



**FARMERSVILLE 4B COMMUNITY DEVELOPMENT CORPORATION (CDC)
AGENDA ~ December 9, 2019**

**6:00 P.M. Farmersville City Hall
205 S. Main St. Farmersville, TX 75442**

I. PRELIMINARY MATTERS

- A. Call to order
- B. Roll Call
- C. Recognition of visitors

II. PUBLIC COMMENT

If you wish to address the 4B Community Development Corporation, please fill out a "Speaker Sign-Up Card" and present it to the Main Street Manager, preferably before the meeting begins. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the 4B Community Development Corporation for items listed as public hearings will be recognized when the public hearing is opened. Anyone wishing to address the 4B Community Development Corporation regarding any non-public hearing item on the agenda for this meeting is asked to speak at this time with a time limit of 3 minute(s) per person per item.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

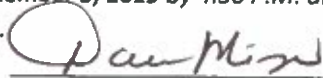
- A. Consider for approval October 2019 Meeting Minutes; see attachment
- B. Consider for approval the October 2019 Financial Statement; see attachment
- C. Consider for approval the monthly payments
- D. Billboard Wraps Update from Main Street Manager
- E. Project Plan for Rambler Park update from City Manager
- F. Main Street Monthly Report
- G. City Managers Report

IV. APPROVE ITEMS TO BE PLACED 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. This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 972-782-6151 or FAX 972-782-6604 for further information.

I, Dana N. Mingo, Main Street Manager for the City of Farmersville, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building of Farmersville, Texas in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted on December 3, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.


Dana N. Mingo, M.S., Main Street Manager



FARMERSVILLE 4B COMMUNITY DEVELOPMENT CORPORATION

BOARD MINUTES

October 14, 2019

6:00 P.M. Farmersville City Hall

205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

Call to order. The meeting of the Farmersville 4B Community Development Corporation, was called to order at 6:10 pm by President Sherry McGuire.

Roll Call: Secretary/Treasurer Richard Holbrook called roll. The following board members were present, Alice Bridges, Sherry McGuire, Blake Mounger and Richard Holbrook. With Council Liaison Mathers and Main Street Manager Dana Mingo in attendance.

Recognition of visitors: Welcomed visitors and informed them of agendas available on the guest table.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 6:18 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

A. Consider for approval September 2019 Meeting Minutes; see attachment

Motion made by Richard Holbrook to accept the minutes, seconded by Alice Bridges, all approved.

B. Consider for approval the September 2019 Financial Statement:

President McGuire stated the end of the year statement for September 30th, shows a budget revenue of \$242,289 and expenses of \$172,965, with an excess of \$69,000. This is more than likely to, not spending items that had been budgeted for the year. She opened the floor for any comments or questions, there were none. Motion made by Alice Bridges to accept the financial statements, seconded by Blake Mounger, all approved.

C. Consider for approval the monthly payments: She opened the floor for any comments or questions, there were none. Motion made by Richard Holbrook to accept the financial statements, seconded by Blake Mounger, all approved.

D. Billboard Wraps Updates: The board asked that we look into our current billboard contract and information.

1. Manager Mingo reported that we contract with Brown Advertising and Texas Bulletins.
2. With Brown Advertising, the signs are 10X20, off 380, it costs \$375 to change the wrap (one time cost). The one on 78 and 380 by the loop/78, is with Texas Bulletins.

3. We have 3, welcome to Farmersville, off 78 from Lavon, by Brookshire's and the other headed toward Greenville off 380. Texas Bulletins is due to renew in December of 2019.
4. We are awaiting to hear back from them on changes. The city determines the design and submits the artwork to the company.
5. Manager Mingo will come back to the board once all information has been obtained from both contractors.

E. Murals downtown; see attachment email: Follow up from prior month discussion about the possibility of a mural in the city.

