

## **Farmersville Main Street Board Minutes November 7, 2016 City Hall**

The meeting was brought to order at 5:00 PM by Vice President Randy Rice. Present were board members Glenda Hart, Randy Rice, Kim Potter, Kim Smith-Cole, and 4B representative Donna Williams. Also present were Main Street Manager Adah Leah Wolf, City Manager Ben White, Councilman Leaca Caspari, and Mayor Diane Piwko.

### **Consider for approval October 4, 2016 Meeting Minutes:**

There was no discussion regarding the October 4, 2016 meeting minutes; motion to approve by Glenda Hart, second by Kim Smith-Cole. Minutes were approved as presented.

### **Consider for approval October 2016 Financial Statements:**

Motion to approve as written by Glenda Hart; second by Kim Smith-Cole. The statements were approved as presented.

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

Adah Leah Wolf presented a written monthly report for October, and highlighted the following: Lacey Henderson at Texas A & M at Commerce has been contacted to see if we can locate a possible journalism student to serve as Main Street intern next year. The Farmersville Heritage Museum Board presented a PowerPoint presentation to the First Baptist Church "Ballclub" seniors. A successful Scare on the Square event was organized by downtown merchant, Amanda Rasbeary. The Farmersville Historical Society's "Farmersville 1900" day camp for 5<sup>th</sup> graders was held; volunteers included Randy Rice, Glenda Hart, participants from the Police and Fire departments, and Mayor Piwko. The Downtown Shoppers Guide has been updated and includes the newest shop, Little Ranch Imports. All Main Street district building owners were contacted to obtain permission to install Christmas lights along the rooftops. The First Baptist Church roof is completed except for the turrets, as is the roof on the old Feagin's Supermarket building. Wall repairs are underway at the Public Safety building. The railroad crossing on South Main has been completed. 711 McKinney Street has been painted (Martha's Thrift). The Farmers & Fleas Market on Nov. 5 was a busy one, with many good volunteers assisting. The next downtown merchants meeting will be on Nov. 17 at Little Ranch Imports, hosted by Juan Bautista. November 18 will be Red Carpet Night, a customer appreciation event organized by Main Street Antiques and this year includes eleven businesses.

### **Workshop: Review of Work Plan**

The board continued to flesh out the major work plan areas which were identified at the last board meeting:

## **Health Initiative—PROMOTE A HEALTHY DOWNTOWN**

### **I—For BUILDINGS**

#### **A. Promote rollout of National Register District:**

Walking tours

Fliers: A & M Commerce intern to assist?

Signage to indicate district: what do other communities do in this regard?

Need to install TXDOT approved signage we already have, on hwys 380 & 78

#### **B. Workshop/s**

Caring for your historic building. Perhaps local restoration experts can assist.

#### **C. Promote upgrades to ADA accessibility**

### **II--For PEOPLE**

Goals: Bring awareness to downtown, using health as a draw. Learn about local health providers, learn about being healthy, encourage/reward healthy activities in downtown.

#### **A. Identify health partners-businesses in downtown related to health & fitness- encourage training/workshops downtown**

Dr. Gamboa Parsley

Dyer Drug- do the Pharmacists have good information they need to communicate to the public?

Farmersville Medical Center

Becky Reeder's exercise dance studio

Tamara's Dance Studio

P31 Fitness

Plexxus

Other vendors including Farmers & Fleas vendors, related to diet and nutrition?

And Farmersville Physical Therapy not downtown, but has successful health fair event we could tie into.

Restaurants: Could they have healthy options on the menu?

Boy Scouts: Do they have health and fitness badges they are working on

Churches: Do they offer health classes?

First Responders: which classes are they required to take for continuing education? Could the public participate in these?

Schools: health activities we could tie in with?

**B. Identify and promote an exercise “loop” downtown:**

Create brochure, identify distances and attractions along the way, including geocache opportunities.

Reward and recognize those who exercise, perhaps T shirts, Ex. *Main Street Mile*

**C. Promote use of Chaparral Trail and better link it to downtown with signage:**

Better signage to educate on use of trail’s exercise stations already in place

Detailed Trail map, showing benches, exercise stations, other amenities (perhaps Eddy Daniel office can assist with this). Show shopping location in relation to trail! Also indicate trail condition.

Better signage at Trailhead and also on Main Street, showing direction to shopping.

Have an information booth at the next Chamber Bike Ride to provide a personal greeting and information about downtown; encourage sidewalk sales.

Hitching rail for horses at trailhead might encourage more to begin the trail here (instead of beginning at the Spain Complex).

Consider blocking access to Farmersville Parkway at Main Street going WEST, so that traffic must be routed into downtown. This would be especially useful on busy event days such as Farmers & Fleas Market, bike rides, etc.

**SIGNAGE Improvements**

Including National Register signage

Signs on Hwy 380/78

In city signs showing direction to downtown shopping

Talk to newcomers to town and see what their needs are

Adah Leah to create outline of plan.

Randy to assist with signage portion, Kim Potter to assist with identifying health partners.

Other discussion included review of upcoming holiday events, including:  
Treats for Tatum Students on Dec. 2—volunteers needed!  
Encouraging staying open late on Parade Day  
Encouraging staying open late on Thursdays in December,  
Angel Tree needs participation  
Webinar on Nov. 17: Secretary of the Interior Standards for Preservation.

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

The next meeting will be Monday, December 12 at 5 PM.

**Adjournment:** With no further business to discuss, the meeting was adjourned by Randy Rice at 6:02 PM