

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ March 12, 2018
4:45 P.M. City Council Chambers

I. PRELIMINARY MATTERS

- A. Call to Order
- B. Roll Call
- C. Recognition of Visitors

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the Board or City staff may only respond with (1) a statement of specific factual information, (2) a recitation of existing policy, or (3) a proposal that the item be placed on the agenda of a future meeting.

II. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval February 12th, 2018 meeting minutes
- B. Consider for approval February 2018 Financial Statement
- C. Update possible action for new cover and sides for Main Street Canopy and weights.
- D. Discuss Change Order for Historic Marker Plaques for Buildings
- E. National Register District Plaques update
- F. Main Street Manager Report
- G. City Manager Report and Comments
- H. Discuss Workshop Meeting and Discuss Potential Future Meeting

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.

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at 972/782-6151 or FAX 972/782-6604 for further information.

I, Reagan C. Rothenberger, Main Street Manager of the City of Farmersville, certify that the above Farmersville Main Street Board Agenda for March 12th, 2018 was posted in the regular posting place of the City of Farmersville by March 9th, 2018 at 4:45 p.m. and remained so posted continuously at least 72 hours preceding the scheduled time of said meeting

Reagan C. Rothenberger
Main Street Manager



Main Street Monthly Report
 March 2018
 Reported by
 Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

Month	Studying past files, organizing office.
5	Farmers and Fleas volunteer review. Deposited proceeds.
6, 15, 27	Editing the proposed Historic Preservation Ordinance.
7, 22, 26	Edited and delivered Downtown Shopping Guides to businesses.
7, 8	Submitted January Report to the Texas Historical Commission
7,8	Prepared all documents pertaining to the February Main Street and 4B Meetings
9	Spoke with Debra Drescher at the Texas Main Street. We have achieved Main Street reaccreditation.
12	Attended and supported the Main Street & 4B Board Meetings
13	Attended City Council Meeting
14	Met with potential purchasers of 109 College St. (Thain Home) Gave tour of downtown.
15, 27	Editing the CBD Section of the Farmersville Comprehensive Plan
15	Attended Chamber of Commerce "Lunch and Learn"
22	Met with Mary Berry as board member to discuss general downtown ideas.
26	Met with Councilman Overstreet to discuss the vision of Main Street.
27	Attended City Council Meeting
28, 29	Began preparing for 4B and Main Street Workshops to discuss Comprehensive Plan.
29, 30	Farmers and Fleas Preparation

PROMOTION:

3	Farmers & Fleas Market, walked downtown to study pedestrian traffic. Researching better signage.
6	Spoke to Rotary about myself and the concept of Main Street.
8	First Audie Murphy Day Meeting
22	Farmersville Heritage Museum Meeting – working to reinvigorate the project.
Month	Managed the Farmersville Main Street Facebook Page and began an advertising campaign.

DESIGN:

8	Re-working our order of "National Register" plaques for certain downtown buildings.
Month	Working on the design guidelines portion of the proposed Historic Preservation Ordinance.
Month	Evaluating various wayfaring signage in the district and how to improve it.

ECONOMIC RESTRUCTURING:

Month	Continued to meet with many business owners.
10, 14, 21, 27	Working with Ms. Doris Williams on potential uses of the Candy Factory.
28	Have identified a restaurant to target for downtown – Tender BBQ of Celina.



Farmersville Main Street
Operating Account
Financial Statement
Period: February 1-28, 2018

Beginning Balance:	February 1, 2018	\$16,742.44
Plus:	Farmers & Fleas Market income	\$465.00
	Audie Murphy Day income	\$0
		<hr/>
		\$17,207.44
Less:	Farmers & Fleas Market expenses	\$437.00
	Audie Murphy Day expenses	\$0
		<hr/>
		\$437.00
Ending Balance:	February 28, 2018	\$16,770.44
Designations	Restricted Audie Murphy Day Monies	\$12,528.69
	Restricted Sign & Paint Grant Monies	\$450.00
	Restricted Farmers & Fleas Monies	\$3,624.68
		<hr/>
	Total Unrestricted Monies, February 28, 2018	\$167.07

Farmersville Main Street

3/8/2018 9:05 AM

Register: Farmers and Fleas Restricted

From 02/01/2018 through 02/28/2018

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Increase C	Decrease	Balance
02/02/2018		Mark Vincent	Accounts Payable			100.00	3,496.68
02/06/2018		F&F Income	Main Street Operating		465.00		3,961.68
02/07/2018		Hunt County Shopper	Accounts Payable			200.00	3,761.68
02/07/2018		C&S Media	Accounts Payable			137.00	3,624.68

Farmersville Main Street Board Minutes February 12, 2018 City Hall

Call to Order, Roll Call, Recognition of Visitors:

Meeting called to order at 4:45 PM by President Randy Rice. Present were board members Vice President Mary Berry, Doris Cooks, Kim Smith-Cole, Glenda Hart, and 4B representative John Politz. Also present Leaca Caspari, Donna Williams, Mayor Diane Piwko, City Manager Ben White, Reagan Rothenberger and Councilman Donny Mason. No one wished to come forward for public comments.