1. Murals fall under the city's sign ordinance. The ordinance states it must comply with the size requirements.
2. The individual or business owner would initiate the process for obtaining a permit for the mural, since the city doesn't own any of the buildings downtown.
3. Rules applying to the historical buildings and murals, Debra Drescher from Texas Historical Commission's response: *It depends. I don't exactly know where this mural is so this already may all have been considered.... The one thing to keep in mind from the outset is that only do a mural on historic brick that has already been painted – never paint on historic brick that has not already been painted; it's been in its original state for 100+ years so you don't want to destroy that existing integrity. Also need to keep cognizant of how painting on brick could also seal in moisture which could lead to destruction of the integrity of the brick – just things to keep in mind and possibly talk to our design staff about. Each city in Texas is in a review region that our agency has review authority over but it does not apply to everything. If the building is an RTHL, a Recorded Texas Historic Landmark, then yes you need to talk to the reviewer, but just because it is in a National Register district does not cause review to be required.*

Given those parameters, you may or may not need to contact the reviewer or our design team:

Our design team:

Daniela Cantu Daniela.Cantu@thc.texas.gov

Christian Prado Christian.Prado@thc.texas.gov

Reviewer for your country (these folks are over in our Division of Architecture):

Christopher Meyers Christopher.Meyers@thc.texas.gov

4. Manager Mingo will seek more clarity on the national registry process, if necessary.

F. Consider and discuss Project Plan for Rambler Park- Manager Mingo will confer with City Manager White on next steps for the project. The board would like to get moving on the project to be finished in time for next summer.

G. Next meeting: has been moved to November 4, 2019 at 6:00 pm since November 11th is a city and national holiday.

H. Main Street Manager Report- see attached report provided in packet. Manager Mingo also presented the results of the Downtown Stakeholders Survey.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

1. Billboard wrap update on contract details with Texas Bulletin and Brown Advertising
2. Project Plan for Rambler Park

V. ADJOURNMENT – The meeting was adjourned at 6:59 pm.

SIGNATURES:

Sherry McGuire, President

Richard Holbrook, Secretary/Treasurer



FARMERSVILLE COMMUNITY DEVELOPMENT CORP 4B

OCTOBER 2019

FINANCIAL BUDGET REPORT

Daphne Hamlin
d.hamlin@farmersvilletx.com

**Farmersville Community Development Corp 4B
October 2019**

Statement Balance 10-101-2019	\$191,780.14
Deposits:	
Sales Tax:	\$23,855.68
New Checking Int. .05%	\$7.21
Wire Fee	\$(10.00)
Checks purchased	\$(242.63)
Checks 2881,2894,2897-2904,2906-2908,2910-2913	\$(51,129.86)
Balance 10-31-2019	\$164,260.54

Outstanding Transactions

Sales Tax	
Transfer to Texpool	
CD Interest	
Outstanding checks 2905 and 2909	\$(575.00)

Balance 11-7-2019	\$163,685.54
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Farmersville Community Development Corporation
 Financial Statement
 For the Fiscal Year Ended September 30, 2020

	FY2019 Budget	October	November	December	January	February	March	April	May	June	July	August	September	Actual YTD	%
Revenue:															
Sales Tax Collections	\$240,916	\$23,856												\$ 23,856	9.90%
Interest Income	\$ 100	\$ 7												\$ 7	7.21%
Misc.															
Wire Fee															
New Check Stock															
Reimbursement															
Transfer from TEXPOOL for cash in bank															
Total Revenue	\$ 241,016	\$ 23,810	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000	\$ 23,810	9.88%

	FY2019 Budget	October	November	December	January	February	March	April	May	June	July	August	September	Actual YTD	%
Expenses															
Main Street Personnel & Supplies	\$ 89,364													\$ -	0.00%
Personnel														\$ -	0.00%
Supplies/Trainings/dues		\$ 1,882												\$ 1,882	0.00%
Main Street - Downtown Main Street Projects	\$ 10,000													\$ -	0.00%
Main Street 20 year celebration in 2020	\$ 10,000													\$ -	0.00%
Reimburse City of Accounting Services	\$ 1,000													\$ -	0.00%
Chamber of Commerce	\$ 15,000	\$ 15,000												\$ 15,000	100.00%
Maya building lease	\$ 1,000													\$ -	0.00%
Christmas Décor	\$ 10,000													\$ -	0.00%
Fire Dept. - Sparks of Freedom	\$ 6,500													\$ -	0.00%
Farmersville Historical Society Repairs	\$ 5,309													\$ -	0.00%
Farmersville Heritage Museum Repairs	\$ 10,000													\$ -	0.00%
Night at the Museum Opening	\$ 9,000													\$ -	0.00%
Rambler Park Updates	\$ 27,075													\$ -	0.00%
JW Span Baiting Cages	\$ 2,000													\$ -	0.00%
Farmersville Billboard Promotion	\$ 10,000	\$ 725												\$ 725	7.25%
Sound System	\$ 7,000													\$ -	0.00%
Music in the Park	\$ 3,000													\$ -	0.00%
North Texas Coalition	\$ 5,000	\$ 5,000												\$ 5,000	100.00%
National Night Out	\$ 1,177													\$ -	0.00%
Farmersville PD caps & robbiers car show	\$ 4,641													\$ -	0.00%
Rotary Club	\$ 4,831													\$ -	0.00%
Citizens Assisting Farmersville Police	\$ 280													\$ -	0.00%
Quit Guild	\$ 3,000	\$ 3,000												\$ 3,000	100.00%
Total Expenses	\$ 234,348	\$ 25,687	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,687	10.83%
Excess Revenue Over Expenses	6,668	(1,937)	-	-	-	-	-	-	-	-	-	-	-	(1,937)	-

