

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ August 13, 2018
4:45 P.M. Farmersville City Hall
205 S. Main St. Farmersville, TX 75442

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. Vote to Elect a President, Vice President, Secretary and Treasurer.
- B. Consider for approval July 9, 2018 Meeting minutes
- C. Consider for approval July 2018 Financial Statement
- D. Consider and Adopt the FY 2018-2019 Budget
- E. Discuss New Meeting Time & Agenda Format
- F. Discuss creating guidelines for restricting square closings for downtown events.
- G. Update on Historic Preservation Ordinance
- H. Discuss Possible Grant Opportunities
- I. Discuss Possible Marketing Program
- J. Discuss the Roles of Ad Hoc Committees
- K. Discussion of Visiting Other Main Street Towns

III. REPORTS (NO DELIBERATION OR ACTION TO BE TAKEN.)

- A. Main Street Manager Report and Comments
- B. City Manager Report and Comments

III. REQUESTS TO PLACE 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 August 13, 2018 was posted in the regular posting place of the City of Farmersville by August 10th, 2018 by 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

**Farmersville Main Street Board Minutes
July 9, 2018 Farmersville City Hall
205 S. Main Street Farmersville, Texas 75442**

Call to Order, Roll Call, Recognition of Visitors:

Meeting called to order at 4:45 PM by Acting President Mary Berry. Present were board members Mrs. Mary Berry, Mrs. Diane Piwko, Mrs. Doris Cooks, Mrs. Judy Brandon, and Mr. Clifford Moss. Also present was Mr. Ben White, Mr. Donny Mason, Mr. Jim Foy and Mrs. Donna Williams

Public Comments:

There were no comments. Public comments were closed by Mrs. Berry at 4:46 p.m.

Consider for approval May 14 & June 11, 2018 Meeting Minutes:

Mrs. Brandon motioned to approve and Mrs. Cooks seconded. Motion carried unanimously.

Review the May & June Financial Statement

There were no questions regarding the statement. Mrs. Piwko noted that Mr. Rothenberger has been required to put a considerable amount of money on his own card and that the city should consider allowing Mr. Rothenberger to have his own card.

Main Street Manager Report:

Mr. Rothenberger welcomed the new board members and gave a brief overview of what Main Street stands for in its four point approach of Economic Vitality, Design, Promotion and Organization, and that this board has a unique position in forward the Main Street program. Mr. Rothenberger assisted with the acquisition of the new display cases for the museum. It is likely the board will order more. May was a difficult month for many in city hall due to the down time from the ransom ware issues. Audie Murphy Day work really picked up later in the month. The ADA project really began to take off. In June the Audie Murphy Day. Mr. White and Reagan met with Dr. Dawn Gomez from Texas A&M Commerce about possible interns in the city. Mr. Rothenberger visited the Candy Kitchen to witness progress. The two large spaces have been divided and the "warming kitchen" walls are up. Mr. Rothenberger feels that this venue will bring a lot of exposure to the downtown. Mr. Rothenberger noted that there are several individuals interested in 111 McKinney Street, one of which appears very serious. This buyer intends on restoring the façade to what it appeared as 1889. He would keep the recording studio and would live in the second floor. There is a consistent interest in 107 S. Main, however everyone drops out when realize how much work it will take to renovate. There is also a consistent interest in the north section of the Candy Kitchen and Mr. Rothenberger will continue to work with interested parties and communicate with Ms. Doris Williams. Ms. Piwko noted that during Audie Murphy Day, there were not enough flagpoles and respective weights to go all around the downtown. She asked if the city could acquire more for next year. Ms. Piwko asked about the hours of the new restaurant and since it has a bar how late would it be open. Mr. Rothenberger stated that he believed the latest they would stay open is 10:00 p.m. Discussion turned toward the event center. Ms. Piwko asked if considerations were take

with their times for the downtown residents. Mr. Rothenberger felt confident that all events would be cleared out by midnight, but he would speak to the owner to get an idea of her plans. Ms. Piwko asked regarding the ADA additions if there would be striping on the ramps or edges of the concrete. Mr. White discussed that railings will be put in place. If there are other areas that need striping the engineer can add these later. Mr. Moss asked which building is the building with the recording studio. Mr. Rothenberger stated that it is a white building in the middle of the south side of the square. Ms. Piwko noted that at one time there was a music store on the square that sold musical items and that perhaps this could also be a part of this building. At this time the board took time to introduce itself to one another. Mr. Rothenberger noted that he will create a binder for the new board members. Mr. Rothenberger reminded that the board is dependent upon 4B, and every now and then he goes to 4B to assist with funding a special project. For example, earlier in the year the 4B provided the funding for a new pop-up tent for Farmers & Fleas. Mr. Moss asked about the Main Street budget and what it consists of. Mr. Rothenberger stated that it is very simple, as it encompasses primarily the salary and benefits of the Manager and some funds for training, professional memberships, etc. Ms. Piwko asked if the funding for the billboards along U.S. 380 and Texas 78 were with the Main Street budget. Mr. Rothenberger noted that funding for those come from 4B.

