



FARMERSVILLE 4B COMMUNITY DEVELOPMENT CORPORATION (CDC)

AGENDA ~ March 9, 2020

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

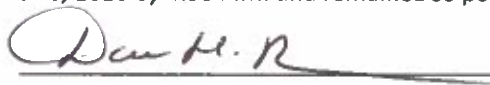
- A. Consider for approval February 2020 Meeting Minutes
- B. Consider for approval the February 2020 Financial Statement
- C. Consider for approval the monthly payments for February 2020
- D. Billboard Wraps current contract update from Main Street Manager
- E. Main Street Monthly Report
- F. City Managers 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 March 6, 2020 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

February 10, 2020

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 6:11 pm by President Sherry McGuire.

Roll Call: Main Street Manager Mingo noted the members in attendance. The following board members were present, Alice Bridges, Sherry McGuire, Todd Rolen and Blake Mounger. With Council Liaison Mathers and City Manager Ben White.

Recognition of visitors: President McGuire welcomed any 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 6:12 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- A. Consider for approval December 2019 Meeting Minutes; see attachment.** Motion made by Todd Rolen to accept the minutes, seconded by Alice Bridges, all approved.
- B. Consider for approval the November 2019 and December 2019 Financial Statements:** President opened for any 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 for December 2019 and January 2020:** The floor was opened for any comments or questions, there were none. Motion made by Todd Rolen to accept the monthly payments, seconded by Blake Mounger, all approved.
- D. Billboard Wraps Updates:**
- Manager Mingo informed the board that our contract on 380 with Brown Door Advertising (with the Chaparral Trail Wrap) has a monthly cost of \$475 a month.
 - The contract is up for renewal February 2020 and doesn't appear there were any updated contracts since 2018.
 - The 2nd bulletin board is on 78, with a monthly cost of \$450 with the trail wrap, as well. It is advertised through Texas Bulletins.

- Manager Mingo will ensure we receive updated contracts each year for auditing purposes and requesting 4B to renew the contract with Brown Door Advertising.
- The Main Street Board is requesting 4B to move their current bulletin board wrap above, from facing the east side to facing the west side. Main Street Board would then take over the east side facing and incur the charges of \$500 for the new design and installation and \$300 a month for advertising.
- If 4B approves the move, its cost would \$350 to begin facing the west side as of March 1st.
- If a new design is requested the cost would increase to \$400. However we must note, the bulletin board on 78 with the Chaparral Trail matches the current one on 380. The board stated they will hold off on a new design until further discuss can occur.
- Upon the move, Brown Door advertising will determine if the current vinyl is not damaged and needing replaced. They will be advised to inform Manager Mingo before installing to determine costs.
- Motion made by Todd Rolen to renew the current billboard contract on 380 with Brown Door for \$475 a month, 2nd by Alice Bridges, all approved.
- Second motion was made by Todd Rolen to (1) move the current trail design facing east to facing west, (2) pay a one-time charge of \$350 to move and monthly charge of \$475, (3) verify the cost to move is only \$350 and (4) Main Street Board to take over the side facing east, 2nd by Alice Bridges, all approved.

E. Consider for approval the Main Street Board request to take over the billboard display off 380 (currently advertising the Chaparral trail) - Reference above motion approval.

F. Main Street Monthly Report- Main Street THC Annual Report Presentation; see attachment.

G. City Manager Report

- Changes to the parking lot at JW Spain is going forward. Weather conditions have slowed some of the progression.
- Public Works will then shift their gears to work on Washington Street at Farmersville Pkwy, with the wastewater infiltration then back to Rambler Park to complete. The swing set project is underway as well. We have the Boy Scout troops helping to lead the project.
- Reliable Concrete has begun their operations on the east side of town, this will help with city revenue. All new trucks are being used and they are needing truck drivers.
- Nelsen Brothers are moving forward with their land development for a concrete batch plant.
- Collin College is moving forward, no ad valorem tax will be received, weather issues as well.
- Camden Park phase 3 going forward.
- The Palladium Apartments 2nd building is up and running and filling up fast. The prior waiting list was for the 1st building. In only 2 weeks the 2nd building is over 50% full. The 3rd building will open in March. They also have a lot zoned for multifamily units and across the street for single family homes of 114 and 290 in the apartment project.
- Overnight, the city will have a population increase and with the schools and the city being impacted.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS


A. Billboard Contract and Wrap Update

V. ADJOURNMENT – The meeting was adjourned at 6:34 pm.

SIGNATURES:

Sherry McGuire, President

Richard Holbrook, Secretary/Treasurer



FARMERSVILLE COMMUNITY DEVELOPMENT CORP. 4B
FEBRUARY 2020
FINANCIAL BUDGET REPORT

Daphne Hamlin
d.hamlin@farmersvillex.com

**Farmersville Community Development Corp 4B
February 2020**

Statement Balance 2-3-2020	\$235,985.41
Deposits:	
Sales Tax:	\$28,792.02
New Checking Int. .05%	\$8.36
Wire Fee	\$(10.00)
Checks purchased	
Checks 2909,2923-2939,2942-2945	\$(48,164.06)
Balance 03-1-2020	\$216,611.73

Outstanding Transactions

Sales Tax	
Transfer to Texpool	
CD Interest	
Outstanding checks 2940-2941	\$(4,106.00)
Balance 3-5-2020	\$212,505.73

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	\$340,816	\$23,856	\$22,821	\$24,899	\$35,531	\$28,792								\$ 125,898	52.26%
Interest Income	\$ 100	\$ 7	\$ 7	\$ 0	\$ 9	\$ 8								\$ 39	39.21%
Misc.														\$ -	
Wire Fee		\$ (10)	\$ (10)	\$ (10)	\$ (10)	\$ (10)								\$ (50)	
New Check Stock		\$ (243)												\$ (243)	
Reimburse ment														\$ -	
Transfer from TEXPOOL for cash in bank														\$ -	
Total Revenue	\$ 241,816	\$ 23,810	\$ 22,818	\$ 24,887	\$ 25,530	\$ 28,790	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000	\$ 125,846	52.13%

	FY2019 Budget	October	November	December	January	February	March	April	May	June	July	August	September	Actual YTD	%
Expenses															
Main Street Personnel & Supplies	\$ 89,364				\$ 15,483									\$ 15,483	0.00%
Personnel		\$ 1,882		\$ 406	\$ 1,525	\$ 609								\$ 4,423	
Supplier Trainings/dues														\$ -	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%
Mays building taxes	\$ 1,000													\$ -	0.00%
Christmas Decor	\$ 10,000				\$ 818	\$ 7,655								\$ 8,673	86.73%
Fire Dept. Sparks of Freedom	\$ 6,500													\$ -	0.00%
Farmersville Historical Society Repairs	\$ 5,300				\$ 5,300									\$ 5,300	100.00%
Farmersville Heritage Museum Repairs	\$ 10,000					\$ 10,000								\$ 10,000	100.00%
Night at the Museum Opening	\$ 9,000													\$ -	0.00%
Rambler Park Updates	\$ 27,075				\$ 4,684									\$ 4,684	17.30%
JW Spain Laiting Cages	\$ 2,000													\$ -	0.00%
Farmersville Billboard Promotion	\$ 10,000	\$ 725	\$ 875	\$ 975	\$ 1,200	\$ 250								\$ 4,125	41.25%
Sound System	\$ 7,000	\$ 40	\$ 40	\$ 40	\$ 20	\$ 20								\$ 120	1.71%
Music in the Park	\$ 3,000													\$ -	0.00%
North Teza Coalition	\$ 5,000	\$ 5,000												\$ 5,000	100.00%
National Night Out	\$ 1,177													\$ -	0.00%
Farmersville PD cops & riders car show	\$ 4,841													\$ -	0.00%
Rotary Club	\$ 4,031					\$ 4,031								\$ 4,031	100.00%
Citizens Association Farmersville Police	\$ 260													\$ -	0.00%
Quilt Guild	\$ 3,000	\$ 3,000												\$ 3,000	100.00%
Total Expenses	\$ 234,348	\$ 25,607	\$ 1,015	\$ 1,421	\$ 29,030	\$ 22,785	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 79,839	34.07%
Excess Revenue Over Expenses	6,668	(1,997)	21,803	23,476	(3,501)	6,025	-	-	-	-	-	-	-	45,606	

