

**FARMERSVILLE MAIN STREET BOARD**  
**AGENDA – August 16, 2016**  
5:00 P.M. City Council Chambers

**I. PRELIMINARY MATTERS**

Call to Order, roll call and recognition of visitors

**II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION**

- A. Consider for approval July 19, 2016 meeting minutes
- B. Consider for approval July 2016 Financial Statement
- C. Main Street Manager monthly update-Adah Leah Wolf
- D. Review of Work Plan and Mission Statement

**III. DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS**

**IV. 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, Adah Leah Wolf, Main Street Manager of the City of Farmersville, certify that the above Main Street Board Agenda for August 16, 2016 was posted in the regular posting place of the City of Farmersville on August 12, 2016 at 5:00 p.m.



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Adah Leah Wolf, Main Street Manager

**Farmersville Main Street Board Minutes  
July 19, 2016 City Hall**

The meeting was brought to order at 5:01 PM by President Anne Hall. Present were Main Street Manager, Adah Leah Wolf, and board members Anne Hall, Glenda Hart, Randy Rice, and Kim Smith-Cole. Also present were 4B representative Donna Williams, Leaca Caspari, City Secretary Mary Tate, and Karen Rice.

**Swear in new board member and recognize outgoing board member:** Randy Rice had previously been sworn in. Sarah Butler-Jackson was recognized and thanked for her service as the outgoing board member.

**Reorganize Board:**

Board President Anne Hall opened the floor for nominations for officers. Randy Rice nominated Anne Hall for President. Glenda Hart seconded the nomination. No other nominations were received. Anne Hall was elected President by acclamation. Anne Hall nominated Randy Rice for Vice President. Glenda Hart seconded the motion. No other nominations were received. Randy Rice was elected Vice President by acclamation. Anne Hall nominated Kim Smith-Cole for Secretary/Treasurer. Randy Rice seconded the nomination. No other nominations were received. Kim Smith-Cole was elected Secretary/Treasurer by acclamation.

**Consider for approval May 31, 2016 Meeting Minutes:**

Randy Rice noted one correction: correct zip code mentioned should be 75442. Kim Smith-Cole made a motion to approve the minutes as written with the one correction noted; Randy Rice seconded the motion. The motion passed unanimously.

**Consider for approval May and June 2016 Financial Statements:**

Kim Smith-Cole made a motion to approve the May financial statements as printed; Glenda Hart seconded the motion. The motion passed unanimously. Kim Smith-Cole made a motion to approve the June financial statements as printed; Glenda Hart seconded the motion. The motion passed unanimously.

**Resolution for Independent Bank Account Signatures:**

Randy Rice made the motion to retain Anne Hall, Kim Smith-Cole, and Adah Leah Wolf as the signatures for the Independent Bank Account. Motion seconded by Glenda Hart, and passed unanimously.

**Main Street Program Information:**

Adah Leah reported on the professional Main Street development sessions she and Donna and Randy attended last week in Rockwall.

Texas Main Street has hired a Small Business Development specialist. Her background is business and marketing. She is planning a series of training

webinars, on branding, social media, and business plans, which will be available to all.

The Town Square Initiative, an online inventory tool for Main Street districts, is in development and will begin to roll out this fall. It is a central place to store data, organize data, and track local trends. History and photos may be entered, and reports can be generated. This will be a valuable tool for investors which will allow them to "shop" for properties and towns on the internet. We are fortunate that cities like us who have been through the National Register District nomination process already have the historical and photos which will be needed to populate the website. Our database includes 112 building owners and property owners.

The Director of the Texas Main Street Program spoke about the Main Street Four point "refresh," a more strategic way to do planning. Transformative ideas are developed through 2-3 large strategies, using the 4 point approach. This technique will give us an opportunity to do an upcoming board planning session.

There will be a public information meeting regarding Farmersville's National Register District nomination tomorrow at 5 pm, conducted by the Texas Historical Commission. All are welcome to attend. City Secretary Mary Tate, who was instrumental in developing the nomination, will be present as well.

Donna Williams reported that the sessions she attended were very helpful, and gave some good ideas regarding organizing a merchants association. She will invite some of the session participants to share their information with us at a future planning meeting. She also noted that Farmersville is way ahead of other Main Street cities in having the information that will be needed for the Town Square Initiative.

Randy Rice attended the new board member training sessions in Rockwall.

