



FARMERSVILLE MAIN STREET BOARD MINUTES

January 13, 2020

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 4:31 p.m. by Mrs. Doris Cooks, President.

Roll Call: Board Member James Clifford, called the roll. The following board members were present: Katherine Hershey, Allison Mathers, Doris Cooks, Diane Piwko, Billie Goldstein and James Clifford Moss. President Cooks reported a quorum. City Manager Ben White and Main Street Manager Dana Mingo were also in attendance.

Recognition of visitors: President Cooks welcomed the visitors.

Report on Upcoming Events and Trainings:

- a. January 29th -31st - Real Places Preserving Historic Texas Conference in Austin
- b. February 1st- Farmers & Fleas
- c. February 8th- Valentines on the Square
- d. May 9th- 20 year Main Street Celebration update
- e. May 17-20, 2020- National Main Street Conference in Dallas, Texas

II. PUBLIC COMMENT

Public comment from Downtown merchant and building owner of Red Door Antiques, Donna Williams

- Concerns that several persons have not meet the Main Street Manager nor anyone from the Main Street Board.
- Businesses are closing and no one is aware.
- Of the \$243,000 budget, \$193,000 of tax payer funds from 4B have been designated for the Main Street Program. She understands downtown is the heart of the city; however since 4B has granted over a million dollars has to the trail, if promoted correctly, folks will come and shop downtown. Changing the billboard to only designate visitors to downtown is wrong.
- No one ever went on trainings with the Main Street Manager, speaking of Main Street Board members and it seems to be a waste of funds being spent.
- The events downtown were by decided by City Manager to be assigned to the Main Street Manager, Dana Mingo. The Main Street Board in the past helped with events. She stated she was not aware there was planning of the Valentine on the Square event until she saw on Facebook. Misty Dixon from the Hay Loft began to contact the merchants, therefore if businesses are going to work and promote events, they should get the credit.
- The 20 year celebration for Main Street of \$20,000 in support, has never been allocated for this event, funds had been raised and created by merchants.

- President Cooks requested Mrs. Williams provide her a copy of her concerns. Treasurer Diane Piwko, requested Mrs. Williams email all board members for review, due to inaccuracies presented. The Board will review the concerns and address at another time.

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

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- A. Discuss and approve December 2019 Meeting Minutes: Motion made by James Clifford Moss, seconded by Billie Goldstein, all approved.
- B. Discuss and approve the November & December 2019 financial statements: Motion made by James Clifford Moss, seconded by Allison Mathers, all approved.
- C. Consider for approval the monthly payments; see attachments: Motion made by James Clifford Moss, seconded by Jennifer Jiles, all approved.
- D. Main Street Manager Report on Main Street THC Annual Report presentation: Ms. Mingo provided the Board with an overview of the final report due December 16, 2019. Please refer to the report for detailed information. The report and work plan is the foundation in which the program will follow to ensure goals and concerns are addressed and accounted for. Some highlights were: (1) it was discussed the importance of Board members attending the free training from THC to learn more about their role and the Main Street Program requirements, (2) each city is graded on this item, (3) future goals were built within the report on items needing short and long term planning, (4) the Board was involved as well with the report and scoring ourselves, again this is a requirement for the program set by THC, (5) volunteer recruitment and training.
- E. Main Street District -Design Review Board Request to City Council Agenda - *will table until the city has adopted a process for the board to follow. In the past, there was a design board, however not active at this time. Need to look into reconvening this board.*
- F. Main Street Instagram Account (Mingo) - Will set up at another time and have ready for next month's meeting.
- G. Main Street District Business- Board Assignments (Cooks) – Suggestion as board members to divide the merchant and building owners list to allow each member to begin communication and establish relationships, along with showing presence of the board. Need to determine as a board the goal for establishing the process. However, the Main Street Manager is the main point of contact for the Main Street Program.
- H. Main Street Board Wrap Recommendation to 4B Agenda Update (Moss) - 10x 20 wrap directing traffic to shop downtown. Using a tag line of Explore, Shop, Thrive as a suggestion or Explore, Shop, Live. Take over the Chaparral Trail sign on 380 and 78 towards Greenville. Have a collage of the downtown streetscape and real photos of the city. Ensure signage will be displayed throughout the seasons. \$500 for a different wrap and install.
- I. City Managers Report – Christmas lighting being removed, building lights will remain throughout the year. Extra lights will go up on buildings without lighting. New ideas for Christmas as the year progresses. New color changing lights on Farmersville Parkway, Jeremy Jones suggested and funding received to implement. Colors will change out for the various holidays and events. Swing sets for Rambler Park are on order. The city bandwidth internet survey report has been completed and presentations have been presented. TRZ will finalize.

Collin College groundbreaking ceremony was a success. Building will be 52,000 sq.ft. Associate in Science and Arts, 30 plus courses and offer core and supply chain logistics and management, etc.. There will be 35-40 FT staff and 25 PT. Secretary Moss inquired about creating a city mural and present to City Council. Agenda item had not been submitted yet, will add to the next Council agenda.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS

Special meeting to discuss:

- a. Review and finalize a date for the 20 year Main Street Celebration Family Friendly, Entertainment, Nightlife and the Arts. Theme: 2020 Vision (Past, Present, Future).
- b. Main Street Board Wrap Recommendation to 4B Agenda Update.
- c. Implementation and communication of downtown event planning.

V. ADJOURNMENT - *The meeting was adjourned at 6:00 pm.*

SIGNATURES:



Doris M. Cooks, President



Clifford James Moss, Secretary