

**AGENDA
FERRIS MAIN STREET BOARD
CITY OF FERRIS
A MUNICIPAL CORPORATION OF THE
STATE OF TEXAS, ELLIS COUNTY
AT THE
FERRIS PUBLIC LIBRARY
301 E. TENTH STREET, FERRIS, TEXAS 75125
7:00 P.M. MONDAY, MAY 11, 2015**

NOTICE IS HEREBY GIVEN THAT THE FERRIS MAIN STREET BOARD OF THE CITY OF FERRIS WILL MEET IN REGULAR SESSION AT 7:00 P.M. ON THE 11TH DAY OF MAY, 2015 AT THE FERRIS PUBLIC LIBRARY LOCATED AT 301 E. TENTH STREET, FERRIS, TEXAS 75125 FOR THE PURPOSE OF CONSIDERING:

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>PAGE</u>
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MAIN STREET BOARD BUSINESS

- | | | |
|----|--|---|
| 1. | Call to order. | ø |
| 2. | Roll call to determine the presence of a quorum. | 1 |
| 3. | Discussion of volunteer hour reporting. | 2 |
| 4. | Discussion, consideration and action as may be appropriate regarding 2015 summer meeting schedule. | ø |

APPROVAL OF MINUTES

- | | | |
|----|---|---|
| 5. | Consider approval of Main Street Board meeting minutes of April 13, 2015. | 6 |
|----|---|---|

DISCUSSION

- | | | |
|----|---|---|
| 6. | Discussion of Main Street Board involvement in the Brick Festival on April 5, 2015. | ø |
| 7. | Discussion of Brick Festival post mortem results. | 9 |

05-11-2015 MAIN STREET AGENDA

- 8. Discussion of Gateway Monument. Ø
- 9. Discussion of the Alley Park. Ø

OLD BUSINESS

- 10. Discussion, consideration and action as may be appropriate regarding the downtown street light pole banners. Ø
- 11. Discussion, consideration and action as may be appropriate regarding 2014 work plan items. Ø

NEW BUSINESS

- 12. Discussion, consideration and action as may be appropriate regarding the Main Street by-laws. 10

CLOSING

- 13. Discuss items to be placed on next meeting's agenda. Ø
- 14. Adjourn. Ø

Executive Session Reservation

The Ferris Main Street Board reserves the right to convene into an Executive Session (closed to the public) as authorized by Section 551.071(2) of the TEXAS GOVERNMENT CODE, for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein.

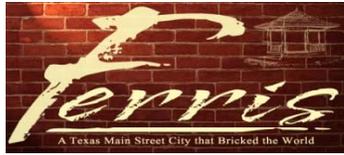
Disability Assistance and Accommodation

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at (972) 544-2110 two working days prior to the meeting so that appropriate arrangements can be made.

I, DESTINY WRIGHT, HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON OR BEFORE THE 8TH DAY OF MAY, 2015 BY 5:00 P.M.



DESTINY WRIGHT
CITY SECRETARY



MAIN STREET BOARD MEETING ATTENDANCE RECORD

2014-2015

Main Street Board			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Place	Name	Title	13	10	8	12	9	30	13	11	8	13	10	14
Place 1	Shai Roos	Board Member	P	P	A	P	P	A	A					
Place 2	Donna Shaw	Board Member	P	P	P	P	P	P	P					
Place 3	Karmin Thomas	Board Member	A	P	A	P	P	A	P					
Place 4	Connie Bratcher	Board Member	P	P	A	A	P	P	P					
Place 5	Karen Carreon	Board Member	P	P	P	P	A	P	P					
Place 6	Frankie Abrego	Board Member	P	P	A	P	P	A	P					
Place 7	Angela Bruner	Board Member				P	A	P	P					
Place 8	Jay Walsh	Board Member	P	A	A	A	A	P	P					
Place 9	Carol Wright	Board Member	A	P	A	A	P	A	P					
Youth 1	Taylor Frontera	Youth Adviser	P	P	A	A	P	P	P					
Youth 2	Mitzy Moreno	Youth Adviser	P	P	A	P	A	P	P					

Total Present: 6 8 2 7 7 7 10

A quorum of the board is 5 members. (Does not include youth advisors)

City Staff			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Title	Name		13	10	8	12	9	9	13	11	8	13	10	14
E.D. Coordinator	Chuck Dart		P	P	P	P	P	P	P					

Total Present: 1 1 1 1 1 1 1

Chairman- "Will the Secretary please call the roll."
 The Secretary calls each member's position and name.
 They respond if they are present.
 Secretary- "A quorum is present."