City Manager Report and Comments

Mr. White stated that this is a time for the city to report anything that might be pertinent to the Main Street Board. The city is preparing to install two new pieces of equipment. The Main Street ADA project is making progress. There is considerable work taking place in the Candy Kitchen Atrium in order to improve drainage. The city supported Audie Murphy Day and Sparks of Freedom. Sparks of Freedom seemed larger than normal. Camden Park Continues to make progress and will soon be seeking its final plat. This allows the development to attain permits. Palladium Apartments near Brookshires appears to be moving forward. Zoning has been changed to allow for it. The potential Kingston Apartments near Camden Park could possibly still move forward. The west side lift station is still moving forward at a critical pace.

Discussion of placing items on future agendas:

- Change of meeting times since there is another meeting right afterward.
- Discussion of creating guidelines for the use of the downtown. Example used being Chamber of Commerce Square on the Square and change of times closing square at 4pm Activities are not dispersed throughout the square.
- Marketing Program
- Historic Preservation Ordinance
- Grant Opportunities
- Ad Hoc Committees
- Visiting Other Main Street Towns

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:40 PM

Mary Berry, Acting President



Farmersville Main Street
Operating Account
Financial Statement
Period: July 1-31, 2018

Beginning Balance:	July 1, 2018	<u>\$12,274.83</u>
Plus:	Farmers & Fleas Market income	\$575.00
	Audie Murphy Day income	<u>\$2,000.00</u>
		\$14,849.83
Less:	Farmers & Fleas Market expenses	\$100.00
	Audie Murphy Day expenses	<u>\$118.96</u>
		\$14,630.87
Designations	Restricted Audie Murphy Day Monies	\$ 9,111.42
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 4,902.38</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	July 31, 2018	<u>\$14,630.87</u>

Proposed Main Street Budget 2018-2019

Professional Dues/Memberships	\$	2,000
Texas Historical Commission, National Trust, etc.		
Advertising & Marketing	\$	2,500
Facebook Marketing, Events, Printing, etc.		
Professional Training/Travel	\$	1,000
Texas Historical Commission Required Training		
Office Supplies	\$	500
Misc.	\$	500
Salary & Benefits	\$	76,000
Salary, Retirement, Healthcare for Main Street Manager		
<u>Main Street Program Budget Total</u>	\$	82,500
City provides office & equipment. (In-Kind Value)	\$	10,000
Event Income: (Monies restricted to the respective event).		
Farmers & Fleas	\$	5,500
Monies expended for advertising, event supplies, etc.		
Audie Murphy Day	\$	9,000
Monies expended for merchandise, supplies, advertising, etc.		
<u>Event Income Total</u>	\$	14,500
<u>Total Program Income</u>	\$	107,000



Main Street Monthly Report
 July 2018
 Reported by
 Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

Month	Main Street & 4B Budget Creation
3	June Main Street Report Completed
5,6	Farmers and Fleas preparation.
4,5,6	Prepared all documents pertaining to the May Main Street and 4B Meetings
9	Attended and supported the Main Street & 4B Meeting
10	Texas Main Street Monthly Report and Quarterly Re-investment Report.
17, 18	Crafted Main Street FY 2019 Budget
19, 20, 21	Worked on 4B budget, coordinating grant applications, preparation and support of budget workshop.

PROMOTION:

3	Audie Murphy Day Wrap-Up Meeting.
7	Farmers & Fleas Vendor turnout was good, shopper turnout was fair.
12	Nominated the “Candy Kitchen” to the Texas Downtown Association for an award.
Month	Managed the Farmersville Main Street Facebook Page and monitored advertising campaign.

DESIGN:

7/12	Spoke with Betty Smith about design of her building. She is interested in a façade grant to open the transom windows. She has found a new tenant to replace My Country Closet.
7/17	Spoke with Adrian Pitts regarding the façade of Farmersville Auto. Good chance of potential façade grant to restore the brick.
7/19	Attended 4A meeting to meet 4A members and support the continuation of the Façade grant program.
7/27	Potential buyer of 111 McKinney would pursue a façade renovation. I have been in talks with the THC about tax credit information due to the severe alteration of the building. I have been talking to the buyer about our local façade grants and I will help him apply.
Month	ADA project is wrapping up.

ECONOMIC RESTRUCTURING:

Month	Meeting with business owners as time is available.
Month	The Stable is now open at 124 McKinney Street.
Month	Working closely with owner of RSVP Farmersville through zoning process. To open in September.
Month	Working closely with potential buyer of 111 McKinney Street.
Month	Fielding requests for information on 107 S. Main St.
Month	Working with someone interested in opening a new restaurant in downtown.