

**Farmersville Main Street Board
Minutes October 20, 2015 City Hall**

The meeting was brought to order at 5:18 PM by President Anne Hall. Present were Main Street Manager, Adah Leah Wolf, and board members Anne Hall, Kim Potter, Glenda Hart, 4B representative Donna Williams, and City Manager Ben White.

Consider for approval August 18, 2015 Meeting Minutes:

Kim Potter made a motion to approve the minutes as written; Anne Hall seconded the motion. The motion passed unanimously.

Consider for approval August and September 2015 Financial Statements:

Anne Hall made a motion to approve the financial statements as printed; Glenda Hart seconded the motion. The motion passed unanimously.

Finalize downtown shopping coupons

Sarah Jackson-Butler was absent, she'll be contacted to see what remains to be done on this project.

Update on National Register District project

Adah Leah reported that Greg Smith was in town for the site visit on October 8. He suggested trimming the proposed boundaries, to exclude non-historic properties. With this editing, the Methodist Church would not fall within the boundary. When the new boundary lines are described and mapped the application will be sent to for federal review by Greg Smith.

Shop Downtown Farmersville Website

Donna Williams brought a proposal to the board to create a "Shop Downtown Farmersville" website. Main Street already owns the domain. She has obtained a price of \$120 per month, which includes all photos and site set up. She proposed that Main Street make the commitment for the website; interested merchants can pay their share of the shared costs. Each business can have their own page. Anne Hall motioned that the Main Street Board pursue this project; motion seconded by Kim Potter and passed unanimously. Donna Williams also discussed the possibility of obtaining ad space in antique-directory.com. She will poll merchants to see if there is any interest.

Discuss Farmers & Fleas Name

Anne Hall suggested that a change in the Market's name might help attract more shoppers. Other ways to attract shoppers were discussed, including encouraging all downtown merchants with Facebook pages to promote the event, and encouraging current Market vendors to "bring a friend". The newly opened thrift store on Highway 380 near Highway 78 may present some competition to the Market.

Christmas Activities:

Snowmen

Kim Potter will assist with contacting business owners to remind them to take their snowmen out of cold storage, and to see who still needs a snowman.

Shop Late

Shop Late and Celebrate days will be Thursdays in December: Dec, 3, 10, and 17. We will encourage merchants to remain open late those nights, possibly with refreshments.

Caroling

Donna Spivey is organizing Caroling at the Gazebo on Dec. 12 (night of the parade) at 5 pm. She is contacting area church choirs; Adah Leah has given her contact information for local churches.

Lighting

Ben White presented plans to augment the Christmas lighting this year with budgeted money from the Community Development Corporation. Additional lighting he proposes for this year: add the old Candy Kitchen on N. Washington Street, add City Hall, Best Center, Museum, and Chamber office on S. Washington Street. Add garland and lights to all the light posts, add a wreath for City Hall. Possible future year additions include: obtaining a pre lit tree that can be added onto incrementally each year, and lighting the City Park. There are two trees that lack lighting (one near Red Door Antiques, and one on the west side of the Gazebo). These are problematic as electricity outlets don't exist near them at this time. Ben will obtain prices for similar building lights for the James Auto building and the Happy Cucumber building; if the business would like to purchase the lights, the city will provide the labor.

Treats for Tatum Elementary

Date tentatively set for Friday, Dec. 4. Kim Potter, Glenda Hart and Donna Williams have large coffee urns that we can use. We will check with Spivey Cakes to see if they would be interested in making the cookies. Adah Leah to contact Tatum Elementary principal to arrange date. Many volunteers will be needed for this day.

Main Street Manager Update

Adah Leah Wolf presented a written monthly report for August and September 2015 and highlighted the following: Goodie bags have been provided for the North East Texas Trail meeting to be held in Farmersville on October 23; shoppers guides have been provided for the Trick it Up Bike Ride on October 24. A city ad has been placed in the Texas Lakes Trails Map, and maps are available for distribution. Design assistance from Texas Main Street architects has been received for the May Building on South Main Street, for the Potter's building, and for the Thain home (color assistance for exterior painting). Manager met with filmmaker Dennis Van Vleet and helped him coordinate a filming for October 3. This is as a result of the city being a "Texas Film Friendly Community." The upcoming Chamber luncheon this Thursday will be about websites, and Adah Leah strongly encouraged everyone to attend. Main Street may want to follow up with a hands on workshop to practice some of the social media techniques. The Nesmith building condition is deteriorating; the family needs to be contacted. Several building owners are interested in applying for the façade grant offered by the Economic Development Corporation.

Discussion of placing items on future agendas:

The next meeting will be on November 17, 2015

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 6:43 PM.