The Collin County Historical Commission is planning to hold their annual April Preservation Celebration in Farmersville next year. There will be a planning meeting tomorrow; Donna Williams and Mary Tate volunteered to attend. This gathering will be attended by several hundred and will bring lots of out of town visitors.

#### **Main Street Manager Update:**

Adah Leah provided a monthly report for May and June, and highlighted the following: The Crowder building (119 S. Main) rehabilitation is nearly complete. The owners were able to secure a façade grant from the 4A Corporation. The Farmersville Heritage Museum will be partnering with Advanced Fixtures for the design of their portable display walls. Martha's Thrift has opened at 711 McKinney Street, owner is Martha Messer. The Happy Cucumber has closed; The Pink Pug is moving. The owner of the building that housed The Pink Pug has already had several requests from interested lessors. The monthly merchants meeting will be held Thursday at 9 AM at Jordan's Bar-B-Que. All are welcome to attend. A graph showing Downtown Reinvestment statistics was presented and explained; it is one way to put a number on local economic activity. All Main Street cities are required to track these statistics which gives Texas Main Street a useful way to demonstrate statewide progress. The Potter building is undergoing interior demolition; they will

end up with a vastly improved interior space. The Main Street office was able to provide them with information on dealing with a building fire in a historic building. Guy Anderson is interested in placing an awning on his building at 103 McKinney Street. Kevin Wallace is waiting on insurance to deal with the aftermath of the fire in his warehouse.

**Discussion of placing items on future agendas:**

The board will have a planning session during their next agenda, and will also discuss working with neighboring cities. The next meeting will be August 16.

**Adjournment:** With no further business to discuss, the meeting was adjourned by Anne Hall at 6:15 PM.

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Anne Hall, President

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Kim Smith-Cole, Secretary



Main Street Monthly Report  
 July 2016  
 Reported by Adah Leah Wolf,  
 Main Street Program Manager



**ORGANIZATION/ADMINISTRATION:**

13, 20	City staff meetings attended
11, 25	Farmersville Community Development Corp. Board meetings: meeting and materials preparation and organization. Budget workshop held on July 25.
12, 26	Attended City Council meetings.
12-15	Summer Main Street Professional Development sessions in Rockwall attended by Manager as well as board members Randy Rice and Donna Williams.
	Numerous City website updates
19	Main Street Board meeting. Reorganization: Anne Hall- President, Randy Rice-Vice President, Kim Smith Cole-Secretary/Treasurer.
20	Administrative assistance provided by Debbie Ranspot.
21	Farmersville Heritage Museum board meeting. A donation was received from John and Mary Rike of Haskell, Texas.

**PROMOTION:**

2	Farmers & Fleas Market.
18	Attended Marketing Committee meeting.
	E newsletter sent to downtown business owners and building owners
20	Manager read for Rike Library's Summer Reading Program.
	Updates to Farmers & Fleas Facebook Page – up to 713 Likes
	Provided information for the LDS Church to help with their Pioneer Day, held on July 23 at the Onion Shed.
29	Farmers & Fleas ads placed, press releases sent for August 6 Market
	Updates made to Downtown Shopping Guide

**DESIGN:**

	Jonathan Hoar completed his Eagle Scout project, improving the slide landing area at City Park.
	Crowder Building is undergoing renovations to the interior as well as the front and back exteriors (119 S. Main Street). A façade grant was obtained from Farmersville Economic Development Corporation.
	Potter Building is undergoing interior renovations after damage from the next door fire in May.
	The fence along the East side of the Chaparral Trail between the Trailhead and College Street has been replaced, funded by the Farmersville Community Development Corporation.
20	Public Information Meeting held in Council chambers to discuss National Register Commercial Historic District. Judy de la Garza and Greg Smith from the Texas Historical Commission presented the meeting and fielded questions. The application is complete and goes to the State Board of Review in September. From there it goes to the National Park Service for final approval.