P	Present
A	Absent
R	Resigned
D	Deceased
E	End of Term

Volunteer Log Sheet

Include board and committee meetings for the calendar month

Month	Place	MS Board	Project Name #1	Month hours	Project Name #2	Month hours
Oct-14	1	Shai Roos				
Oct-14	2	Donna Shaw				
Oct-14	3	Karmin Thomas				
Oct-14	4	Connie Bratcher				
Oct-14	5	Karen Carreon				
Oct-14	6	Frankie Abrego				
Oct-14	7	Michael Martinez				
Oct-14	8	Jay Walsh				
Oct-14	9	Carol Wright				
Oct-14	YA1	Taylor Frontera		1.00		
Oct-14	YA2	Mittzy Moreno				
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Nov-14	1	Shai Roos	litter grant report	9 hours		
Nov-14	2	Donna Shaw		1.5 hours		
Nov-14	3	Karmin Thomas		1 hour		
Nov-14	4	Connie Bratcher		2.10		
Nov-14	5	Karen Carreon				
Nov-14	6	Frankie Abrego				
Nov-14	7	Michael Martinez				
Nov-14	8	Jay Walsh				
Nov-14	9	Carol Wright				
Nov-14	YA1	Taylor Frontera		1.00		
Nov-14	YA2	Mittzy Moreno				
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Dec-14	1	Shai Roos	litter grant report	12 hours		
Dec-14	2	Donna Shaw		6 hours		
Dec-14	3	Karmin Thomas		3 hours		
Dec-14	4	Connie Bratcher		2.10		
Dec-14	5	Karen Carreon		1.5 hours		
Dec-14	6	Frankie Abrego	COTS	6 hours		
Dec-14	7	Michael Martinez				
Dec-14	8	Jay Walsh				
Dec-14	9	Carol Wright				
Dec-14	YA1	Taylor Frontera	COTS	3-Feb		
Dec-14	YA2	Mittzy Moreno	COTS	6 hours		

Volunteer Log Sheet
 Include board and committee meetings for the calendar month

Month	Place	MS volunteer	Project Name #1	Month hours	Project Name #2	Month hours
Jan-15	1	Shai Roos				
Jan-15	2	Donna Shaw		2.00		
Jan-15	3	Karmin Thomas				
Jan-15	4	Connie Bratcher				
Jan-15	5	Karen Carreon				
Jan-15	6	Frankie Abrego	litter	1.00		
Jan-15	7	Angela Bruner				
Jan-15	8	Jay Walsh				
Jan-15	9	Carol Wright				
Jan-15	YA1	Taylor Frontera				
Jan-15	YA2	Mittyzy Moreno				
Feb-15	1	Shai Roos				
Feb-15	2	Donna Shaw		1.00		
Feb-15	3	Karmin Thomas		1.50		
Feb-15	4	Connie Bratcher		1.50		
Feb-15	5	Karen Carreon				
Feb-15	6	Frankie Abrego				
Feb-15	7	Angela Bruner				
Feb-15	8	Jay Walsh				
Feb-15	9	Carol Wright				
Feb-15	YA1	Taylor Frontera		1.00		
Feb-15	YA2	Mittyzy Moreno				
Mar-15	1	Shai Roos				
Mar-15	2	Donna Shaw		3.00		
Mar-15	3	Karmin Thomas				
Mar-15	4	Connie Bratcher		1.00		
Mar-15	5	Karen Carreon		2.00		
Mar-15	6	Frankie Abrego				
Mar-15	7	Michael Martinez				
Mar-15	8	Jay Walsh				
Mar-15	9	Carol Wright				
Mar-15	YA1	Taylor Frontera		1.00		
Mar-15	YA2	Mittyzy Moreno		2.00		

