

**Farmersville Main Street Board Minutes
February 16, 2016 City Hall**

The meeting was brought to order at 5:07 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, City Manager Ben White, and visitor Diane Piwko.

Consider for approval November 17, 2015 Meeting Minutes:

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

Consider for approval November 2015, December 2015, and January 2016 Financial Statements:

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

Shop Downtown Farmersville Website:

Adah Leah reported that she had spoken to a web designer and read further about the limitations of WordPress. It is easy to hack, and may require additional “plug ins” or “widgets” that may cost extra. The Chamber uses this for their website; Kim Potter will talk to Lisa Eastman to see if she could do a seminar for us on using this format. Kim Potter uses this format also and will be able to give us tips.

Marketing Workshop Plans

Melinda Holden (ad representative from C & S Media) has indicated that she would be willing to conduct a “Marketing 101” workshop for us. Anne Hall to contact her and discuss ideas and possible workshop dates.

Design Assistance: 115 S. Main Street, 119 S. Main Street

Main Street architectural design assistance has been received for Darin Jordan (115 S. Main Street). Donna Williams to speak to Mr. Jordan about possible implementation of some of these ideas. Before design assistance can be given for 119 S. Main, the Main Street architect asked for interior photos and a measured drawing of the 2nd floor space. Kim Potter to speak to the Crowders and offer our assistance to complete these drawings, so that the design assistance can move forward.

Main Street Manager Update

Ben White provided a brief update on city projects and happenings, and indicated that the Parks board will discuss the possible relocation of two downtown trees which are now too large. Adah Leah provided monthly reports for November, December, and January, and highlighted the following: The Downtown Shoppers Guide has been revised. Matt Busby of Boundary Solutions has moved from the S. side of McKinney Street to 116 McKinney Street (where Cutting Horse Barbershop was located). Jordan’s Barbeque is now open after hiring 16 employees. Good Morning Texas will be interviewing Mary Berry of Fancy Fibers this Thursday morning. The downtown merchants get together will be hosted by Clay Potter this month on the 18th. On Feb. 21 the Farmersville Heritage Museum will have an open house reception from 1-4 PM, and on Feb. 27 the Historical Society will hold their annual luncheon and style show which is a fundraiser for the Bain Honaker House. At Main Street training last week, we received National Recognition for our Main Street Program, and learned more

about a new pilot program that will use a team approach toward helping cities with under-utilized buildings. Recent reinvestment statistics were reviewed by Adah Leah, and compared with similarly sized Texas Main Street cities.

Discussion of placing items on future agendas:

The next meeting will be on March 15, 2016 at 5:15 PM. A discussion of cooperative advertising will be placed on the agenda.

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 5:53 PM