

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ January 9, 2017
5:00 P.M. City Council Chambers

I. PRELIMINARY MATTERS

Call to Order, roll call and recognition of visitors

II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval November 7, 2016 meeting minutes
- B. Consider for approval November and December 2016 Financial Statements
- C. Discussion of Health Initiative plans with representative from Community Health Service Agency
- D. Main Street Manager monthly update-Adah Leah Wolf

III. DISCUSSION OF PLACING ITEMS ON FUTURE AGENDAS

IV. ADJOURNMENT

No action may be taken on comments received under "Recognition of Visitors". The Board may vote and/or act upon each of the items listed in the Agenda.

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972-782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that the appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, Adah Leah Wolf, Main Street Manager of the City of Farmersville, certify that the above Main Street Board Agenda for January 9, 2017 was posted in the regular posting place of the City of Farmersville on January 6, 2017 at 5:00 p.m.



Adah Leah Wolf, Main Street Manager

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 5th 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, lean 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

DRAFT



Farmersville Main Street
 Operating Account
 Financial Statement
 Period: December 1-31, 2016

Beginning Balance:	November 30, 2016		\$ 12,227.40
Plus:	Farmers & Fleas Market income		\$ 105.00
			\$ 12,332.40
Less:	Farmers & Fleas Market expenses		\$ 824.52
			\$ 824.52
Ending Balance:	December 31, 2016		\$ 11,507.88
Less:	Restricted Audie Murphy Day Monies		\$ 7,463.51
	Restricted Sign & Paint Grant Monies		\$ 450.00
	Restricted Farmers & Fleas monies		\$ 2,202.26
	Restricted FDMA		\$ 1,203.31
			\$ 11,507.88
	Total Unrestricted Monies, December 31, 2016		\$ 188.80

Num	Date	Payee	Category	Amount	Running Balance
					12,227.40
Month Ending 11/30/2016					
Month Ending 12/31/2016					
	12/06/2016	Farmers & Fleas Market	Farmers & Fleas Income	105.00	12,332.40
3981	12/06/2016	Hunt County Shopper	Farmers & Fleas Market	(160.00)	12,172.40
3982	12/06/2016	C & S Media Inc	Farmers & Fleas Market	(185.50)	11,986.90
3983	12/06/2016	Greenville Herald Banner	Farmers & Fleas Market	(273.02)	11,713.88
3984	12/29/2016	Classique Printers	Farmers & Fleas Market	(206.00)	11,507.88
Total Month Ending 12/31/2016					



Farmersville Main Street
 Operating Account
 Financial Statement
 Period: November 1-30, 2016

Beginning Balance:	October 31, 2016	\$ 11,907.40
Plus:	Farmers & Fleas Market income	\$ 355.00
		\$ 12,262.40
Less:	Farmers & Fleas Market expenses	\$ 35.00
		\$ 35.00
Ending Balance:	November 30, 2016	\$ 12,227.40
Less:	Restricted Audie Murphy Day Monies	\$ 7,463.51
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas monies	\$ 2,921.78
	Restricted FDMA	\$ 1,203.31
		\$ 11,048.60
	Total Unrestricted Monies, November 30, 2016	\$ 188.80

12/06/2016

Account Transactions
 Checking

Num	Date	Payee	Category	Amount	Running Balance
Month Ending 10/31/2016					11,907.40
Month Ending 11/30/2016					
	11/01/2016	Farmers & Fleas Market	Farmers & Fleas Income	75.00	11,982.40
3980	11/01/2016	Our Town	Farmers & Fleas Market	(35.00)	11,947.40
	11/07/2016	Farmers & Fleas Market	Farmers & Fleas Income	280.00	12,227.40
Total Month Ending 11/30/2016					



Main Street Monthly Report
December 2016
Reported by Adah Leah Wolf,
Main Street Program Manager



ORGANIZATION/ADMINISTRATION:

1	Administrative assistance for Main Street provided by Debbie Ranspot.
12	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting.
15	Attended City Council meeting
14, 21	City Staff meetings attended
28-29	Debbie Ranspot works on archiving old 4B files
	Farmersville Heritage Museum receives two large-end-of-year donations
	Numerous City website updates

