

FARMERSVILLE MAIN STREET BOARD
AGENDA ~ September 10, 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. Consider for approval the August 13, 2018 Meeting minutes
- B. Consider for approval the August 2018 Financial Statement
- C. Discussion and Possible Action Regarding a New Meeting Time
- D. Discuss and Approve Signers for the Main Street Operating Account.
- E. Discuss Possible Event Ideas
- F. Update on Historic Preservation Ordinance
- G. Discuss Possible Marketing Program
- H. Discussion of Visiting Other Towns
- I. Discuss the Roles of Ad Hoc Committees
- J. Main Street Manager Report and Comments
- K. City Manager Report and Comments

III. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDA

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 September 10, 2018 was posted in the regular posting place of the City of Farmersville by September 7th, 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
August 13, 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, and Mr. Clifford James Moss. Also present was Mr. Ben White, Councilman Mike Hurst, and a large crowd.

Public Comments:

Rebecca Biggs, a vendor at Country Roads Trading Post presented a petition from many downtown merchants and business owners. The petition was read as such, "We, the undersigned Main Street business, building owners, and Main Street stakeholders, appreciate the accomplishments of the Farmersville Main Street program over the last 19 years. However, discussion at the last Main Street board meeting greatly concern us, as there appears to be a desire to greatly expand the control and authority of the board. We request that the Main Street Board continue in the direction of prior boards – concentrating on historic preservation and support individual businesses – and not attempt or create new policies or restrictions in such areas a street usage, event hours, and event regulations. We ask that the Board not compete with efforts and responsibilities of existing organizations such as 4A, 4B, the Chamber of commerce, and the City council, but instead continue with the historic role of providing support to the Main Street Manger as he works with existing programs, groups, and organizations."

Ms. Piwko asked Mrs. Biggs if other statements were made when asking for signatures. Ms. Biggs stated that she did not believe so.

Mr. Jim Foy spoke and stated that he has been involved with the Main Street program since the very beginning, and was chair of the committee to bring the Main Street Program to Farmersville in 1999, and was president of the Main Street board several times. Mr. Foy stated that personal disagreements between two members of the Main Street Board and a number of downtown business owners will cause for any attempt by the board to set rules and regulations regarding the downtown will be met with opposition regardless of intent. This in stark contrast to a purpose of the Main Street program, to increase cooperation of the downtown merchants and stakeholders.

Mr. Clay Potter spoke and stated that he started his auction house in 2010 and has been active in downtown activities. He had heard of the issue that the Main Street Board may seek to create changes regarding policy that allows for the closing the square. First Mr. Potter stated that nobody speaks for him. He states that the many events are very beneficial to him. He stated that earlier in the year he spoke to a member of the Main Street board and that person believed that the MI events were not a benefit to the downtown. Mr. Potter disagrees based on the fact that the Main Street Board has not sought to create events that are beneficial to the

downtown. He iterated that considering that the Main Street Board has not sought to create events, why should they seek to restrict other events.

There were no further comments. Public comments were closed by Mrs. Berry at 4:56 p.m.

Vote to elect a President, Vice-President, Secretary, and Treasurer:

Diane Piwko made a motion to nominate Mary Berry as president, James Moss seconded. Mrs. Piwko, Mrs. Berry, and Mr. Moss voted yes, Ms. Cooks abstained.

Diane Piwko made a motion to nominate Doris Cooks for Vice President, Mary Berry seconded. This motion passed unanimously.

James Moss made a motion to nominate Diane Piwko as Treasurer, Mary Berry Seconded. Mrs. Piwko, Mrs. Berry, and Mr. Moss voted yes, Ms. Cooks abstained.

Diane Piwko made a motion to nominate James Moss for Secretary, Mary Berry Seconded. This motion passed unanimously.

Consider for approval the July 9, 2018 Meeting Minutes

Ms. Piwko noted an incomplete sentence under the Main Street Manager report. The meeting should have been adjourned by Mary Berry. Ms. Diane Piwko restated from the meeting minutes regarding a request for an agenda item that read, "To discuss creating guidelines for the use of the downtown."

Doris Cooks made a motion to approve the minutes as amended, Diane Piwko seconded. The motion passed unanimously.

Review the July 2018 Financial Statement

There were no questions regarding the statement. Ms. Piwko asked about the sign and paint grant monies, and requested that in the future we look at rolling this funding into being used for other signage for the downtown.