Volunteer Log Sheet
 Include board and committee meetings for the calendar month

Apr-15	1	Shai Roos
Apr-15	2	Donna Shaw
Apr-15	3	Karmin Thomas
Apr-15	4	Connie Bratcher
Apr-15	5	Karen Carreon
Apr-15	6	Frankie Abrego
Apr-15	7	Angela Bruner
Apr-15	8	Jay Walsh
Apr-15	9	Carol Wright
Apr-15	YA1	Taylor Frontera
Apr-15	YA2	Mittzy Moreno
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May-15	1	Shai Roos
May-15	2	Donna Shaw
May-15	3	Karmin Thomas
May-15	4	Connie Bratcher
May-15	5	Karen Carreon
May-15	6	Frankie Abrego
May-15	7	Angela Bruner
May-15	8	Jay Walsh
May-15	9	Carol Wright
May-15	YA1	Taylor Frontera
May-15	YA2	Mittzy Moreno
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Jun-15	1	Shai Roos
Jun-15	2	Donna Shaw
Jun-15	3	Karmin Thomas
Jun-15	4	Connie Bratcher
Jun-15	5	Karen Carreon
Jun-15	6	Frankie Abrego
Jun-15	7	Angela Bruner
Jun-15	8	Jay Walsh
Jun-15	9	Carol Wright
Jun-15	YA1	Taylor Frontera
Jun-15	YA2	Mittzy Moreno

Volunteer Log Sheet

Include board and committee meetings for the calendar month

Jul-15	1	Shai Roos
Jul-15	2	Donna Shaw
Jul-15	3	Karmin Thomas
Jul-15	4	Connie Bratcher
Jul-15	5	Karen Carreon
Jul-15	6	Frankie Abrego
Jul-15	7	Angela Bruner
Jul-15	8	Jay Walsh
Jul-15	9	Carol Wright
Jul-15	YA1	Taylor Frontera
Jul-15	YA2	Mitty Moreno
Aug-15	1	Shai Roos
Aug-15	2	Donna Shaw
Aug-15	3	Karmin Thomas
Aug-15	4	Connie Bratcher
Aug-15	5	Karen Carreon
Aug-15	6	Frankie Abrego
Aug-15	7	Angela Bruner
Aug-15	8	Jay Walsh
Aug-15	9	Carol Wright
Aug-15	YA1	Taylor Frontera
Aug-15	YA2	Mitty Moreno

**STATE OF TEXAS
COUNTY OF ELLIS**

THE FERRIS MAIN STREET BOARD MET IN A REGULAR SESSION APRIL 13, 2015 AT 7:00 P.M. AT THE FERRIS PUBLIC LIBRARY, LOCATED AT 301 E. TENTH STREET, FERRIS, TEXAS 75125.

MEMBERS PRESENT

Donna Shaw, Place 2
Karmin Thomas, Place 3
Connie Bratcher, Place 4
Karen Carreon, Place 5
Frankie Abrego, Place 6
Angela Bruner, Place 7
Jay Walsh, Place 8
Carol Wright, Place 9
Taylor Frontera, Youth 1
Mittzy Moreno, Youth 2

STAFF PRESENT

Chuck Dart, Eco. Dev. Coordinator

MEMBERS ABSENT

Shai Roos, Place 1

STAFF ABSENT

MAIN STREET BOARD BUSINESS

1. Call to order.

Karen Carreon called the meeting to order at 7:02 P.M.

2. Roll call to determine the presence of a quorum.

The roll was called and a quorum was determined to be present.

3. Discussion of volunteer hour reporting.

Volunteer hours were logged.