TEXPOOL Balance	\$ 343,893.42
Interest Income-TEXPOOL	\$ 57.35
Total Available Texpool Funds	\$ 343,893.42

4B December 2019 Payment Approvals

Check #	Payment \$\$	Vendor Name	Billing Month 2019	Item
2914	\$ 475.00	Brown Outdoor Advertising	November	Billboards off 78
2916	\$ 166.50	Farmersville Rotary Club	November	Main Street Manager Membership
2917	\$ 33.00	Farmersville Times	Subscription	Yearly Rate
2918	\$ 40.00	Mood Media	November/December	Street Sound monthly services
2919	\$ 60.64	Office Depot	November	Main Street Supplies
2920	\$ 46.09	Shadana Mingo	November	Travel Reimbursements
2921	\$ 500.00	Texas Bulletins	November/December	Billboards off 78
2922	\$ 100.00	TLC Netcon	October/November	Main Street System
	\$ 1,421.23			

Billboard Advertisements - December 4B Board Meeting

	monthly charge	annual charge	comments
Brown Door	\$ 475.00	\$ 5,700.00	Welcome to Farmersville bulletins (3) off 380
Texas Bulletins	\$ 250.00	\$ 3,000.00	Chaparral Trail bulletin off 78 (1) and 380 (1)



MONTHLY ACTIVITY REPORT

For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.

CITY: Farmersville

MONTH/YEAR: October /2019

DATE SUBMITTED: November /10/2019

1. Updates on Projects, Activities for the month.

ORGANIZATION:

<i>Dates</i>	<i>Update on projects or activities</i>
October 1, 2019	<ul style="list-style-type: none"> ✚ Worked in Heritage Museum setting up displays, cleaning, and picture hanging to prepare for the official grand opening celebration, "Night at the Museum" event in November. ✚ Prepared give away Audie Murphy baskets for auction benefit, Old Time Saturday celebration coming up. ✚ Attended Heritage Museum meeting that evening, as well.
October 2, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting. ✚ Worked on monthly report for submission to THC. ✚ Worked in Heritage Museum setting up displays, cleaning, and picture hanging to prepare for the official grand opening celebration, "Night at the Museum" event in November.
October 3, 2019	<ul style="list-style-type: none"> ✚ Conducted Main Street on the square visits to remind owners and merchants to complete the Main Street Stakeholders Survey. ✚ Worked on Street Sound system to ensure working for Old Time Saturday event. ✚ Visited Homegrown Plants to discuss for preparing to switch out flowers on the square for the fall/winter months.
October 4, 2019	<ul style="list-style-type: none"> ✚ Worked on marketing strategies for promotion of downtown shopping and community involvement. ✚ Continued testing Street Sound system to ensure working for Old Time Saturday event. ✚ Worked on monthly report due to THC for submission on the 10th.
October 5, 2019	<ul style="list-style-type: none"> ✚ Attended Old Time Saturday event, set up Main Street booth for promotion of program. ✚ Visited with other vendors who have not attended our Farmers and Fleas event for promotion, as well.