Diane Piwko motioned to approve the report, Mary Berry seconded. The motion passed unanimously.

Consider and Adopt the FY 2018-2019 Budget

Mr. Moss asked about the subcategory of Training Expenses. Mr. Rothenberger stated that under the Main Street Contract with the Texas Historical Commission, the Main Street Manager is required to attend two training sessions per year. This funding goes towards this training. President Berry stated that one of the additions to the Main Street budget would be a mass mailing campaign. The mass mailer would help promote events in the downtown.

James Moss made a motion to approve the budget, Diane Piwko seconded. The motion passed unanimously.

Discuss New Meeting Time and Agenda Format

President Berry stated that currently the Main Street Board Meetings are restricted to the hour before the CDC meeting. She proposed that the meetings be at 5:00 p.m on a different Monday in the month. Mr. Rothenberger recommended that since Ms. Judy Brandon is not present that the board not take action to move the meeting because she had explicitly stated at some point that the second Monday was ideal for her. Secondly, if time is the primary issue, CDC Chairman Mike Goldstein stated that he would be willing to ask the CDC board to move their meeting time to 6:00 p.m.

Ms. Cooks noted that she joined the Main Street Board because she appreciated the fact that it had time constraints at that it would not continue at an extended length.

President Berry stated that perhaps the board should retain the current time and format of the agenda and meeting until the CDC can decide if it's meeting time can be moved back to 6:00 p.m. President Berry made the motion to table this item, James Moss seconded. Motion passed unanimously.

Discuss Creating Guidelines for Restricting Square Closings for Downtown Events

President Berry stated that this issue was not communicated correctly. She stated that such a topic would certainly bring up a lot of miscommunication. The Main Street Program has grown since 2000. The controversy of the agenda item has focused on the word "restricting", though the focus should be geared towards "guidelines". There are many different times that the businesses are open. There are many reasons of balancing the needs of all the downtown when it comes to events in downtown. President Berry stated that one of the missions of Main Street is to continue to support events in the downtown, as the downtown should be a vibrant center of the community. But these events should take into consideration all stakeholders. Guidelines by their definition are perhaps restrictive, but they are also permissive. Individuals are wondering why this issue are coming up now. As the town grows we are seeing more events occurring in the downtown. It has been stated that Main Street Board has not created events, however President Berry stated that it is the current board's intent of pursuing such events. There have been instances where events have occurred whereby the entire square has been closed but the event only happens on one side. There have been event maps filed with the city that are incorrect. President Berry stated that the Main Street Board would like to help organizations put on events, but an issue that she has found difficult was communicating with event coordinators. President Berry wishes that the board could receive this information. Other businesses that are not in the downtown would like to participate in events downtown. Furthermore, not every event needs to be in downtown. President Berry stated that she understands that the Main Street Board cannot pass rules, but they can make suggestions to the city council.

Ms. Cook stated that she does not agree with the idea that the Main Street Board should seek to tell businesses or events what they can and cannot do. Main Street has become a passion for her, and she hopes that the community does not see the board as merely a rule maker.

Mr. Moss believes that any discussion has been based in the idea of safety and reiterated that fact that the Main Street Board should remain focused on the preservation of the downtown.

Ms. Piwko stated that after thirteen years of owning a business in the downtown she has not seen the respect be given to all businesses that she believe is warranted. Events should be dispersed evenly so that all businesses are participating. There should be an adequate parking plan. Different businesses are spending a lot of time on different audiences. An event that might help an antique shop is a detriment to her business. This item came about because Ms. Piwko noted in the newspaper that the "Scare on the Square" event was being moved up earlier without any consultation to downtown businesses.

Ms. Cook stated to Ms. Piwko that this discussion should be carried out between her and the Chamber of Commerce. Ms. Cooks understands the issue, but should it become an issue of Main Street?

Ms. Piwko began to discuss the issue that the National Night Out was not notified to the downtown business owners. Here, the crowd became disruptive.

President Berry called for order. Mary Berry stated that things in the past should not be discussed. Let's look forward and discuss how we can better communicate events in the future. President Berry feels that future heritage tourism can be beneficial to the downtown and the entire city.

Ms. Cooks is supportive of moving on, but it is important to realize that those who want to know something need to be involved.

