

Farmersville Main Street Board Minutes March 6, 2017 City Hall

The meeting was brought to order at 5:00 PM by President Anne Hall. Present were board members Anne Hall, 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 November 7, 2016 Meeting Minutes:

There was no discussion regarding the November 7, 2016 meeting minutes; motion to approve by Kim Smith-Cole, second by Glenda Hart. Minutes were approved as presented.

Consider for approval Nov-Dec 2016 and Jan-Feb 2017 Financial Statements:

Motion to approve as written by Randy Rice; second by Kim Smith-Cole. The statements were approved as presented.

National Register Rollout:

The THC's National Register department office will send us plaque purchase forms when the district is officially listed. There are 3 plaque options, 5 x 7, 7 x 9, and 9 x 12 (for contributing properties within a district).

Donna and Adah Leah are on the Preservation Celebration planning committee; the event will be 4-29-17. The National Register announcement will be made at the celebration. Downtown merchants are working on a coupon page for distribution at that event and others. Adah Leah met with Lacey Henderson of Commerce A & M; she recommended a possible summer intern, Cody Benson. After interviewing Cody, he would be a good choice to update our written materials and assist with a historical walking tour. Adah Leah suggested a nominal stipend for him, perhaps \$200 upon completion of the internship.

Discussion of Health Initiative Progress:

ADA Accessibility: Ben White discussed the Main Street ADA grant, which has had a delay.

ID Health Partners: We have visited with representatives of the Community Health Service Agency, as well as Marshal Furr, Becky Reeder, Tamara Hanks and John Hickman, who are all excited about the health focus. Glenda will assist with setting up a meeting with the Tatum Elementary PE teacher, so that we can encourage more downtown visits for the children.

Exercise Loop: Kim Potter has identified a mile loop through downtown that may work to promote as our "Main Street Mile."

Chaparral Trail Promotion: 4B has budgeted monies to promote the trail and Adah Leah is working with the board to update two leased billboards to focus on the trail.

The designs have been approved for both and they will be going up soon. Randy Rice has been giving suggestions on some additional signage that's needed near the trail to send folks downtown. Kim Potter has photographed the exercise stations along the trail. Adah Leah will ask Eddy Daniel to share the trail map information so that we can create an updated Chaparral Trail brochure for visitors. We have a three slot brochure holder for attachment on the trailhead kiosk to hold the Shoppers Guide, Rack Cards, and new Trail brochure.

Update on Downtown Merchants Feb. 11 Event:

Donna Williams helped give an update: 15 shops participated in this successful event, and three large gift baskets were given away. The Farmersville Times assisted with fliers and advertising, and the creation of a logo for the event. The bright pink participation cards that were used were very visible and effective.

Main Street Manager Monthly Update:

Adah Leah provided written monthly reports, and highlighted the following: Farmersville Main Street has received National Main Street Recognition for this year. We have received this honor each year we have been a part of the Program. The manager attended the annual Preservation Texas Conference in Waco in February. Advanced Fixtures Inc. has donated custom portable display panels to the Farmersville Heritage Museum, a significant contribution. Audie Murphy Day planning is underway (June 17); the event will have PTSD as a theme this year. The May Building façade renovations are complete this month, including window repair, painting, and replacement of the canopy. Previous Main Street design assistance had been received for this building. The Post Office is receiving repairs. The Main Street office installed a new computer after the old one had problems. Interior renovations at the Old Candy Kitchen building include HVAC and restrooms. Interior renovation are in progress at WagJack Too. Four brown "Historic Downtown Farmersville" signs were installed on Hwy 380 and Hwy 78. The Meguire Building has a new tenant, Clayton Jeck-counseling services.

Discussion of placing items on future agendas:

The next meeting will be Monday, March 6 at 5 PM.

Adjournment: With no further business to discuss, the meeting was adjourned by Anne Hall at 5:49 PM