October 7, 2019	<ul style="list-style-type: none"> ✚ Finalized the downtown stakeholder's survey and created the final report for dissemination to everyone involved. ✚ Continued to update the merchant and building owners contact spreadsheet.
October 8, 2019	<ul style="list-style-type: none"> ✚ Finalized the Main Street & 4B Community Development October Board Minutes to prepare for next week's meeting. ✚ Attended the weekly Rotary Club meeting, guest speaker was District 5810's Governor, Beverly Grogan providing updates about the Rotary strategic plans and upcoming events. ✚ Conducted Main Street on the square visits with merchants. ✚ Attended City Council meeting.
October 9, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting. ✚ Worked on marketing strategies for Main Street events through social media, magazine and newspapers ads.
October 10, 2019	<ul style="list-style-type: none"> ✚ Submitted Main Street monthly report to THC. ✚ Emailed Board meeting packets to members of Main Street and 4B Community Development Corporation in preparation for Monday's meeting.
October 14, 2019	<ul style="list-style-type: none"> ✚ Attended both Main Street and 4B Community Development Board meetings.
October 16, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting. ✚ Began to work on October Main Street & 4B Community Development Board Minutes to prepare for next month's meeting.
October 17, 2019	<ul style="list-style-type: none"> ✚ New Downtown merchant- Rise Up Balloons Ribbon Cutting and Open House event.
October 21, 2019	<ul style="list-style-type: none"> ✚ Attended Heritage Museum meeting for further planning to expand historical items for display and building maintenance. ✚ Researched advertising outlets for promotion of program events to gather costs associated with advertising for the year. .
October 22, 2019	<ul style="list-style-type: none"> ✚ Presented at the weekly Rotary Club meeting, provided the results of the Main Street Stakeholders Survey with feedback form downtown merchants and business owners on their suggestions for improvement of our downtown. ✚ Continued work on October Main Street & 4B Community Development Board Minutes to prepare for next month's meeting. ✚ Attended City Council meeting.
October 23, 2019	<ul style="list-style-type: none"> ✚ Worked on Main Street Website making updates to merchant info. ✚ Began to work on Farmers and Fleas market for November, processing vendor applications and assigning booth spaces.
October 24, 2019	<ul style="list-style-type: none"> ✚ Made downtown merchant visits ensuring each person was able to complete and submit their fiber optics business survey for city strategic planning. ✚ Continued to work in the Heritage Museum setting up displays, cleaning, and picture hanging to prepare for the official grand opening celebration, "Night at the Museum" event in November.

October 26, 2019	🚧 Attended Scare on the Square event in our downtown area.
October 28-31, 2019	🚧 Attended the Texas Downtown Conference in Georgetown, Texas.

PROMOTION:

Dates	Update on projects or activities
June 2018-Present	Doug Laube (business 1 st floor & residence 2 nd floor)/129 McKinney
January 2019- June 2019 (complete)	Hibbitts Ice Cream Shop/214 Main Street
Feb. 2019-Present	Mathers Coffee Shop & Gifts/206 McKinney
Feb. 2019- June 2019 (complete)	The Ville Studios/204 McKinney
April 2019-Present	Pieville/ 107 S. Main St.
May 2019-Present	Brad Hunter (business 1st floor & residence 2nd floor)/111 McKinney
May 2019- Present	Wood in Time BBQ/101 A Candy
June 2019- October 2019 (complete)	Bottles & Boards 442 Shop/ 106 McKinney
October 2019- Present	New Ownership of the downtown Main Street Music Hall, where planning is underway to preserve the history of the building and prepare to continue offering culture and arts, 135 S Main St.
November 2019 complete	Rise Up Balloons, 133 McKinney St, Ste. 205

DESIGN:

Dates	Update on projects or activities
June 2019- Present	🚧 Downtown Square- increase signage and navigation for the community and visitors to locate the various services and shops we have to offer, when they visit downtown.
June 2019- Present	🚧 Downtown Square- adding our downtown banners with updated pole equipment to add beauty to the area.
June 2019- Present	🚧 Tree trimming and landscaping entering on McKinney Street into our downtown area.
June 2019- Present	🚧 Main Street Sidewalks updates.
June 2019- Present	🚧 Downtown Square- add more seating area for visitors and the community to utilize as they shop and visit downtown.
June 2019- Complete	🚧 Heritage Museum- restorations for tourism with new signage and painting of the exterior surfaces and staining the entry and exit doors.
June 2019- Present	🚧 Bain Honaker House- window replacement restoration for tourism and safety.
June 2019- Present	🚧 Street Sound System- working on ensuring our sound system downtown is working at optimal level.

