

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

The meeting was brought to order at 5:05 PM by President Anne Hall. Present were Main Street Manager, Adah Leah Wolf, and board members Anne Hall, Kim Potter, Sarah Jackson-Butler, and Kim Smith Cole. Also present were 4B representative Donna Williams, City Manager Ben White, and visitor Diane Piwko.

Consider for approval February 16, 2016 Meeting Minutes:

Kim Smith Cole made a motion to approve the minutes as written; Sarah Jackson Butler seconded the motion. The motion passed unanimously.

Consider for approval February 2016 Financial Statements:

Sarah Jackson-Butler made a motion to approve the financial statements as printed; Kim Smith-Cole seconded the motion. The motion passed unanimously.

Shop Downtown Farmersville Website:

The Chamber Manager has her hands full. Kim Potter suggested we talk to the High School technology class about helping us with this website; she will follow up with this.

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. Possible dates were identified as Monday, April 4, 11 or 25, from 10 AM to noon. If we hold it on the 11th the Potters can host in their building. Adah Leah to check with Melinda and secure the date. Marketing suggestions will be discussed at tomorrow's downtown merchants meeting, and incorporated into the workshop.

Cooperative Advertising

Several local merchants are interested in exploring cooperative advertising as a way to afford large ads in print media. The board discussed this and felt that it is a good way to attract more shoppers to town. Adah Leah can offer suggestions for publications, contacts for ad representatives, and photos from the Main Street files.

Main Street Manager Update

Adah Leah provided a monthly report for February, and highlighted the following: Debbie Ranspot has less time to assist in the Main Street office, but is still keeping the Farmers & Fleas Facebook page refreshed. Manager attended Main Street manager training in New Braunfels. The Farmersville Heritage Museum open house attracted approximately 85 persons, and good contacts were made for donations and artifacts. Laura Spurger and a crew from UT Austin filmed in downtown over the weekend. The Brownie Cottage, Happy Cucumber, and Anlyn Coffee have been selling at the Farmers & Fleas Market. A Chaparral Trail map has been placed in the new informational kiosk near the trail head. Main Street volunteers will help the Crowders prepare a measured drawing of the upstairs of their building. The Crowders are ready to begin working on their building. Manager provided information to two companies looking for downtown building space. The Downtown Space for Sale or Lease flier has been updated. The downtown Merchants meetings will be held at Wag Jack Too tomorrow morning. Upcoming events include a walking tour for 2nd graders on March 29 (Jennifer Holbrook, teacher), and on June 4 there will be the Farmers & Fleas

Market, Yards of Yard Sales, and the 3rd annual “Caught on the NETT” trail event. Jeanne Kretz will be selling prepared food to go at her location at 111 S. Main Street

Discussion of placing items on future agendas:

The next meeting will be on Monday, April 25, at 5:00 PM. (Moved from regular date because of annual Rotary Golf Tournament).

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 5:52 PM