

**Farmersville Main Street Board
Minutes May 20, 2014
City Hall Conference Room**

The meeting was brought to order at 5:20 PM by Andy Washam. Present were Main Street Manager, Adah Leah Wolf, and board members Andy Washam, Matt Busby, Leaca Caspari, and Sarah Jackson-Butler. Also present was City Manager Ben White and Donna Williams.

Consider for approval April 15, 2014 Meeting Minutes:

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

Consider for approval April 2014 Financial Statements:

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

Herb Ellis Event Update

Last committee meeting was May 6. We have budget estimates in place and have submitted a grant request to 4B for \$9,000 for their consideration. Jeanne Kretz has given permission to use Sugar Hill location if required. Next committee meeting date to be determined.

Coupon Pages

The e coupon sheet for downtown merchants has eight participating businesses and Sarah is getting more to participate. If necessary, we can use two pages.

Window Displays

Discussion of possible displays for windows at 119 S. Main:

- “Factoids” about Farmersville (e.g. did you know....) Possible subjects: Herb Ellis, Audie Murphy, Chaparral Trail.
- Upcoming Events
- Chaparral Trail with QR code to chamber website information about the Trail
- Shoppers Guide
- CLASSES offered, ex. Weaving, knitting, dancing, etc
- Senior Center offerings
- TAPS services
- Can you find? As a way to engage the audience

Farmers & Fleas Market Update

The Market was created in August of 2004 to bring people downtown. It is held 11 times a year. A few markets have been cancelled due to severe weather. Fees revenue pays for advertising in print media. Press releases are sent monthly. Bess Eitel is a paid assistant; the rest of the crew are volunteers. According to state Comptroller office, all vendors must have their sales tax number.

Needed: volunteers to work 2 hour shifts; vendors (suggestions welcomed); and downtown events to tie in with the Market. Sidewalk sales, art shows, something visual creating a “buzz” downtown.

Audie Murphy Day Update

Copies of the veterans’ letter, the sponsorship letter, and the parade entry form were provided, as well as the postcard which will be mailed to the 75442 zip code area. 340 sponsorship letters have been mailed, and 400 veterans letters will be mailed. The projected cost of the event is \$11,400.

National Register District Update

Mary Tate, Masters Degree student, is working on the architectural descriptions of the downtown buildings. An example of the descriptions was provided.

Main Street Managers Report

Adah Leah Wolf presented a written report for April, and highlighted the following: Potential Main Street board candidates are encouraged to fill out a city board application form. Many businesses downtown are offering classes; this could be promoted as “learn something new downtown.” Cadence Cyclery is organizing a bike ride on the 4th of July (“Spokes of Freedom”) that is planned to bring riders back in town in time to attend the fireworks display. Yards of Yard Sales is on June 7-businesses are urged to participate and bring more foot traffic downtown. Steve and Gwen Davis are in the process of moving to 106 McKinney Street. Marcus Rhodes is open evenings (Ye Olde Vapour Shoppe). Everyone is encouraged to attend the Chamber’s next luncheon meeting this Thursday, which will be about social media. Del Herrod has offered to conduct a workshop on visual merchandising- a location is needed where hands on activities can be practiced. Board members were encouraged to attend upcoming workshop in Grapevine on May 28, offered by the Dallas Fort Worth Area Tourism Council. Sarah, Leaca and Adah Leah are interested in attending.

Discussion of placing items on future agendas:

The next meeting will be held on Tuesday, June 17, at 5:15 PM.

Adjournment: With no further business to discuss, the meeting was adjourned by Andy Washam at 6:00 PM.