Consider for approval January 8th, 2018 Meeting Minutes:

There was no discussion regarding the January 8th, 2018 meeting minutes; motion to approve by Mary Berry, second by Doris Cooks. Minutes were approved as presented.

Consider for approval January 2018 Financial Statement:

The statement was approved as presented.

Consider, discuss with possible action for new cover and sides for Main Street Canopy and weights

Mr. Rothenberger did a minor look online for this item. The cost for a new canopy and weights with sides will be approximately \$500.

Farmers & Fleas Market Report

President Randy Rice asked Mr. Rothenberger to give his impressions of the Farmers and Fleas Event. Mr. Rothenberger was impressed with how well it was run and hopes to see it grow in the months and years ahead.

National Register District Plaque

In the past meeting President Rice suggested purchasing two new plaques for north and south Main Street entrances to downtown. President Rice asked Chairman Politz of the 4B Board if it was approved. Chairman Politz stated that there would be discussion later that night.

Possible Action to Request Funding for Main Street Manager Training:

Mr. Rothenberger noted that he must attend two substantial training sessions per year in order for the Main Street to keep accreditation. Texas Main Street has limited sessions in state, so this year it is recommended that Mr. Rothenberger attend the National Conference. Vice President Berry stated that it sounds like a benefit and great idea. Kim Smith-Cole made a motion to approve, Glenda Hart seconded. It passed unanimously.

Main Street Manager Report:

Mr. Rothenberger briefly read through the formal Main Street Manager report. Noted were that the quarterly re-investment report was sent out. Mr. Rothenberger

was noted in the Farmersville Times. Mr. Rothenberger was able to participate in the Farmersville Heritage Museum meeting. Mr. Rothenberger registered our membership with the National Main Street Center. Mr. Rothenberger told a little bit about himself personally to the board.

City Manager Report and Comments

Mr. White led discussion of several projects. 4B is discussing new playground equipment. The Chamber of Commerce is purchasing a new bike repair station for the trail. Irrigation systems have been adjusted so we may see more water in the area. If there is a problem we can make more adjustments. Rambler park will soon see a new statue. The foundation is being prepared currently. Mr. White briefly mentioned the Central Business District study of the comprehensive plan workbook and that the Main Street Board should provide some input. The LDS Church in town is asking for projects to help with and has offered volunteers. Main Street grant for ADA improvements have come in for a second time. The first time the bids were too high due to a misunderstanding. The new bids are looking better for our purposes. Audie Murphy Day Committee has met to get up and running.

Workshop for Comprehensive Plan:

President Rice asked that we set a special time to meet for a workshop to discuss the comprehensive plan. Vice President offered up Monday's and Tuesday's as the best day. President Rice, the board and Mr. Rothenberger suggested Wednesday the 21st of February at 9:00 a.m. This date was tentatively set. Mr. Rothenberger will create the agenda and get everything in order and will provide any information needed.

Discussion of placing items on future agendas:

No items

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:09 PM

Randy Rice, President

Kim Smith-Cole, Secretary

Farmersville Main Street Board Minutes
Workshop
March 5, 2018 City Hall

Call to Order, Roll Call, Recognition of Visitors:

Meeting called to order at 4:45 PM by President Randy Rice. Present were board members Vice President Mary Berry, Doris Cooks, and Glenda Hart. Donna Williams arrived as a visitor half-way through the meeting. City Manager Ben White arrived near the end of the meeting. No one wished to come forward for public comments.

Minutes:

There was no discussion of previous meeting minutes as this was a workshop.

Financial Statement:

There was no discussion of previous meeting financials as this was a workshop.

Comprehensive Plan Workshop:

Mr. Rothenberger led discussion of the comprehensive plan. Stated that today was more about big picture ideas that were missing in the report. Finding minute errors and details are fine, but let's focus on the big picture.

