

**Farmersville Main Street Board Minutes
May 31, 2016 City Hall**

The meeting was brought to order at 5:15 PM by President Anne Hall. Present were Main Street Manager, Adah Leah Wolf, and board members Anne Hall, Kim Potter, Sarah Jackson-Butler, and Glenda Hart. Also present were 4B representative Donna Williams, City Manager Ben White, Mayor Diane Piwko, and visitor Leaca Caspari.

Consider for approval April 25, 2016 Meeting Minutes:

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

Consider for approval April 2016 Financial Statements:

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

Marketing 202 Workshop

The last workshop given by Melinda Holden was well attended, and she has offered to lead another one for Main Street. At the last downtown merchants meeting, there was interest expressed in having a workshop devoted to Facebook. There are at least 32 businesses in the Main Street District that have Facebook pages, and these addresses have all been identified so that we can easily check them at a future workshop. Adah Leah will check with Melinda on a possible date and location for another workshop.

Audie Murphy Day

Parade forms were distributed, as well as posters, school fliers, and a Library bookmark (that highlights holdings related to Audie Murphy). Vet caps have been embroidered by Timeless Treasures. Charles Massey will provide sound for actor Duffy Hudson, whose presentation will be at 1:30 PM in the church gymnasium. School fliers have been designed and placed in the elementary and intermediate schools. Posters need distribution. \$5650 in sponsorships has been received to date; all sponsorships are welcomed. Direct mail postcards were sent to 4068 addresses (the 75442 zip code). A WWII living history group will participate this year with displays and information.

Farmers & Fleas Market

Current ads are being placed in the following publications: Star Courier Splash Edition, Farmersville Times group of papers, Rains County Leader, Hunt county Shopper, Greenville Herald Banner, and "Our Town". The Market has been listed in many online event listings; suggestions for further listings/ad venues are welcomed. Merchants are encouraged to provide fliers or brochures for the information table, which will help guide visitors to further shopping. There is a full Shed for this Saturday's Market. Volunteers are needed to assist on Market days.

Main Street Manager Update

Adah Leah provided a monthly report for April, and highlighted the following: The *All About Main Street* brochure has been updated and is on the city website. This weekend's Farmers & Fleas Market will be full under the Onion Shed; it coincides with the Chamber's Yards of Yard Sales event. A piece of property next to Exxon has been sold to the owners of Quick Check; it is less than an acre in size. Farmersville Thrift Store will be closing due to health

issues of the business owners. On the morning of May 28 a fire began in The Gazebo Factory business (148 S. Main). Farmersville Fire Department responded as well as 6 other community fire departments. The warehouse building (140 & 148 S. Main) was destroyed; Clay Potter's building next door (138 S. Main) was saved but has damage. The state Main Street office has been in contact with the Main Street Manager-they have sent valuable disaster recovery information and links to possible grant assistance for the building owner. Photos of the damage have been taken and forward to the Texas Main Street office.

Discussion of placing items on future agendas:

The next meeting will be on Tuesday, June 21, at 5:15 PM. At this meeting the Board will be reorganized. Sarah Jackson-Butler's term is up and the City Council will be appointing her replacement.

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