. Ms. Katherine Hershey seconded the motion. It passed unanimously.

#### **POSSIBLE ACTION REGARDING THE COMPREHENSIVE PLAN**

Mr. White led discussion of the comprehensive plan. The city would like a broad base of community input on the comprehensive plan. There are sections in the plan that the 4B board would likely provide the best input. Perhaps the Land Use, Central Business District, Economic Development Study, and the Recreation and Open Space Study. Mr. White wants the 4B board to provide comment on these and other sections. It was suggested the board have a special session to discuss it in more depth. Chairman Politz asked what is the timeline on this. Mr. White stated a couple of months would be ideal. Mr. Rothenberger suggested that the board read over it, create comments, send them to him and it would help move the meeting along quicker. Mr. Rothenberger will send a link for the plan to the board and will seek to set a date for a workshop meeting. No hard date was set.

### **POSSIBLE ACTION REGARDING MAIN STREET MANAGER CONFERENCE TRAINING**

Chairman Politz stated that the Main Street Manager must attend two forms of training per year to keep accreditation. Mr. Rothenberger stated that there are only a few opportunities in the state, and that the National Main Street Conference is a unique opportunity to learn. The approximate cost will be around \$1,800 for an entire week. Chairman Politz wanted clarification that the \$1,800 covers everything. Ms. Jesse Nelson made a motion to approve the training costs. Dr. Goldstein seconded. It passed unanimously.

### **CITY MANAGER REPORT- BEN WHITE**

Mr. White has looked the rules in regards to street signage at the bullnose in downtown. It has been decided to place a "Keep Right" sign facing east at the intersection of McKinney and Main Streets. One way signs would be confusing. The city will pay for this sign.

There was discussion of the two new monument signs for the National Register District like the one at the west side of the square. Main Street Board President Randy Rice was recognized by the board. Mr. Rice stated that there is no kind of discount for two signs. There was varied discussion among the board about the location of the markers. There was confusion as to where they would be located. Mr. Rice reminded the board that these signs are to be placed at the entrances of the historic district. Mr. Rothenberger reminded the board that the money for those have already been appropriate at the last meeting. Ms. Hershey noticed that there is a greater need for more signage to show the exit to Main Street off of 380 in both directions. Mr. Rothenberger noted that the signage coming from the west is confusing as it points south. Ms. Hershey agreed. Mr. White said that TXDOT has to approve these changes. Mayor Piwko noted that the "Downtown Shopping" signs should be evaluated and perhaps added in some of the surroundings streets out of view of downtown.

Mr. White moved quickly through the remaining points. JW Spain heaters in the restrooms kept the pipes from freezing this year which was a major help. The new statue in Rambler's Park is making progress and will be installed on February 17. The flooring for the new library will be open in mid-March. The new Main Street Manager Reagan Rothenberger has begun his new job. The LDS Church as offered their help to volunteer for special projects in the city. Camden Park is continuing to make progress. There are two new proposed apartment complexes in that area. The wastewater system is making progress and is critical stages in order to get it down for this area of the city. Big D Concrete is continuing to make progress and their target is to open by June. City Wide Cleanup day bill has not been sent yet for the multiple containers.

Ms. Ferguson brought up the issue at Farmers and Fleas of the severe cold that has been experienced. Is there a way to help with the cold? Any way for heaters to be installed. Mr. Rice in the audience stated that there could be a possibility for some kind of tarps installed in order to break the strong winds. Chairman Politz stated that many of the vendors bring tarps themselves and use them frequently.

### **MAIN STREET MANAGER REPORT – REAGAN ROTHENBERGER**

Mr. Rothenberger stated that he is pleased to be in Farmersville and is excited to get started. He noted that the January report comprises mostly of items completed before he arrived. Debbie Ranspot wrapped up her assistance of keeping the program going. Randy worked on various projects as seen in the Main Street Managers written report. Mr. Rothenberger primarily worked on building relations with downtown business owners and local stakeholders in the few months he was here in January. Mr. Rothenberger was able to attend the Farmersville Heritage Museum meeting and become involved with this group. Also, an article was written about the new Main Street Manager in the Farmersville Times. Mr. Rothenberger reported that Country Roads Trading Post is the newest business downtown with over 40 vendors inside.