Data needs to be updated throughout the document. A historic preservation ordinance will be a goal adopted in the comprehensive plan. Ms. Hart asked about the brand of Farmersville. Mr. Rothenberger discussed the logo of the city and its importance to the city. He furthermore discussed the goal of attracting businesses that can help define the uniqueness of the city and go along with the image of the city. Mr. Rothenberger pointed out the running phrase of downtown is Farmersville "jewel box". Mr. Rothenberger discussed the supporting commercial areas of the downtown which included several parcels of land. Some of these parcels could see mixed use. Though it is briefly mentioned in the plan, how could we more aggressively seek this kind of development in this area. There was discussion about the need for another restaurant downtown. Mr. Rothenberger pointed out that a map needs to be updated to show that the Heritage Museum Onion Shed is now been restored, as well as the City Hall Annex. There was a discussion of amenities in downtown. Vice President Berry asked about if the sidewalk was wide enough for two-top tables. Mr. Rothenberger stated that more than likely it would be allowed temporarily for businesses. It would be most beneficial for a Coffee Shop even though we do not have one currently. It would definitely be a worthy cause to pursue a coffee shop when Collin College opens. Mr. Rothenberger discussed the design standards of buildings, in particular awnings. Vice President Berry stated that she was concerned about future awnings looking the same as one another, as well as standard signs on the front of the buildings. Mr. Rothenberger pointed out the potential use of canopy signs that hang underneath perpendicular to the street to allow pedestrians to see what businesses are where. Landscaping cannot really be changed for now. Mr. Rothenberger pointed out that a lot of the data cannot be

changed as its just fact. A new “keep right” sign has been discussed to be added at McKinney and Main Streets. Parking is an issue that for now is out of our control. The workbook recommends purchasing land or building a garage. Mr. Rothenberger pointed out that the land around the CBD needs to be developed rather than used for parking. The lot currently across from the First Baptist Church would be prime development land, though the lot is certainly needed. A garage could happen one day, but that is many years from now. Sidewalks will be needed as the CBD grows into surrounding neighborhoods. Often growing towns see homes turned commercial as the city grows. Mr. Rothenberger discussed branding. He would prefer there be a new website for downtown that shows all the landmarks and businesses in downtown. Murals are an issue that have been talked about and should be a near future concept. Donna Williams and Clay Potter have offered their walls as potential locations of a mural. These murals can help build the gateways into downtown. President Rice reiterated the need for a user friendly website. Mr. Rothenberger talked about ordinances and the lack of them. The historic preservation ordinance is on the forefront to help preserve the downtown. Mr. Rothenberger discussed the possibility of achieving the Certified Local Government designation through the Texas Historical Commission. Mr. Rothenberger once again discussed the need for mixed use along Farmersville Parkway. Vice President Berry pointed out that Farmers Branch, Texas has had some success in building up their downtown like this. Ms. Hart asked if the old Rambler’s Park site would be preserved. Mr. Rothenberger stated that the old Rambler Park site would likely not be preserved since it is merely land. Street lighting was discussed. The downtown lighting already looks good. The lights shown in the workshop could be used in the arterial roads leading in and out of the downtown. Vice President Berry discussed that the Main Street Manager of Paris leads fundraisers to give money as grants to support the downtown. Mr. Rothenberger sees an issue with the Main Street acting as a fundraiser for grant usage. Most of the money we raise currently goes to expenses only. Instead of fundraising, perhaps we can work with 4A in diversifying the use of the Façade Grant funds. Mr. Rothenberger then began concluding with some of the most pressing goals. First was the mention of the working with 4A do diversify the use of the Façade Grant funds. Second was the increasing of wayfinding signs in the downtown area. Thirdly was the pursuit of the Historic Preservation Ordinance and working to clearly communicate the purpose of it. Vice President Berry discussed some of the barriers she has faced in seeking to move into a downtown building. One of the major barriers is building insurance. Perhaps research could be done to help mitigate risk in buildings. Perhaps grant money could be used for updating the buildings to help mitigate these risks. Vice President Mary Berry mentioned the need to provide a way to help encourage individuals to rent out their buildings. If the building is paid for all the owners pay for is taxes and insurance and can leave it empty. Some building owner’s track records are pretty clear and they do not plan on investing in their building. Furthermore, Vice President Berry brought up the idea of a vacancy tax and provided examples of other cities and how the taxes help to encourage buildings to be rented. Most of the

vacancy in downtown is caused by high rent and property owners who do not do more than the bare minimum.

Discussion of placing items on future agendas:

No items were discussed for future agendas.

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:34 PM

Randy Rice, President

Kim Smith-Cole, Secretary