04-13-2015 MAIN STREET MINUTES

APPROVAL OF MINUTES

4. Consider approval of Main Street Board meeting minutes of March 30, 2015.

Jay Walsh moved to approve the meeting minutes for the Main Street Board meeting of March 30, 2015. Seconded by Connie Bratcher. For: Unanimous. Motion carried 8-0-0.

DISCUSSION

5. Discussion of Main Street Board involvement in the Brick Festival on April 25, 2015.

Board members signed up on the work schedule which has shifts starting at 7:30 A.M. and continuing throughout the event in two hour increments.

OLD BUSINESS

6. Discussion, consideration and action as may be appropriate regarding the city monument sign.

The board was presented with TxDOT requirements for gateway monuments. Chuck Dart will recommend to the 4B E.D.C. that a landscape architect/engineer be hired as the next step. Jay Walsh will discuss this project with the Chief Building Official, Bill Jordan, for landscape engineer recommendation.

7. Discussion, consideration and action as may be appropriate regarding the welcome banner design.

There has been no update from the high school on a "Ferris" banner. The banner company can come up with some designs for the City if needed. Patriotic banners would be sufficient through the summer. Karen Carreon will send examples to all members for Memorial Day, 4th of July, and Labor Day. These banners should be ordered before May 1, 2015.

8. Discussion, consideration and action as may be appropriate regarding the Alley Park.

Structure with tensile fabric was astronomical in cost so work has stalled. Chuck is talking to locals who want to assist.

9. Discussion, consideration and action as may be appropriate regarding 2014 work plan items.

- Litter abatement program- Shai Roos is having college students develop and execute this as a project. She was not present to give an update.
- Make better use of the downtown pavilion – Perhaps this could have a part of the budget. This would be the Ferris Area Business Association’s decision.
- Submit candidates for Texas Historical Markers - Kooken Cross and Brickyards
- Develop a tri-fold promotional piece – Connie Bratcher needs a google map with coordinates in order to finish this project. Youth Advisors will be assisting.
- Recycle tax money to downtown; create a Tax Increment Reinvestment Zone – Chuck Dart and Jay Walsh will work on this item.

CLOSING

10. Discuss items to be placed on next meeting’s agenda.

- Brick Festival debrief
- Gateway monuments
- Banners
- Discuss FABA rep. = possibly someone other than the President

11. Adjourn.

With no further business to come before the board, Frankie Abrego moved to adjourn the meeting. Seconded by Jay Walsh. For: Unanimous. Motion carried 8-0-0. Meeting adjourned at 8:14 P.M.

APPROVED THIS THE 11TH DAY OF MAY, 2015.

ATTEST:

Chuck Dart
Economic Development Coordinator

Terri Childers
Secretary to City Manager

**Important administrative notation:
These minutes have been composed by using meeting notes provided to Terri Childers.*

04-13-2015 MAIN STREET MINUTES

Ferris Brick Festival 2015		5/5/2015 8:06
Post mortem meeting April 29, 2015 at C&M.		
Item	Description	Next Year Action
15.1	Need better contest participation	Plan ads & frequencies far in advance. Use contest entries as ads.
15.2	Bring back popular attractions	Re-book soon: pageant, dog show, slide, bounce house, mechanical bull, re-enactors.
15.3	barricades being moved during set up by business customers	letters to businesses about hours, locations of closed areas. Signage. Ordinance.
15.4	Late vendor setups and early tear-downs	letters to vendors 800am latest set up, tear down 400pm
15.5	Vendors selling unauthorized goods	Someone assigned to check all booths.
15.6	Poor volunteer attendance	Angela volunteered to head up effort in 2016.
15.7	Budget actual vs planned.	Receipts \$3476 [\$2850, +22%], Expenses \$1580 [\$1620, -2%], Net Income \$1896 [\$1230, +54%]
15.8	Flyer costs	The price analysis shows that early planning and ordering pays off, from \$1.60 each (immediate delivery) to \$.10 each (10 day lead time)
15.9	Greater and better parade participation	Email businesses. Prizes
15.10	Late cancellation children train ride	Pre-decided decision with applicable backup plan for this and all attractions.
15.11	Brick games location on fringe	make it more central location
15.12	Motorcycle/car conflicts	Move motorcycles to 5th st, close off to S Church
15.13	Car show folks don't like lot	Try to get repaved
15.14	Art Show participation lacking	Charge entry fee and closer deadlines
15.15	Shoot out too close to police memorial	Move half block away
15.16	Food vendors	Put BBQ next to cycles
15.17	Improve contests.	Have a theme. More stand-by judges; crowd workers; spread out to later in day.
15.18	Raffle drum	Sub committee solicit donations
15.19	Port-o-let	move one to 200 block south Main on sidewalk
15.20	Entertainment - need better blend of music.	Budget to pay band(s)