**ECONOMIC RESTRUCTURING:**

	Martha Messer has leased 711 McKinney Street and has opened Martha's Thrift Store
	The Pink Pug has closed its store at 113 McKinney Street. There have already been several inquiries about this lease space.
	Responded to four inquiries regarding downtown space for sale or lease.
21	Monthly Downtown Merchants get-together held, hosted by Jordan's Bar-B-Que. City Manager discussed addressing ADA issues in downtown, as well as tree trimming.
28	Chamber networking attended at Christy's Rustic.
	Downtown Reinvestment Statistics updated at the end of second quarter of 2016 (see graph)

Approximate number of volunteer hours donated this month: 160



Farmersville Main Street  
 Operating Account  
 Financial Statement  
 Period: July 1-31, 2016

<b>Beginning Balance:</b>	June 30, 2016	\$ 10,837.69
<b>Plus:</b>	Farmers & Fleas Market income	\$ 470.00
	Audie Murphy Day Income	\$ 650.00
		\$ 11,957.69
<b>Less:</b>	Farmers & Fleas Market expenses	\$ 468.02
	Audie Murphy Day expense	\$ 728.33
		\$ 1,196.35
<b>Ending Balance:</b>	July 31, 2016	\$ 10,761.34
<b>Less:</b>	Restricted Audie Murphy Day Monies	\$ 6,207.24
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,386.99
	Restricted FDMA	\$ 1,203.31
		\$ 10,113.80
	<b>Total Unrestricted Monies, July 31, 2016</b>	<b>\$ 513.80</b>

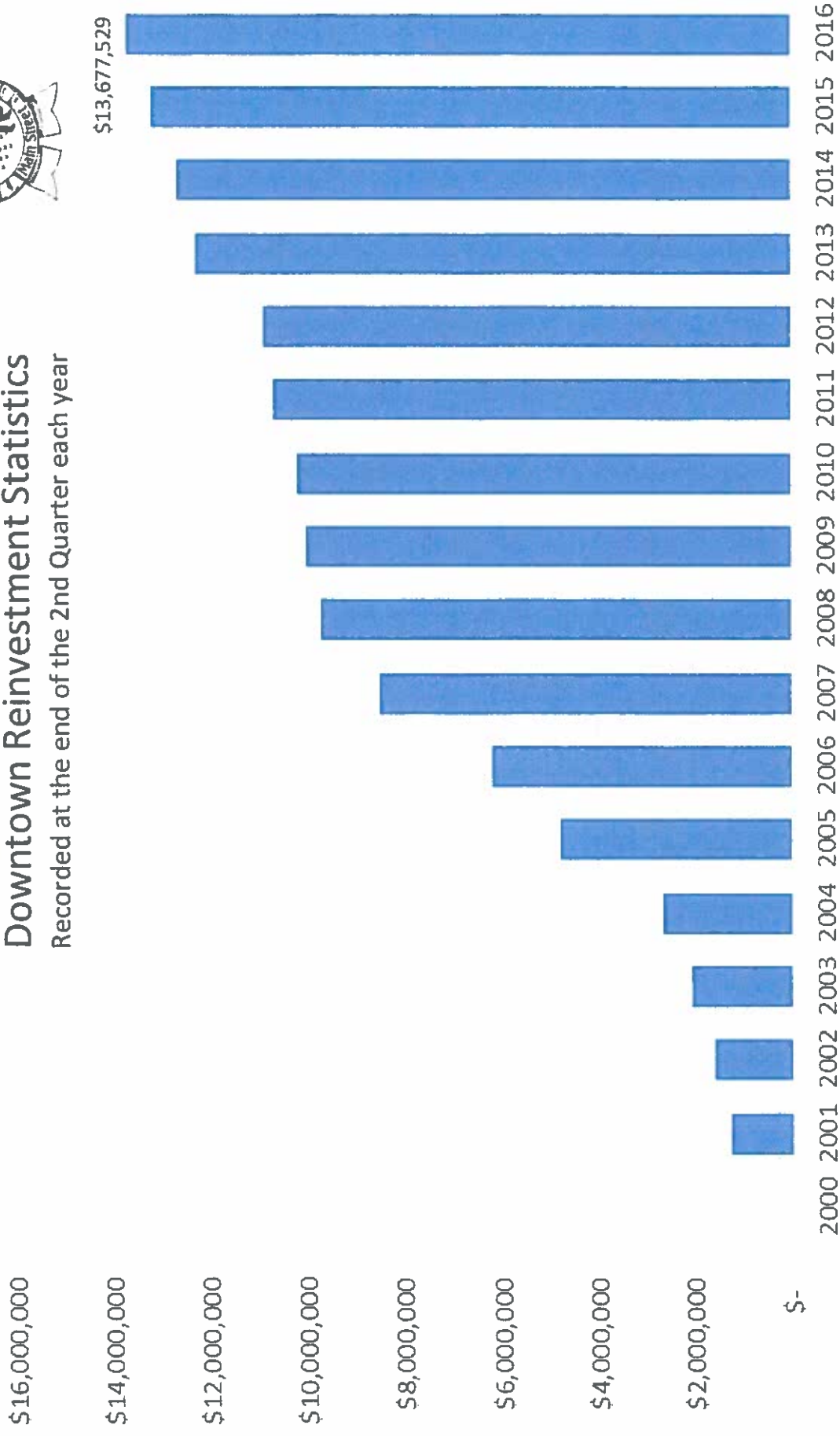
Num	Date	Payee	Category	Amount	Running Balance
Month Ending 06/30/2016					10,837.69
3962	07/05/2016	Sugar hill 4H Club	Audie Murphy Day 2016	(484.06)	10,353.63
3963	07/05/2016	C & S Media Inc	Farmers & Fleas Market	(128.00)	10,225.63
3964	07/05/2016	Adah Leah Wolf	Audie Murphy Day 2016	(49.27)	10,176.36
3965	07/05/2016	Greenville Herald Banner	Farmers & Fleas Market	(225.02)	9,951.34
3966	07/05/2016	Hunt County Shopper	Farmers & Fleas Market	(80.00)	9,871.34
	07/06/2016	Audie Murphy Day Income	Audie Murphy Day Income	200.00	10,071.34
	07/06/2016	Audie Murphy Day Income	Audie Murphy Day Income	250.00	10,321.34
	07/06/2016	Farmers & Fleas Market	Farmers & Fleas Income	470.00	10,791.34
3967	07/12/2016	M & M Portable Toilets	Audie Murphy Day 2016	(195.00)	10,596.34
	07/21/2016	Audie Murphy Day Income	Audie Murphy Day Income	200.00	10,796.34
3968	07/26/2016	Our Town	Farmers & Fleas Market	(35.00)	10,761.34
Total Month Ending 07/31/2016					