Chairman Politz noted that Mr. Rothenberger had been to a significant number of meetings. Chairman Politz asked if Mr. Rothenberger has been able to attend the MI Committee Meeting. Mr. Rothenberger stated that he will try to attend as many various meetings as he can.

**DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS**

There were no items noted to be added on a future agenda.

**ADJOURNMENT**

There being no further business, John Politz adjourned the meeting at 7:32 PM.

Signatures:

\_\_\_\_\_  
John Politz, President

\_\_\_\_\_  
Cynthia Craddock-Clark, Secretary

## **FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)**

**MINUTES ~ March 5, 2018**

5:45 P.M. City Council Chambers

### **PRELIMINARY MATTERS**

The Farmersville Community Development Corporation Board met on March 5, 2018 in the City Council Chambers at City Hall. President John Politz called the meeting to order at 5:46 p.m. and announced that a quorum was present after roll call. The following board members were present: John Politz, Katherine Hershey, Jesse Nelsen, Cynthia Craddock-Clark, and Mike Goldstein. Others recognized were Reagan Rothenberger, Main Street Manager; City Manager Ben White, and Donna Williams.

### **PUBLIC COMMENT**

President John Politz opened the floor for comments. There were no comments.

### **WORKSHOP TO DISCUSS THE COMPREHENSIVE PLAN**

Ben White led the presentation to the board the basics of the comprehensive plan, briefly describing each section in the comprehensive plan. The sections that we will look at today is the Economic Development Study, the Recreation and Open Space Study, and the Central Business District sections. Other groups are looking at other sections to make sure that the goals and plans are what is what our citizens want as a city and to make sure there aren't any gaps. Dr. Goldstein commented that the product is already very impressive. Mr. White stated that Grant Works did a pretty good job getting everything in line even due to time constraints due to the grant. This document is actually called a work book, and the comprehensive plan will be a shorter more condensed version of this book.

Each section has an overview paragraph. In the Economic Development section there is an overview of the general set of businesses in the in city. The map that shows the various city limits in different colors so that we can better see the various competing cities. There is a brief overview of the NCTCOG plan which might be changing. Goals are rather general, such as increasing the competitiveness of the area, and to make the city friendlier for entrepreneurs. The city in general wants organic growth that helps to define the character of the city. Mr. White asked Reagan Rothenberger to help find what makes our town unique and help market the uniqueness and help find its identity. In short, to compete for something we have to know where we're going as an entire city. That's what this plan is for.

One of the issues of attracting company is the issue of having people in the town that can support that industry. John Politz asked about Lexington Medical Lodge and how they attracted workers and residents. It took little time, which shows the market is better than we realize. Mr. Politz stated that the commute from these cities to Farmersville is nothing compared to many other commuters in DFW. One edit that could be made is table 10D in the workbook, as it could easily show that there is a tremendous number of workers within 30 minutes as to attract business in ensuring that they consider Farmersville. There was discussion of commutes of citizens of the town and how they compare to other areas. Mr. White pointed out the graph in the workbook that shows how many individuals work in Farmersville who do not work here. Dr. Goldstein commented that as soon as he retired he moved to Farmersville for the small town atmosphere. He further stated that he recently went to "The Star" in Frisco, and though that's not really attainable here, we have to start someplace in marketing the town as a neat place to visit.

Mr. White discussed that when he is talking to brokers many say that there is a quality of life that few cities have in DFW. Having the simplicity of the city is unique. Dr. Goldstein commended that our town's event put on by our various organizations really help bring in people. Mr. White again emphasized that

