

**Farmersville Main Street Board
Minutes January 21, 2014
City Council Chambers**

The meeting was brought to order at 5:21 PM by Andy Washam. Present were Main Street Manager, Adah Leah Wolf, and board members Andy Washam, Matt Busby, and Sarah Jackson-Butler. Also present was City Manager Ben White.

Consider for approval December 18, 2013 Meeting Minutes:

Matt Busby made a motion to approve the minutes as written; Sarah Jackson-Butler seconded the motion. The motion passed.

Consider for approval December 2013 Financial Statements:

Matt Busby made a motion to approve the financial statement as printed; Sarah Jackson-Butler seconded the motion. The motion passed.

Historic Assets Survey Update

Austin and Clara Hill have submitted their completed application for the Collin County tax abatement program. A copy was provided in the meeting packet. Mickey Davison, owner of 135 S. Main, is interested in applying and met with Andy Washam for more information. Sanborn Fire Ins. Maps information was provided to Mickey. Sarah Butler-Jackson was encouraged to apply. Andy to encourage Eddy Daniel to apply as well. Mickey Davison is interested in new construction on his lot and will want Main Street architectural assistance.

Chalk the Walk Event

The event is planned for April 5 in conjunction with the Farmers & Fleas Market. The theme will be "Spring has Sprung." Fifty chalk sets (of 12 colors) have been ordered. Merchants can purchase the space in front of their storefront and can decorate the day before if they like; they will pay to participate as well. Price will be \$8 ("Participate for \$8"). Need to decide size of spaces. Adah Leah will check on cost of pails; if prohibitive then the city's plastic "goodie" bags can be used. We will need judges and prizes too. Do we want to include a sponge in the packet? Best time: 10 am – 2 pm. It would be fun if City staff and merchants could draw on Friday. That way there would be some completed artwork to see on Saturday morning, and merchants can focus on sales on Saturday. Adah Leah will check with FISS art teachers/students would like to participate.

Herb Ellis Event

Andy, Adah Leah and Ben reported on the event planning progress to date:

Date: the committee had discussed the second Saturday in March of 2015; after considering this is the date of the Potter Auction, it was decided to have it the third Saturday in March (March 21, 2015).

Time: 7-11 PM

Location: There are several possible indoor venues downtown, so we will need to pin this down.

Bands: Suggest we use 4 bands with 45 minute sets, Daniel White has specific suggestions for us. Daniel has offered to arrange four Herb Ellis compositions (one per band) for the event. Quartets or quintets will be preferred. We will want to have one of the North Texas o'clock lab bands.

Jam Session: As is traditional, we could have a jam session at the end. Suggest that Shelly Carroll run the jam session for us. Anyone including students could participate in the jam session.

MC: We can MC the event ourselves.

Budget: \$4,000 to \$6,000 will mean all bands are paid. Are considering requesting a portion of this sponsorship from 4B in this year's budget cycle.

Why? This gives Farmersville a chance to remember its unique musical history, draw new audiences to downtown, while respecting the jazz art form.

Suggested that we try to attend Denton Jazz Festival this year and start to make contacts.

Display in Kevin Brock Building

Kevin Brock has given us permission to use the poster areas on the exterior of his building. Adah Leah has ordered 2 vinyl banners, of two Audie Murphy movie posters, to hang on the building.

Coupon Pages

Sarah has volunteered to put together a page of restaurant coupons and a page of shops coupons to include in goodie bags. Good examples were gathered from other Main Street cities. The NETT (North East Texas Trails coalition) group will be in town on Feb. 8; it would be nice to have coupons by then.

Main Street Managers Report

The Main Street Manager presented a written monthly report for December, and also reported the following: The annual contract has been renewed with the Texas Historical Commission for the Main Street Program. The Christmas décor downtown was very successful and we'll be able to have it up for a longer period of time. The decorated snowman was successful again this year. "Almost New" is open downtown. 125 S. Main is for sale. Adah Leah provided information about the cotton gin to the realtor to assist potential buyers. Fancy Fibers is having an open house on Feb. 8. The Greenville Main Street manager has offered to give the board a tour of their downtown. Feagin's new owner is Mr. Sessi, everyone is encouraged to meet him. Guillermo Alvarez is beginning to work on Doug Laube's building.

Discussion of placing items on future agendas:

The next meeting will be held on Tuesday, February 18, at 5:15 PM.

Adjournment: With no further business to discuss, the meeting was adjourned by Andy Washam at 6:29 PM.