TEXPOOL Balance	\$ 341,895.42	\$ 344,361.57	\$ 344,844.16	\$ 345,310.58	\$ 345,747.06
Interest Income-TEXPOOL	\$ 557.35	\$ 474.15	\$ 474.59	\$ 460.42	\$ 436.48
Total Available Texpool Funds	\$ 342,452.77	\$ 344,835.72	\$ 345,318.75	\$ 345,771.00	\$ 346,183.54

4B March 2020 Payment Approvals

Check #	Payment \$\$	Vendor Name	Billing Month 2020	Item
2946	\$ 475.00	Brown Door Advertising	March	Billboard Monthly Payment
2947	\$ 168.71	City of Farmersville	March	Treats for Tatum Items
2948	\$ 169.00	Farmersville Rotary Club	March	Main Street Manager Quarterly Dues
2949	\$ 199.51	Greenville Herald Banner	March	Main Street Advertising
2950	\$ 39.24	Mood Media	March	Monthly services
2951	\$ 605.00	National Main Street Center	March	Main Street Manager Annual Conference Registration
2952	\$ 126.94	Office Depot	March	Main Street Items
2953	\$ 800.00	Texas Lakes Trail Region	March	Texas Trails Regional Map Advertising
2954	\$ 440.00	Texas Travel Industry	March	Texas Travel Industry Association Dues - Main Street
2955	\$ 50.00	The Hay Loft	March	Valentines on the Square Gift Cards
2956	\$ 50.00	TLC Netcon	March	Monthly services
2957	\$ 99.99	Citizens Assisting Farmersville	March	Grant funding reimbursement
2958	\$ 78.16	Rise Up Balloons	March	Valentines on the Square Event
2959	\$ 250.00	Texas Bulletins	March	Billboard Monthly Payment
	\$ 3,551.55			

THE REISS GROUP Renewal Contract

THE REISS GROUP, herein referred to as "TRG" contracts with the Advertiser or its agent herein referred to as Advertiser," for the below listed billboard advertising display(s) upon the following terms and conditions:

Location Number	Location of Billboard	Illumination (Y/N)	New AD (Y/N)	Size of Billboard	Price per 4 week Period
345R	Hwy 380 EB, .3 mi w/o Hwy 78	N	Y	10x20	\$450

1. **Display Period.** Each display (listed above) shall be maintained in service beginning on the commencement date of, **February 17, 2020 for 13 four-week periods. (2/17/19 – 2/14/21)** At the conclusion of the first period, this contract shall continue, on the same terms and conditions on a period to period basis, unless Advertiser or TRG delivers to the other party a written notice of termination at least thirty (30) days prior to the end of the original period or a new Billboard Contract is signed by both parties. During any succeeding lease period, Advertiser or TRG may terminate the lease at the end of any period by delivering to the other party a written notice of termination at least thirty (30) days prior to the end of any period.
2. **Copy.** All copy shall be solely for the benefit of **Farmersville Community Development Corporation** advertising **The Bike and Hike Trail** and may be rejected if, in good faith, TRG believes it unlawful or detrimental to its business.
3. **Terms.** For said Billboard Display, the Advertiser promises to pay TRG 13 installments of \$450, (plus applicable vinyl production, extensions, cutouts, tags, installation, design fees and taxes), with the first of such period installments to be due and payable as of the above commencement date. Upon the Advertiser's failure to pay any installment when due, TRG has the right to accelerate the remaining balance due and declare the remaining four-week period installments immediately due and payable. The Advertiser's failure to pay the amount of said remaining balance on demand shall, at TRG's option, be deemed a complete and material breach by the Advertiser of this contract, whereupon TRG may remove the copy described herein from the Billboard Display and, in addition to its other legal rights, recover judgement against the Advertiser for said remaining balance, all reasonable attorney's fees, and all court costs and collection expenses incurred as a result of said breach.
4. **Production and Installation.** For any Vinyl, a fee of \$500 will be charged to Advertiser to pay for additional vinyl production and installation if Advertiser desires to have TRG print and install new artwork on any rented face. If the vinyl is provided by Advertiser, TRG will only charge \$ 350 per vinyl change out.
5. **Copy Schedule.** Advertiser shall furnish The Reiss Group with approved copy and Special Treatment specifications, if any, at least ten (10) days prior to the commencement date of this contract. Commencement of service of each display for which such copy has not been so furnished shall be regarded as beginning on the commencement date listed in Paragraph 1 above.