for a city our size we have good planning, strong community groups, great parks and amenities and we need to focus on being an inviting town. Ms. Hershey brought up the concept of “new urbanism” described in the comprehensive plan. The primary issue of this town is housing, so how could we mimic places like Seaside and Rosemary Beach, Florida where developers do not just develop basic developments that lack character. Mr. White discussed that cities do not necessarily grow best by different subdivisions, however creating a community by with higher density. There is an opportunity for infill near our downtown. Ms. Hershey stated that this would be a great way to keep the ambiance of our downtown. Mr. White stated there are different ways to think about building up your city, which would include the increase of walkability in our downtown. Mr. White stated that 4A would like to set aside more land in the industrial areas for more organic jobs so that we can help build the sense of community so that people both live and work here. Row houses would be great in the downtown. Mr. Rothenberger showed an example of Dallas Baptist University which follows the new urbanism style in the creation of its living areas. Ms. Hershey said that those kinds of living areas are now seen in McKinney. Mr. White asked that is this the kind of living we would like to see. Dr. Goldstein state that Farmersville is in need of some better housing. Mr. White stated that we do have starter homes and apartments on line and we are encouraging the growth of housing options.

Mr. White showed radar charts in which we see that most of our residents go southwest toward Dallas. We have citizens driving to Fort Worth. We want to have a job for those people in Farmersville. Ms. Craddock-Clark provided an example of a cousin who drove to Fort Worth for a time. He and the family had to move to the Colony in order to be closer. Mr. White briefly showed various data regarding sales data and education data. Josephine is seeing considerable growth. Collin County is seeing a continual growth. Mr. White stated that the city did the right thing to focus on a new logo as many people admire it. There is a growth of interest in agro tourism. Ms. Hershey noted that there is a great strawberry farm near town. In closing on this section, Mr. White stated that we must focus on the quality of life aspects when seeking future development. There is a focus today in families to make sure the kids are taken care of. Our town has good schools, so we need to be sure there are extracurricular activities for them. We have a lot of land in our parks that we can use for future additions. In closing, there are a lot of good ideas in this section, but let’s make sure that the goals here are what we want as a city. It is all about priorities, such as the shift of importance of the senior citizen center, which is making good progress. Mr. White suggested to take a look at the work plan of section ten and we’ll review it again. Also look at the data that follows the section in the appendices. Mr. White stated that we need to list of the state of Texas economic development resources in the final plan.

Mr. Nelson asked about the plan for upgrading internet capabilities of the city. Mr. White stated that the city looked into the investment of fiber optics in recent years, but the investment is still a little risky. A micro-data center would have gone along with this project which could have helped create some jobs.

#### Recreation and Open Space:

The section starts out with a projected growth. By 2027 we will see considerable growth. If Camden Parks starts building in selling we will see some faster growth. Mr. White briefly overviewed some of the data, including age groups, racial makeup, and very broad goals listed in the document. As said before, we want to make sure that the goals and objectives in this section are the ones that the city wants. One of the biggest issues facing recreation in this town is JW Spain Complex, which could use a significant boost of money in order to become something special so that people will come to it. It may also attract new residents. With a higher flow of money with new developments we might be able to see the renovation of the complex in the future. We also need to take into account the underutilization of Southlake Park. Ms. Craddock-Clark asked what is meant by the underutilization and what would be the plan for it. Mr. White stated that though it is currently a pretty park, but in the future we might have to put a soccer field and other forms of fields for the use of the citizens. Chairman Politz stated that right now it is more focused

on fishing and small boating. Ms. Craddock-Clark noted the importance of the park as it once was a country club and really the center of community events.

Chairman Politz asked about the survey that was sent out to the schools in Farmersville to determine what the students would like to see. Some desires are realistic and unrealistic. A pool would be a major liability and difficult to maintain for a city our size. Perhaps splash pads would be more appropriate. Furthermore, basketball courts are a serious need. The school has some tennis courts for the public to use, but basketball courts are lacking. We could think about a basketball court in several areas, perhaps the open area near the Onion Shed, or Ramblers Park. Perhaps a volleyball court near the splash pad at Farmersville Parkway. Ms. Craddock-Clark noted the need in the area for students to work out and play during vacations from school. Mr. White discussed the concept of an enclosed workout center somewhere in the city that could charge a small fee for use. It could have indoor courts and various amenities such as a running track and meeting spaces. Ms. Craddock-Clark mentioned how people in town are building basketball courts because there isn't one for the citizens to use. Mr. White asked the board to keep in mind the safety aspect of an enclosed and self-contained center like this. It would set a great precedent for our town. Chairman Politz pointed out the new YMCA in North Rockwall and how full it is most of the time. Dr. Goldstein noted that church facilities in town are often available for citizen's use. Mr. White stated that we have the land, we just need to work on building up the plan for the use of it as recreation space. Mr. White showed the board the survey that was sent to the students. It was discussed that it is less than two years old. Mr. White stressed to take a look at the plan and offer any thoughts at a future meeting.

