

FARMERSVILLE MAIN STREET BOARD MINUTES

June 10, 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 4:33 pm by Mrs. Doris Cooks, Acting President.

Roll Call: Treasurer Diane Piwko called the roll. The following board members were present: Acting President Mrs. Doris Cooks, Treasurer Diane Piwko, Board Member Jennifer Jiles and Secretary Clifford James Moss came after the meeting began. The Board Secretary reported a quorum. City Manager Mr. Ben White and 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 and acknowledged Council Liaison Donnie Mason.

Texas Main Street Summer Professional Development, June 11-14, 2019, Mt. Pleasant, TX: All Board members are welcome to attend. Main Street Manager Mingo and Acting President Cooks will be in attendance.

Announcement of new Board Member: Mrs. Billie Goldstein, however she is not attendance due to plans already in place prior to the appointment.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:35 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

1. **Discuss and approve the May 13, 2019 Meeting Minutes:** Minutes were approved by all.
2. **Consider for approval the April & May 2019 Financial Statements:**
 - a. Discussed the movement of the \$450 restricted sign & paint grant monies be moved to the unrestricted funds. Motioned and seconded, all were in favor to approve.
 - b. Treasurer Piwko motioned to approve April & May statements and Acting President Cooks, seconded. All approved.
 - c. Discussion that the Farmers & Fleas advertisement were included in the Farmersville Times, need to ensure this is printed each month.
 - d. Motion, seconded and approved to accept the May payments.
 - e. Discussion of the actual itemization of Home Grown Plants to ensure they donate \$1000 worth of plants, as well as them getting recognition.
 - f. Discussion on advertising and marketing, who decides on the purchasing? Manager Mingo informed the Board the current agencies have been in place since she began. However, we can explore other entities, if they request.

3. **Consider and discuss roles and responsibilities of the Main Street Board:** Acting President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached). Refer to April 2019 minutes for detailed items.

4. **Discuss election of Board officers; see attachment for review:**

- a. Since all members are not present, table the election until all can participate. Board moved to wait until later meeting.
- b. Acting President Cooks wanted to ensure everyone understands their roles and those new coming onto the Board. Manager Mingo stated she can ensure all Board members have the accurate information available for review.
- c. Page 10 of the responsibilities need to be updated to reflect appointments are made by the City Council and not the 4B Community Development Board.
- d. There also needs to be clarification on the designations of where Board members for Main Street must reside to participate. City Manager Ben White stated this information can be brought to City Council for clarity and any actions needed.
- e. The Board also discussed the need to have a professional services agreement on file between the Main Street Manager and the City of Farmersville, since the salary is funded by 4B Community Development Corporation. Therefore, clarity needs to be addressed.
- f. City Manager Ben White will research and return to the Board with updates on whether a professional services agreement is needed to fund the Main Street program, to include the salary of the Main Street Manager.

5. **Discuss Work Plan, goals and objectives and the Core Values required:**

- a. Reminder the work plan is critical for the Main Street Program.
- b. One of the areas needing addressed is the Core Values. We have our purpose and mission in place. Will come back at the next meeting to begin developing our Core Values, which will be due the end of the year.
- c. They are constant and underline the work that is done for the program. Create a vibrant and exciting place for all to enjoy, 1, 3 and 5 year goals. What are our objectives?
- d. 4 Points is the basis of program requirements, Design, Organization, Promotion and Economic Reconstruction. Refer to April minutes for an in depth discussion relating to the requirements.
- e. Celebration of volunteer's recognition in the future. In the past there was an annual event for the volunteers, therefore there was something in place where Board members and City officials were invited to attend to show their appreciation. This can be placed on the work plan as an initiative.
- f. The work plan is the backbone of the program. Place on every agenda to ensure the target is met.

