



FARMERSVILLE MAIN STREET BOARD MINUTES

October 14, 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 4:30 pm by Mrs. Doris Cooks, President.

Roll Call: Board Member Billie Goldstein, called the roll. The following board members were present: President Doris Cooks, Treasurer Diane Piwko, New Board Members Allison Mathers and Katherine Hershey and Billie Goldstein. Board member Jennifer Giles attended shortly after roll call. President Cooks reported a quorum. Main Street Manager, Mrs. Dana Mingo, Council Member Donny Mason and Warrant Officer Rick Ranspot were also present. Several visitors were in the audience, as well.

Recognition of visitors and new board members: President Cooks welcomed the visitors and acknowledge the new board members, Allison Mathers and Katherine Hershey.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:31 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- 1. Discuss and approve the September 2019 Meeting Minutes:** Motion made by Treasurer Diane Piwko, seconded by Billie Goldstein, all approved.
- 2. Consider for approval the September 2019 Financial Statements:** Motion made by Treasurer Diane Piwko, seconded by President Cooks, all approved.
- 3. Consider for approval the September 2019 monthly payments:** Motion made by Treasurer Diane Piwko, seconded by President Cooks seconded by, all approved.
- 4. Consider and discuss roles and responsibilities/work plan of the Main Street Board/Main Street "Four Point" Committee Reports:**
 - a. President Cooks discussed and reminded the Board to review the roles and responsibilities from earlier meeting reports.
 - b. President Cooks, Allison Mathers and Katherine Hershey attended the training of new board member in Decatur, Texas. It highlighted the importance of ensuring the board plays a pivotal part in completing with the Main Street Manager.
 - c. The annual report will move from 10 criteria points to 6 points. She advised the board to review the points to determine what to include in our plan. Then each committee is to provide their input to finalize to complete the report.

- d. Allison Mathers asked to clarify subcommittee teams, so they are aware of their duties. President Cooks stated to identify a point person for each subcommittee and be prepared to provide their report at November's meeting.

They are as followed:

1. Organization- Doris Cooks, Clifford James Moss & Allison Mathers
2. Promotion- Allison Mathers, Jennifer Giles & Billie Goldstein
3. Design- Billie Goldstein, Jennifer Giles & Clifford James Moss
4. Economic Restructuring- Jennifer Giles, Diane Piwko & Katherine Hershey

5. **Downtown Stakeholders Survey Results:** *Refer to PowerPoint presentation email of all the results.*

6. **Consider and discuss strategic plan for downtown projects:**

- a. Main Street Manager wanted to remind the board of the next steps on moving forward to begin work on the gazebo downtown. Dana Mingo will confer with City Manager White on the next steps for the gazebo. Items on the list were leveling of the bricks by the gazebo, sidewalks, parking lot striping (where half is finished up).
- b. President Cooks asked that we report on those grant approvals for the Main Street Program. Approvals were the Main Street Program, Downtown Projects and the 20 year celebration in 2020 for the Main Street Program. The program assistant request was not approved, more information is needed to justify the need for the assistant.
- c. Vice President Giles inquired, from the board on the results from last month's discussion about hiring a part time assistant to assist the downtown merchants on event planning. The feedback from the merchants is the need for help, if the chamber would not be facilitating in the New Year. The events are Valentines, Salsa Tasting (Cinco de Mayo), Audie Murphy Day, Scare on the Square, Taste of Farmersville and other cultural events.
- d. Donna Williams, business owner of Red Door provided a history on the downtown event planning. She stated an event group of downtown merchants was created, along with the chamber and merchants throughout the city. The group went under the chamber name to alleviate officers and such. It consisted of volunteers from everyone to plan the events.
- e. Dana Mingo stated in the interim, the Main Street Manager will work with the merchants to help in facilitating the events, after the New Year.
- f. One of the area for downtown is to coordinate state training for the merchants on various workshops to assist in economic growth and increase the knowledge of the Main Street Program.

7. **Consider and discuss strategic plan for marketing for downtown:**

- a. Need to put together a plan and list of utilizing the \$5,000 grant funds to promote and market downtown Main Street.
- b. Current signage for the city is, however is funded through 4B:
 - i. Welcome to Farmersville Signage
 1. 2 billboards off 380 and 1 off 78, \$475 a month through Brown Advertising.
 - ii. Chaparral Trail Signage
 1. 1 billboard off 380 and 1 off 78, \$250 a month through Texas Bulletins

- c. Main Street Program will need to identify the needs for signage to direct consumers to Main Street for shopping and dining. Suggestions ^{are} new billboards and becoming members of area city Chamber groups. The subcommittee is charged with reporting on this task.

8. Consider and discuss 20 year celebration planning for Main Street Program, 2020:

- a. The #WeAreMainStreet campaign is underway to highlight city Main Streets and promote on social media. Also be sure to check in on Facebook when the board visits Main Street businesses to shop and eat. This helps to market our downtown district for visitors and the community. Dana Mingo can assist the board with utilizing these initiatives for promotion.
- b. Subcommittee to begin discussion on 2020 celebration. Suggestions of special guest speaker, Laura Bush who presented Farmersville with our Main Street official designation. (Side note: the 100 year red brick celebration will be in 2022, with preparation beginning in 2021. Historical data from the state documents the bricks began construction in 1922/23).
- c. Dana will pull the planning documents from our files to use as an outline for the group to plan and set up a meeting to begin planning. Subcommittee will be Dana Mingo, Billie Goldstein, Allison Mathers, Doris Cooks and Diane Piwko. We can look into Misty Wiebold assisting in the planning. Dana will make contact with her and reach out to the subcommittee on dates.

9. Main Street Report: See attached report given to Board.

- a. Also be reminded that we are to report each month our projects throughout Main Street and quarterly revitalization reports of building infrastructure updates to the state.
- b. Night at the Museum, Fundraising Gala event at 6:00 pm on November 2, 2019. Tickets are \$35.
- c. Next Main Street Board meeting will be November 4th due to the Veteran Day holiday on November 11th.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS


- a. Committee Work Plan Updates
- b. Plan for Marketing and Advertising
- c. Gazebo project update
- d. 20 year Main Street Celebration update

V. ADJOURNMENT - *The meeting was adjourned at 5:53 pm.*

SIGNATURES:



Doris M. Cooks, President



Clifford James Moss, Secretary