Mr. Moss stated that nothing from the past is going to be changed and that any changes moving forward still need to go through the proper channels and the city.

Main Street Manager Report:

Mr. Rothenberger stated that he came to this town and fell in love with the town. He understands the importance of being active in voicing opinions, and he is listening to all of them and hearing everyone out.

Mr. Rothenberger prepared documents for the past month, including budget creation. Mr. Rothenberger nominated the Candy Kitchen for a Texas Downtown Association award. Mr. Rothenberger has monitored the Facebook page and has continued to use Facebook as an advertising tool.

Mr. Rothenberger made good contact with building owners this month. Betty Smith is interested in a façade grant and has already signed a new tenant. More on that in future months. Furthermore Mr. Rothenberger had a nice talk with Mr. Adrian Pitts, owner of the Auto Parts Building. He may be interested in a façade grant in the future. Mr. Rothenberger has expressed his support of the Façade Grant to the 4A Board. 111 McKinney Streets potential new owner will complete a major façade grant if he moves forward. ADA project continues to make progress. The new restaurant has opened. Mr. Rothenberger is continuing to work with the RSVP Farmersville. There has been an influx of interest in opening restaurants in downtown due to the opening of the new restaurant, and Mr. Rothenberger will discuss this more in the future. Mr. Rothenberger offered the crowd his business card, which is sitting on the rear table.

City Manager Report and Comments

Mr. White stated that he is very supportive of Mr. Rothenberger and many results speak for themselves. Mr. White has set up the swing replacement in the park as a Boy Scout project so be patient as they begin to make progress in the next couple of months. The Candy Kitchen project continues slowly, and there have been some complications. Mr. White stated that his will help the drainage issues behind the building. The ADA project is slowing to make sure that there is enough money to complete the next step. The handrails will not be up until the end of the major construction. Camden Park is continuing to make progress and will soon process through P&Z and the City Council. The west side lift station is nearly complete. The 90 unit Palladium Apartment is making quick progress, the 280 unit Kingston Apartment near Camden but this project will not happen nearly as quickly due to funding issues.

Discussion of placing items on future agendas:

None

Adjournment: With no further business to discuss, the meeting was adjourned by Randy Rice at 5:48 PM

Mary Berry, President

Clifford James Moss, Secretary



Farmersville Main Street
Operating Account
Financial Statement
Period: August 1-31, 2018
(Not Reconciled as of Sept. 7)

Beginning Balance:	August 1, 2018	<u>\$14,630.87</u>
Plus:	Farmers & Fleas Market income	\$605.00
	Audie Murphy Day income	<u>\$0.00</u>
		\$15,235.87
Less:	Farmers & Fleas Market expenses	\$266.02
	Audie Murphy Day expenses	\$71.19
		<u>\$14,898.66</u>
Designations	Restricted Audie Murphy Day Monies	\$ 9,040.23
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	\$ 5,241.16
		<u> </u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	August 31, 2018	<u>\$ 14,898.46</u>
Check Register:		
Check 4100	Jim Foy, AMD Reimbursement	\$71.19
Check 4101	Greenville Herald Banner	\$102.02
Check 4102	C&S Media	\$64.00
Check 4103	Mark Vincent, F+F Assistance	\$100.00



Main Street Monthly Report
 August 2018
 Reported by
 Reagan Rothenberger



ORGANIZATION/ADMINISTRATION:

Month	Main Street & 4B Budget Creation
1-3, 29-30	Farmers and Fleas preparation.
9,10	Prepared all documents pertaining to the August Main Street and 4B Meetings
13	Attended and supported the Main Street & 4B Meeting
13	Texas Main Street Monthly Report

PROMOTION:

4	Farmers & Fleas Turnout was very good.
Month	Managed the Farmersville Main Street Facebook Page and monitored advertising campaign.

DESIGN:

8/17	Assisting potential buyer of 111 McKinney with research. Visited the building on this day. Spoke at length about preservation methods, ideas, first steps, etc.
8/22	Met with potential new owners of 204 McKinney St. to discuss design and business ideas.

ECONOMIC RESTRUCTURING:

Month	Meeting with business owners as time is available.
Month	New restaurant coming in the former "Little Ranch". Farm to table type food, lunch only.
Month	Working with buyers of 204 McKinney Street on potential ideas.
Month	Assisting new business in 106 McKinney – OliveTrunk Farms.
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.