

**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.

A new architect is on staff at the Texas Main Street office. This means that design assistance will be more readily available with shorter waiting time.

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.

Minutes approved at 8-16-16 Board Meeting