

FARMERSVILLE MAIN STREET BOARD MINUTES

April 8, 2019

4:30 P.M. Farmersville City Hall

205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

Call to order. The meeting of the Farmersville Main Street Board, was called to order at 4:37 pm by Mrs. Doris Cooks, Acting President.

Roll Call: Secretary Clifford James Moss called the roll. The following board members were present: Secretary Clifford James Moss, Board Member Jennifer Giles and Acting President Mrs. Doris Cooks. The Board Secretary reported a quorum. City Manager Mr. Ben White and the new Main Street Manager, Mrs. Dana Mingo, were also present. Several visitors were in the audience, as well.

Recognition of visitors: Acting President Cooks welcomed the visitors.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:39 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION: Acting President Cooks stated that she may change the order of the agenda. She also welcomed the new Main Street Manager, Mrs. Dana Mingo to the meeting.

A. Consider for approval the January and February 2019 Financial Statements: All members did not have a chance to review, therefore this was tabled for next month's meeting.

B. Consider and discuss roles and responsibilities of the Main Street Board:

1. Acting President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached).
2. The Board is to discuss ideas and suggestions and assist the Main Street Manager and advise the program of needed changes for implementation.
3. Secretary Moss stated adding the Board the role of spurring growth to downtown through ideas and promotion. Jennifer Giles stated to add the adoption of long-term goals and in collaboration with the Main Street Manager.
4. President Cooks stated the need for supporting the business owners and Chamber of Commerce.
5. A motion was made by Secretary Moss and seconded by Jennifer Giles, and all members approved.

C. Consider and discuss goals and objectives for the Main Street Board (Work Plan):

1. Acting President Cooks stated the Board needs to get moving on this objective.
2. It will take a full meeting to begin the plan.
3. Each member will need to come to the meeting with a few ideas (already researched prior to meeting) to bring forth and prioritize those ideas.

4. Suggestions are to create more public awareness of accomplishments that have occurred in the downtown area. Assisting the downtown merchants when events occur.
5. A motion was moved to table this discussion and revisit with viable and concrete, researched ideas for the Board to make a decision on the final work plan activities for May's meeting.

D. Consider and discuss promotional videos for downtown :

1. Secretary Moss suggested the possibility of a video highlighting downtown businesses.
2. An examples is to tape interviews with businesses owners to record for social media and visual mechanisms to spark the downtown area.
3. The goal would be to increase foot traffic to downtown and gain interest in shopping on Main Street and attract new businesses. Also to create a long-term plan on what is decided.
4. City Manager White presented an example video used from the 4A Board highlighting Farmersville. This type of video costs \$3000 to develop, showcasing why to visit the city. He stated the target is different for downtown since buildings already exist.
5. The Board wanted to know what the purpose is and what is our target audience? Along with ensuring we are using our dollars wisely and to gain insight from the business owners on their and work collaboratively with them. One idea is a survey to the business owners.
6. We currently used social media, newspaper and brochures. A suggestion was the use of billboards.
7. Main Street Manager Mingo stated that working collaboratively with the Board and Business Owners is a good start to begin discussions.
8. The Board received input from visitors at the meeting, stating they would like to see a general narrative of the overall Main Street area for promotion.
9. The overall consensus is to collaborate with downtown businesses and develop a plan to gain insight, to tell our story and ensure we keep it generic, so it does not become outdated. The use of a survey would be the start. Main Street Manager Mingo will take the lead.

E. Discuss Board elections:

1. The Board is still one member short. President Cooks stated in her research when the Acting President steps in, they are to remain until the end of the actual term.
2. Acting President Cooks presented a motion to continue her term as President until elections occur in June. The motion was seconded by Secretary Moss and all members were in agreement.
3. Acting President Cooks thanked everyone for their patience due to the last several months of unexpected health events that occurred with her.
4. City Manager White also thanked her for her assistance in also assisting as the Acting Main Street Manager until the position was filled.

F. Main Street Monthly Activity Report:

1. March was a pretty light month. Farmers & Fleas was canceled due to the weather. April was canceled, as well. See attached report for more detailed information.
2. Volunteer hours were at 98 for the month. Probable more, but no access to other meetings.
3. We maintained our National Accreditation throughout all the changes and progress. Everyone's contributions and involvement made it a success.

G. City Manager Report and Comments:

1. Springtime is upon us, so the city is pruning trees and the park to allow sun for the grass to grow. Army worms invaded earlier in the year, so the crew is working to correct.
2. Downtown striping is continuing to increase the visibility of parking spots. Striping along the fire lanes is in process, as well.
3. Utility works are in process with the electrical, water, fire flow testing and the distribution line for the college. The substation design and capability is well underway for future growth, as well.
4. Camden Park continues their development. They had some internet issues, the city is helping them deal with the issue.
5. The Palladium is continuing its progress.
6. Two new development contracts with Nelson Brother and Reliable Concrete on plans for the city. This has been stiffened to help with roadway services and gravel.
7. 4B & the City Amenities Boards are working to make the necessary enhancements to Rambler Park. This is in the area of meetings ADA compliance for the swing set, along with gazebo updates.
8. Any promotional needs of the Board, reminder to seek 4B for assistance and proposals for areas that will help promote the city and the downtown area. The budget begins in May through September.

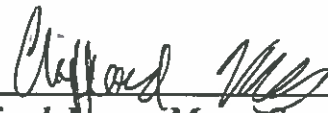
IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS - none

V. ADJOURNMENT - The meeting was adjourned at 5:46 pm.

SIGNATURES:



Doris M. Cooks, Acting President



Clifford James Moss, Secretary