March 2019- Present	🚧 Ramble Park- ADA Compliancy for swings.
October 2019- Present	🚧 Carlisle Center- new furnishings for the completed remodeling inside work.
October 2019- Present	🚧 Main Street Program- 20 year celebration date in 2020, TBD.
May 2019- June 2019	🚧 Carlisle Center- upgrades with the removal of the interior paneled walls, replaced with a fresh coat of paint and replacement of tiled floors with new flooring.
June 2019-June 2019	🚧 1 st Phase of downtown parking space striping.

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
Jan 2019-Present	🚧 Camden Homes and DR Express home construction is well under way. 135 homes permitted, 6 models, Many of the homes have already been sold. Phase 1 & 2 are complete, they are now moving to Phase 3.
Jan 2019- Present	🚧 Farmersville Palladium Apartments have already broken ground. Both additions to the city will bring additional traffic to our downtown area and revenue to the city. Complete by December 2019
2018- Present	🚧 Farmersville Collin College will break ground in December 2019, with its ribbon cutting the 1st part of November. To include Collin College utilizing Farmersville electricity.
2019- Present	🚧 Railroad Quiet Zone
2019- Present	🚧 Farmersville Wastewater Treatment Plant- Plants 1 and 2 completed.
2019- Present	🚧 Lake Haven MUD bought by TCCI will be building 2,000 homes and plans for more acreage purchase. All the property will be using the future wastewater plant #3, bringing in \$15.5 million to the city. After 20 years they would annex to the city.

2. Program Commentary (list critical issues, problems, and successes/completed projects of the past month):

I will continue to focus on visits with business owners, Board members and the city which tasks are needing priority for completion. I continue to work on updating and processing procedures that will only enhance the program. Those areas include:

- The revision/update of the Farmers and Fleas Manual
- Establish our Core Values as documented on the Annual Criteria 10 report
- Continue to clarify roles, responsibilities and document of the Main Street Manager and the Main Street Board members.

- To develop our Work Plan in collaboration between the Main Street Manager and the Main Street Board.
 - Continue to review and enhance the by-laws of the Main Street Board, as necessary.
 - Continue to establish positive relationships among the Board and downtown businesses.
 - And lastly, identify opportunities for support and collaboration.
 - Our overall goal is to ensure that the Main Street Program continues to grow and prosper. I am committed to form and nurture those partnerships as appropriate to help us accomplish all our goals under the Main Street Program, Four Point Approach. Farmersville is a Texas Treasure and we want the Treasure search to start on Main Street.
3. **Outlook. Goals and challenges; plans for upcoming major projects such as public improvements etc.:** Since my onboarding, I have been able to grasp a better understanding of the role of the Main Street Manager. I am a resource for the business owners to assist in carrying out the visionary approach to revitalization for the downtown area of Farmersville, Texas. My set goals are to create more of a presence of what we can offer to our local community and tourist:
- This will be through the means of social media, advertising and word of mouth.
 - I plan to strategically work with the business owners to ensure their building aesthetic needs are accomplished (if needed), through the assistance of the Board, 4B, the City and the resources available through the Main Street State Program.
 - This also includes the beautification of the downtown area. Such as the appearance and continual cleanliness needed to attract individuals, couples and families to visit more often.
 - Overall working to reinforce Farmersville's' uniqueness of being a Texas Treasure and extract what sets us apart from other places advertised across state borders.
4. **Suggestions for Texas Main Street Center (list suggestions on services or training topics; new resources; questions):**
- Ongoing training: (Volunteer/Team Training, Interpersonal Communication and Conflict Resolution). The training could be completed on line and a Certificate of Completion issued.
 - Continue to send relevant information to assist in maintaining our program initiatives.
5. **Main Street in the News.** *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email mainstreet-reports@thc.texas.gov with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*
- **Farmers & Fleas Market:** First Saturday of each month (*excluding October*) at the historic Onion Shed. A combination of farmers market and flea market. Staff set-up starts at 6:30am and Vendor set-up starts at 7:00am. Sales hours are 9:00a.m. to 3:00p.m. For information: 972-784-6846 or see Facebook page: <https://www.facebook.com/Farmersville-Farmers-Fleas-Market>.
 - **Farmersville Christmas Parade:** Saturday, December 14, 2019 @ 5:00 pm on the Main Street square. For more information visit <https://farmersvillechamber.com/chamber-news/christmas-parade/>