# Farmersville Main Street Total Reinvestment

## Downtown Reinvestment Statistics

Recorded at the end of the 2nd Quarter each year





## **FARMERSVILLE MAIN STREET PROGRAM**

**VISION STATEMENT:** We envision downtown Farmersville to be a unique, historical, and authentic regional destination that proudly offers diverse business, civic, cultural, preservation and entertainment activities on a pedestrian scale to professionals, consumers, residents and visitors of all ages both day and night.

**MISSION STATEMENT:** Farmersville Main Street Program's overall purpose is to encourage downtown revitalization within the context of historic preservation. Through careful planning and the use of the National Main Street's Four Point Approach of design, economic restructuring, promotion and organization, historic downtown Farmersville will remain a vibrant civic gathering place for all to enjoy by improving public spaces, increasing business activity, and expanding heritage tourism programs through business development and retention efforts, physical improvements, historic preservation, and promotional events.



Farmersville Main Street Work Plan August 2016

ORGANIZATION

Goal	Objective	Project/Activity	Responsible	costs	timeline	measure
Build community partnerships and strengthen volunteer base.	1 Recognize and recruit Volunteers					
	2 Communicate Main Street offerings and events to community & public					
	3 Assist w/ local & countywide preservation efforts					
	4 Celebrate Successes					
	5 Ongoing Board Training					
	6 Assist in development of Recreational Trails					

**ECONOMIC RESTRUCTURING**

Goal	Project/Activity
1 Promote Good Business practices	
2 Publicize information about current downtown buildings for sale/lease	
3 Celebrate Successes	
4 Monthly Downtown Merchants Meetings	
5 Coordinate common goals w/ 4A	
6 Integrate new downtown businesses	

Strengthen downtown's existing business assets and create an atmosphere conducive to business development.

PROMOTIONS

Goal	Project/Activity
1. Plan/implement special events	
2. Tie in with existing events to get maximum exposure for downtown	
3. Promote public awareness of Main Street District	
4. Support Heritage Tourism Development	
5 Increase Local meetings/conference	
6 Attract Films to town	
7 Obtain promo materials	

Market downtown to customers, investors, and visitors

**DESIGN**

**Goal**

Enhance physical appearance of downtown by supporting building rehabilitation and maintenance, and encouraging good design in signage, displays, and streetscape.

**Objective**

1. Provide educational & financial incentives to building owners to maintain, restore, and renovate their buildings
2. Improve window appeal
3. Maintain & Improve Streetscape
4. Celebrate Successes
5. Improve Signage
6. Assist with development of local preservation ordinances/incentives
7. upgrade downtown décor
8. Improve at risk buildings
9. Improve ADA accessibility

Crowder Building before and after façade renovation



2008



2016