6. Discuss results of "Walk About":

- a. One take away were obstacles in connecting with downtown merchants with the Board to determine a means to begin discussions on strengthening the relationship with each of them.
- b. Economic evaluation from the state provided more information about what we may be lacking in our downtown area.
- c. Suggestions were conducting another workshop for the business owners and hiring an advisor or consultant to provide guidance.
- d. Main Street Farmersville's 20th Anniversary will be in 2020, therefore an idea to start planning an event to highlight our successes. We've had many successes, however we need to market more to the community and the surrounding areas to help drive business to our downtown area.
- e. Manager Mingo reminded the Board one of the tasks for the walk around and the merchant survey, is to determine those needs of our downtown area; to then put a plan together for prioritizing those tasks to be completed. Along with costs and other factors that are involved.
- f. The gazebo is needing repainting, roof repairs, posting and railing updates. Possible metal railings. Something that will last long term for the repairs.
- g. Cobblestone leveling is needed near and around the gazebo and the memorial. The gazebo will be something requiring long-term for completion. City Manager White will present options to 4B Board for review and possible funding.
- h. Add more lighting and décor for the downtown area. However, these items need to be discussed in more detail and ensure costs are factored in for any enhancements.
- i. Weeds needing attention on the sidewalks to ensure they are not growing through the cracks. City Manager White informed the Board he can work with Public Works to combat, along with Manager Mingo keeping an eye out and report any issues.
- j. Discussion about placing an art mural in the downtown area. Will have to determine where and get approval for the mural and find an artist to complete.
- k. Discussion of placing a temporary sitting area near McKinney and James Auto, until the building owner decides on what to place in the area. Encourage green space in the area to promote beautification with music and movies.
- l. City Manager White stated currently, a full street restoration is being completed on Rike Street due to a prior grant received. However, any other streets require more funds for the City to work on. Another grant cannot be requested until Rike Street is completed. High on the priority list are to ensure the streets are ADA compliant. Also City Council will be discussing ordinances for storefronts to use PODS for extra storage rather than porches and sides of their buildings, which are currently being used.

7. Discuss and consider Downtown Merchants Survey:

- a. Manager Mingo will review the comments from the Board and City Manager White and make the questions qualitative rather than informational.
- b. Requesting all members to provide their feedback to put into one report for review no later than Friday, June 14, 2019.

8. Project Updates/4B Funding Application for the new fiscal year:

- a. The Board will ask for \$5,000 for the new fiscal year for items to assist in completing some of the goals above, not requiring large funding.

9. Main Street monthly report:

- a. Pretty busy for the month of May. Been prioritizing projects to ensure meeting the program goals. Along with planning for the completion of our work plan and core values, in collaboration with the Board.
- b. Manager Mingo has been able to update our social media presence on Facebook with Farmers & Fleas and the Main Street Program. Will continue to share the events and successes we are accomplishing to increase community involvement.
- c. June, Farmers & Fleas was a great success with over 35 vendors in attendance and now tracking where we had 985 visitors in attendance.
- d. Still soliciting volunteers to help out with Farmers & Fleas event, it tends to get hectic during the midday from 11-2 pm and also when the vendors are shutting down at 3.
- e. Audie Murphy planning is underway, letters to Veterans have gone out, with the help of Linda Foy. Along with the ordering of hats and t-shirts for the event. The committee is continuing to make plans to ensure all areas of the day have been covered. 70 Veterans, as of June 10, 2019 have RSVP'd for the event.
- f. Reiterated the purpose and role of the Main Street Program and Manager, is to research those ideas and areas for enhancements and bring back to the merchants and Board for review.
- g. In the future, any downtown events where the merchants are impacted, communication needs to be provided to all involved so people are aware.
- h. Buildings for sale update: The Board inquired about where the sign for sale, across from the park is, do we know what possibly happened to it or did it sell? Sugar Hill is possibly being sold, however nothing sent to City Hall for documentation.

10. City Manager Report and Comments:

- a. Mr. White, states he is in full support of Manager Mingo working with Public Works for any service orders for the downtown area.
- b. Stay tuned regarding utilizing our lamp post banners for the light poles downtown. Currently working on securing the equipment to hold the poles and banners in place. Will ask for feedback once in place, will test out by the Onion Shed first.
- c. A discussion from the board about downtown restrooms. However, costs to start would be around \$150,000 and that is not including the full scope. More research is needed.
- d. An update on the tree being replaced by the gazebo. City Manager White, stated not at this time due to limited funding, possibly could explore submitting a request to the 4B Board for funding.
- e. The Board asked about music in the park attendance, nothing was reported at the time.
- f. The rapport is going great with the Board and City Manager White, commended those efforts being met.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS –

1. Work Plan and Scheduled Timeline
2. Funding from 4B

V. ADJOURNMENT - The meeting was adjourned at 5:54 pm.

SIGNATURES:



Doris M. Cooks, Acting President



Clifford James Moss, Secretary