

FARMERSVILLE COMMUNITY DEVELOPMENT CORPORATION BOARD (4B)

MINUTES ~ April 9, 2018

5:45 P.M. City Council Chambers

PRELIMINARY MATTERS

The Farmersville Community Development Corporation Board met on April 9, 2018 in the City Council Chambers at City Hall. President John Politz called the meeting to order at 5:45 p.m. and announced that a quorum was present after roll call. The following board members were present: John Politz, Katherine Hershey, Jesse Nelsen, Tobey Ferguson, and Mike Goldstein. Others recognized were Mayor Diane Piwko, Reagan Rothenberger, Main Street Manager; City Manager Ben White, Leaca Caspari, Donna Williams, Randy Smith, Mary Berry and John Klostermann.

PUBLIC COMMENT

Chairman John Politz opened the floor for comments.

Leaca Caspari of 405 Summit Street spoke on the history of the relationship between the Main Street Manager, the Community Development Corporation, and the City of Farmersville. Since questions were brought up at previous meetings of the Main Street Managers oversight, Mrs. Caspari detailed that for many years the Main Street Manager answered only to the Community Development Corporation. In more recent years due to the need for accountability, it was decided to allow the city manager to provide day to day oversight as well as to provide city benefits in 2011. The Main Street Board has been a longstanding advisory board, much like the library board, that offers insight and ideas and does not oversee the day to day tasks of the manager.

Chairman Politz closed the floor for comments at 5:49 p.m.

CONSIDER FOR APPROVAL MARCH 5, 2018 MEETING MINUTES

Cynthia Craddock Clark made a motion to approve the minutes of March 5, 2018 as written. Motion was seconded by Katherine Hershey and passed unanimously.

CONSIDER FOR APPROVAL MARCH 12, 2018 MEETING MINUTES

Mrs. Ferguson made a motion to approve the minutes of March 12, 2018 as written. Motion was seconded by Mr. Nelson and passed unanimously.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR FEBRUARY 2018 AND ANY REQUIRED BUDGET AMENDMENTS

Ms. Hershey moved to approve the March 2018 financial statements as presented. Mr. Ferguson seconded the motion, which passed unanimously.

CONSIDERATION AND POSSIBLE APPROVAL OF ITEMS FOR PAYMENT

Mrs. Craddock-Clark moved to approve the payments. Mr. Nelson seconded, which passed unanimously.

DISCUSSION AND POSSIBLE ACTION REGARDING A NEW DOWNTOWN SOUND SYTEM

Mr. Rothenberger presented a detailed bid for a new downtown sound system that would be used for various events throughout the year. He has spoken at length with the maker of the system, and was able to see it in action at the National Main Street conference. A test unit has arrived and Mr. Rothenberger will be testing it. Mr. Politz asked high they would be installed. Mr. White stated that they should be high enough on the poles to be out of easy reach. Mr. Garcia asked how many there would be. Mr.

Rothenberger stated six pairs of speakers. Mr. Politz asked if the microphone can be placed anywhere. Mr. Rothenberger stated anywhere within reach of a receiver on a pole. Ms. Craddock-Clark asked about the expansion of the system in the future. Mr. Rothenberger stated that he would like to see more in the immediate areas outside of the square, but that will take time to acquire funding. Mr. Garcia asked about the longevity of the project. Mr. Rothenberger stated that the maker stands behind their work and gives a 5 year warranty. Mrs. Craddock-Clark asked when they would come. Mr. Rothenberger stated they could be in by late May. Mr. Garcia asked how far apart each speaker would be. Mr. Rothenberger stated that there will be three sets between Main and Washington, perhaps two sets west of Washington, one set on S. Main and one around the Onion Shed. Mr. Politz reiterated the number of events that this system could be used for. Mr. Rothenberger stated that the Audie Murphy Day Committee is excited about this opportunity. Ms. Ferguson moves to approve and Ms. Hershey seconded the motion and it passed unanimously to fund up to \$10,000 toward the sound system.