PROMOTION:

1	E Newsletter sent to "friends" of downtown list
2	Main Street provided "Treats for Tatum" students-hot chocolate and cookies, and an opportunity for them to hang their handmade ornaments on the tree on the gazebo. Many volunteers assisted to make this a special day.
3	The December Farmers & Fleas Market was cancelled, due to a day of 100% rain.
10	The Chamber Christmas Parade brings many folks to downtown. Many of the downtown businesses stayed open with additional hours this month, particularly on Thursday evenings. Simplicity won first place for their Christmas window display.
14	E newsletter sent to downtown business owners and building owners
	Farmers & Fleas fliers for 2017 were printed, and updated forms placed on website.
20	Met with Lacey Henderson (A&M Commerce, Business College) regarding finding an intern to assist with National Register promotion project
	Coordination of billboard design for new signs promoting the Chaparral Trail.
29	Ads placed for Farmers & Fleas Market; press releases sent.

DESIGN:

	City Hall construction continues: new carpeting and tile being installed
	Construction continues on Nail Salon/Laundromat
	Electrical "hut" removed from the East side of City Hall.

ECONOMIC RESTRUCTURING:

15	Monthly Downtown Merchants get-together held, hosted by Jalapenos Restaurant
	Manager provided an end of the year summary of Main Street activities to The Farmersville Times for their annual feature city progress article.
20	Provided information about downtown properties for sale or lease to Andrea Colaizzi
29	Meeting with Michael Glass and Mary Calderillo of Farmersville Medical Center regarding Main Street's health initiative for 2017

Approximate number of volunteer hours donated this month: 330



Main Street Monthly Report
 November 2016
 Reported by Adah Leah Wolf,
 Main Street Program Manager



ORGANIZATION/ADMINISTRATION:

7	Main Street Board meeting. Details on work program
2, 16, 30	City Staff meetings attended
3	Administrative assistance provided by Debbie Ranspot. We now have a complete list of Facebook addresses for all of the downtown businesses.
14	Farmersville Community Development Corp. Board meeting. Meeting preparation including handouts and posting. Board will be funding a project to promote the Chaparral Trail
29	Attended City Council meetings.
17	Farmersville Heritage Museum board meets.
8-11	Attended Texas Downtown Association annual conference in Killeen.
	Numerous City website updates

PROMOTION:

3	E Newsletter sent to "friends" of downtown list (570 are on this list)
5	Farmers & Fleas Market. We have listed the Market on over 25 online event calendars/Market sites, and as a result have been receiving quite a few new vendors.
12	Police and Fire Department held a "Freedom Run" fundraiser on the Chaparral Trail- yet more usage of this hiking/biking trail. We are fortunate to be the trail head!
16	E newsletter sent to downtown business owners and building owners (158 are on this list)
	Responded to Film Commission request for phone booth
18	"Red Carpet Night" Customer Appreciation Night-successful event organized by downtown merchants, with 13 shops participating!
	Photos submitted to Texas Historical Commission for upcoming Main Street Matters newsletter
	Photographers Jack Smith and Katherine Hershey document downtown events
	Coordination of billboard design for new signs promoting the Chaparral Trail.
21	Ads placed for Farmers & Fleas Market; press releases sent.
	Updates made to Downtown Shopping Guide

DESIGN:

	Downtown Christmas lights installation is completed and tree is up
	City Hall construction continues: new carpeting and tile being installed
	Potter Building completes interior renovations!
	Construction continues on Nail Salon/Laundromat
	North exterior wall repair is complete at Police Department
17	Manager attends National Trust Webinar about Secretary of the Interior Standards

ECONOMIC RESTRUCTURING:

17	Monthly Downtown Merchants get-together held, hosted by Little Ranch Imports, our newest downtown shop
	The Potter Auction began auctions again on Nov. 26 after a six month hiatus due to downtown fire. Beautifully restored interior, and great turn out!
	We now have an updated list of 68 facebook page addresses from our downtown merchants and businesses

Approximate number of volunteer hours donated this month: 165