- 6. **Illumination.** If applicable, the billboard will be lit from dusk to 11:00pm. Not illuminated.
- 7. **Contingencies.** If because of any event beyond TRG's control and/or TRG shall be unable to maintain any display covered hereby or if any location shall be lost, TRG shall relocate, at its own expense, such display to a location of substantially equivalent advertising value approved by the Advertiser, with such approval not to be unreasonably withheld. If the new location is deemed by the Advertiser to be of less value than the original, TRG may extend the service at the new location and the extension of service provided to Advertiser shall be substantially equivalent to the original advertising value. In the event TRG fails to locate another location within thirty (30) days of such event, TRG or Advertiser may cancel this contract.
- 8. **Cancellation.** This contract may not be cancelled by either party, unless specified herein. In the event of a default under the provisions of this contract on the part of Advertiser, TRG may cancel the contract and/or remove the Advertiser's copy from the above location. TRG shall also be entitled to the collection of reasonable attorney fees, and all court and collection costs in attempting to enforce this contract, in addition to any other damages allowed by law.
- 9. **Past due Balances Terms.** All unpaid balances more than thirty (30) days past due may be assessed an interest penalty of 1½% per month.
- 10. **Special Provisions.** Renewal must be signed, scanned and emailed back prior to expiration of current contract to keep billboard for next contracted period.

Salesperson: **Dan Reiss**

Corporation Proprietorship Partnership

Date: 2/11/20

Advertiser: **Farmersville Community Dev. Corp.**

Accepted: **THE REISS GROUP**

Agent: Dana Mingo
(Please Print)

By: _____
(Signature and Title)

By: Dana Mingo Marketing Manager
(Signature and Title)

Date: _____

Date: 2/25/2020

Address: 2604 Golden Meadow Ct.

Address: 205 N. Main Street

City/St/Zip: McKinney, Texas 75069

City/St/Zip: Farmersville TX 75442

Phone: (214) 551-4695

Phone: 972-784-6846

Email: Dan@TheReissGroup.net

Fax: 972-782-6604

Email: d.mingo@farmersvilletx.com

If paying by credit card, add 3.75 Processing fee

Dana Mingo

From: Dana Mingo
Sent: Tuesday, February 25, 2020 11:08 AM
To: dan thereissgroup.net
Cc: Dana Mingo
Subject: Main Street Billboard Contract- The Reiss Group 02252020, 4B Community Development Corporation Billboard Renewal Contract- The Reiss Group 02252020
Attachments: Main Street Billboard Contract- The Reiss Group 02252020.pdf; 4B Community Development Corporation Billboard Renewal Contract- The Reiss Group 02252020.pdf
Follow Up Flag: Follow up
Flag Status: Flagged

Hello Dan, Attached are the signed contracts. I will get the design sent to you once the board finalizes. For the 4B billboard, the board only agreed to the \$350 charge to move. If the vinyl needs replacing and the cost is more, please notify me so I can get their approval. Thank you

Your message is ready to be sent with the following file or link attachments:

Main Street Billboard Contract- The Reiss Group 02252020 4B Community Development Corporation Billboard Renewal Contract- The Reiss Group 02252020

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