DISCUSSION AND POSSIBLE ACTION REGARDING THE MUSIC IN THE PARK SERIES

Mr. Politz opened the floor to Ms. Marina Martin for discussion regarding the Summer in the Park Music Series. Ms. Martin serves on the Amenities Board. The board has agreed on three bands for this summer event. Ms. Martin is asking for \$3,000. Mrs. Ferguson asked about the genres. Ms. Martin stated that June 1 will be Straight 8 which is a fifteen piece jazz band. July 6 is Matt Caldwell who is a country musician from Nevada. August 3 is Bandell's which is a 1950's rock and roll band. They'll start at around 7:00 p.m. Ms. Hershey asked if there would be food available. Ms. Martin stated that the board will provide popcorn and drinks, but they will seek some vendors to come out and perhaps provide other foods. Each performance will be approximately two hours with a break in the middle. There was lengthy discussion regarding promotion. Various ideas regarding placing banners on the square, walking the streets, flyers, and word of mouth were discussed. Mr. Rothenberger offered to do some Facebook promotion of the event. Ms. Craddock-Clark moved to approve, Mrs. Ferguson seconded and it passed unanimously.

MAIN STREET MANAGER REPORT – REAGAN ROTHENBERGER

Mr. Rothenberger presented his report. He worked early in the month on the preservation ordinance. A first draft is mostly complete. It will move through planning and zoning in the near future. Main Street and the CDC had a comprehensive plan workshop session and the board was able to provide comments. Those will be implemented in the plan in the months ahead. He submitted his report and prepared for the Main Street and 4B meetings. Mr. Rothenberger pointed out the test unit for the new downtown sound system. Mr. Rothenberger has been testing it out and it will go through a lot more testing in the upcoming week. The system will be used by many events. Mr. Rothenberger headed up the Audie Murphy Day meeting and assisted with the Heritage Museum Board Meeting. Mr. Rothenberger noted his attendance of the National Main Street Conference. Mr. Rothenberger presented a list of major concepts he took away from the National Main Street Conference. Mr. Rothenberger stated that he seeks to promote the assets of the downtown and what makes it special and to re-imagine the uses of the buildings in a downtown as retail changes. Mr. Rothenberger also pointed out the possible use of Historic Tax Credits in the downtown. Another major concept learned was that a town should be friendly for those who are both 8 and 80. Ultimately Mr. Rothenberger seeks to attain a Great American Main Street Award within a few years. Farmers and Fleas in March had a great attendance. Mr. Rothenberger has been considering wayfaring signage and seeking better ways to attract people to our city. Mr. Rothenberger has been assisting with ordering display cases for the Heritage Museum. Mr. Rothenberger is working with strong tenants for several buildings downtown. Mr. Rothenberger discussed the idea of murals. Ms. Hershey mentioned that perhaps we could play off the theme of the Jerry Bywaters mural.

CITY MANAGER REPORT- BEN WHITE

Mr. White commended Ms. Marin on her work in the Amenities Board and the great job she's doing. Mr. White also commended Mr. Rothenberger on the ideas he has gained from his trip to Kansas City, and hoped that he would continue to pursue the Great American Main Street Award.

The little league contract with the park is signed after working through some technicalities. Mr. White thanked the board for supporting Music in the Park, and he reminded the board that the new equipment should be in within a few weeks. The historic marker plaque that was damaged will be replaced. Mr. White also thanked the board and Mr. Rothenberger for his work on the sound system and for the boards support. He believes it will be a terrific asset to the downtown. The riding club has requested a new sign out at the arena. The two girls statue is finally placed and is a nice addition to the park. In the future it can be turned into a fountain. The library is back up and operational and the paving is done in the lot. The lighting will be run and installed next. The preservation ordinance has been tossed around a little bit. It will pass through planning and zoning a couple of times. The LDS Church will be assisting the Amenities Board with some special projects. The Main Street Grant project will be moving forward soon in May. Camden Park continues to take shape and homes should start being built soon. There is potential for two new apartment complexes near Camden Park. Funding has arrived for getting the lift station up and running soon. Big D has signed a development agreement with the city and requested annexation. Mr. Politz recognized John Klostermann. Mr. Klostermann asked what associated annexation means. Mr. White stated that the term refers to the development agreement made between the city and Big D Concrete and simply means all of the documentation that goes with it. Ms. Donna Williams asked about the land use of the property Big D is on. Mr. White ultimately stated that the council will need to approve the zoning use eventually. Lengthy discussion ensued in the crowd. Various topics ensued pertaining to the size of the plant, the process, and tax revenues. Mr. White ultimately stated the city stands to gain tremendously from the transaction.

Mr. Politz recommended that perhaps the LDS Church could help with the repair of the fence along the trail. Mrs. Ferguson asked if the restrooms could be repaired at the J.W. Spain Complex. Restrooms are a problem in the city, but he will try his best to remedy the problem. Mrs. Ferguson also recommended a mosquito repellent device that would be beneficial for the events in the park this summer.

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 7:05 PM.

Signatures:

John Politz, President

Cynthia Craddock-Clark, Secretary