Mr. Rothenberger led discussion on the Central Business District survey and re-iterated much of what was discussed at the earlier Main Street Workshop. Mr. Rothenberger noted that some data needs to be updated especially regarding the uses of the buildings and their vacancy. Furthermore the Main Street board discussed the issue of land use of the open areas south of downtown. We should encourage some kind of mixed use. Ms. Hershey asked what exactly are the parameters of the central business district. Mr. Rothenberger pointed out that the "Central Area" district which is downtown proper, and the "Commercial" area in the immediate perimeter. There are several districts in play with Main Street. First and foremost is the National Register District, then the "Main Street District" which includes many private homes which may become commercially used in future years. Some of the goals mentioned in the workbook are good. A goal that I would like see better discussed is the issue of a Historic Preservation Ordinance and its upkeep. That is a major issue that I am preparing to tackle and seek to communicate. The Main Street board discussed the amenities that are currently in downtown. The only issue that we might see are the addition of new benches, but for the most part downtown has a lot of what's needed. Traffic flow has been a major discussion of late, so Mr. White and staff will install a "Keep Right" sign at the bullnose of downtown that is the intersection of McKinney and Main Street. In regards to branding, Mr. Rothenberger has loosely been using the term, "downtown is the jewel box", playing off of Farmersville is a Texas Treasure. A goal Mr. Rothenberger and board agreed on is the placement of a mural on a building in downtown. Donna Williams and Clay Potter have offered their buildings as potential places for a mural. Mr. Rothenberger discussed that though he is appreciative of 4B's payment and upkeep of the two billboards, perhaps we could use those billboards to target casual shoppers or visitors to the downtown, rather than focusing solely on riders for the trail. Mr. Rothenberger briefly discussed design standards and role that the Historic Preservation Ordinance will play in that. Mr. Rothenberger mentioned the need to the Main Street for the desire to pursue Certified Local Government status through the Texas Historical Commission. This can help in acquiring grants and can help support the historic preservation efforts of the city. There was brief discussion among the 4B Board and Mr. Rothenberger about the new "National Register District" signs and the existing one that is now damaged. Mr. White stated that it will be repaired soon.

The Main Street board thought that most of the goals were reasonable. There were discussions of vacancy taxes and other methods to reduce vacancy and hopefully encourage building owners to rent their buildings for a more reasonable rate. Mr. Rothenberger discussed a possible goal of working with 4A to broaden the spectrum of the façade grant and think of ways those funds could be used for other uses, such as finish out or rent subsidies. Mr. Rothenberger also stressed his goal of ensuring that the Historic Preservation Ordinance is communicated well in the near future as interest in the general community grows.

Mr. White stated the need for the board to feel free to advise staff moving forward on their ideas. Mr. Rothenberger and Mr. White and other staff will be taking a stab in working to make the comprehensive plan more concise so it is easier to read.

Chairman Politz discussed the great work that had been done increasing the workbook. 4B needs to be careful in deciding where it wants to go in the near future without over promising. Priorities changed recently with the playground equipment and the senior center, and that future priorities need to be looked in this manner.

Dr. Goldstein briefly discussed the idea of passing the “Taste of Farmersville” event on to another entity in town. First Methodist may not be able to continue it, and it would be a great fundraiser for whatever organization would like to take it on. General discussion among the board suggested that this might be a good Chamber of Commerce event.

#### **DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS**

There was general discussion of an update on the playground equipment and that Mr. White would give an update at the next meeting.

#### **ADJOURNMENT**

There being no further business, John Politz adjourned the meeting at 7:32 PM.

Signatures:

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John Politz, President

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Cynthia Craddock-Clark, Secretary