

Farmersville Main Street Board Minutes
January 14, 2019 – Farmersville City Hall
205 South Main Street, Farmersville, TX 75442

Call to order, Roll Call, Recognition of visitors:

Meeting was called to order at 4:32 PM by Vice-President, Doris Cooks. The Secretary verified that a quorum was present. The following Board Members were present: Doris Cooks, Jennifer Jiles, Clifford James Moss and Dianne Piwko and Ben White (City Manager). Absent: Board Liaison. There was also a small crowd of residents.

Public Comments: There were no public Comments. Public comments were closed at 4:45PM.

Outcomes of December 10, 2019 Main Street Training:

There was discussion of the Four Points of Main Street; Organization, Promotion, Design, and Economic Restructuring. Based on feedback during and after the training, 99% of the attendees had positive input and felt that the training was worthwhile. There was also consensus that it is important to hire a permanent Program Manager. The City Manager indicated that the position will be posted in the near future. Other issues identified: Establish a more inviting entryway to Farmersville, identification of what attendees want for the future, everyone working together, more volunteers, shops to have regular business hours. Board members noted that it would be nice to have more restaurants, directional signage, promotional videos, social media, reach out to total community (minorities) and arts as a part of downtown community (Murals). Input from the training revealed that downtown Farmersville should become a "destination" to help grow business and enhance the overall downtown experience.

Review of the Roles and Responsibilities of Main Street Board members:

Roles and responsibilities were reviewed. The board decided to review the Roles more in depth at a future meeting.

Interim Main Street Manager Report:

Interim Manager submitted the monthly report. The report addressed the Four Points of Main Street as relative to Farmersville. The report highlighted the Farmers and Fleas Market, openings of new downtown businesses and completed façade renovations.

City Manager Report:

The City Manager provided an update regarding the hiring of a Main Street Manager. He noted that the position had been posted. He also passed out surveys regarding the ongoing music and down-town lighting project.

Items to be considered for future agendas:

Points to be discussed in upcoming Main Street

Promotional video- coordinating with local downtown business owners and residents to create a promotional video that accentuates Farmersville's economic possibilities, and welcomes not only new business, but consumers, and settlement of perspective home buyers and renters. As discussed in previous meeting interview participation from residents and business owner would be paramount.

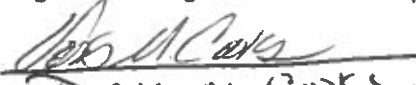
Creation and use of a social medium such as Face-Book. This could assist us in resolving the communication issues around downtown events voiced in previous meetings as well as the December training. Assigning responsibility would be necessary and keeping the maintenance of said social page small would be preferable.


Creating a list of contacts of land owners with undeveloped land around the downtown area to inquire their intentions of use and possibly assist in development planning info if input is welcomed. In this it would be recommend that we actively seek out developers and perspective businesses seeking to branch out into East Collin County. In this instance further consideration of concept planning and investigation in to market place demands in our area would be advised.

Adjournment: 6:00pm

Recorded by: Secretary

Edited By: Vice-President


DORIS M. COOKS, Vice President


Clifford James Moss, Secretary

Date Approved by Board: _____