FERRIS MAIN STREET PROGRAM BY-LAWS FOR BOARD OF DIRECTORS

Article I - Name

- Section 1.1 The name of the organization shall be:
FERRIS MAIN STREET BOARD OF DIRECTORS
- Section 1.2 The Main Street Association shall be non-partisan, non-sectional and non-sectarian. It shall not be committed to the support or endorsement of any political party or candidate for political office.
- Section 1.3 This organization operates under the City of Ferris 501 (c)6 Internal Revenue Service tax code and Texas Main Street of the Texas Historic Commission.

Article II - Objective

- Section 2.1 The objectives of the Main Street Board of Directors and the City Council of Ferris, Texas are:
- a) Organize, promote and assist in revitalization of the designated historic are of Ferris, Texas
 - b) Develop, encourage, promote and protect the commercial, professional, financial and general business interest of the City of Ferris and surrounding area
 - c) Extend and promote trade, commerce, tourism, and in general the quality of life for all ages in Ferris
 - d) Foster development and protect the agricultural economy of the area
 - e) Procure laws and regulations desirable for the benefit of business in general
 - f) Promote growth through a solid foundation of preservation of our heritage
- Section 2.2 In order to help the Main Street Association meet it's goals and objectives, the City Council will work hand in hand with the Main Street Board of Directors. Whenever possible the City Council will: make funds available for projects, provide man power and/or materials, make appointments and pass rules and ordinances. It should always be kept in mind that the shared purpose of the Main Street Board of Directors and Ferris City Council is the revitalization and development of a strong economy which in the long run will pay huge dividends to the citizens of Ferris.

Article III - Requirements and Responsibilities

- Section 3.1 Purpose of the position:
The Main Street Board of Directors are responsible for assisting in policy, review of the annual program budget and determining the goals of the program. The board also should be representative of the community, lending support to the local program and director and should be an advocate of downtown revitalization.

Section 3.2 Requirements of position

Each board member should have or provide one or more of the following:

- a) A demonstrated interest in the program's purpose and its goals
- b) Specific experience in and/or knowledge of administration, finance, program development, advertising, public relations, downtown business activity, communications, design or economic restructuring
- c) Representation of a public or private organization in the community or a segment of the community
- d) Four to Ten hours per month of time available to be given to the Main Street Program

Section 3.3 Major Responsibilities of the Board

The board members are jointly responsible for:

a) Policy Administration

- 1) Ensuring that the program fulfills its commitment to the community in areas of standards and policy
- 2) Adopting and administering by-laws
- 3) Adopting policies that determine the program's purposes, governing principles, functions and activities, and courses of action
- 4) Developing a partnership with city council and respecting the final decisions of the council in an effort to build community consensus
- 5) Working as a cohesive group to resolve conflict of opinion on decision matters that relate to the board as a whole or the city council

b) Finance

- 1) Approving and monitoring the finances of the program within the approved budget
- 2) Helping raise sufficient funds to ensure that the program can meet its objectives
- 3) Developing a self-audit system
- 4) Educating community and city council about budget needs i.e. Public Relations
- 5) Understanding and interpreting the program's work to the community
- 6) Relating the services of the program to the work of other organizations and agencies
- 7) Giving sponsorship and prestige to the program and inspiring confidence in its activities
- 8) Serving as advocates of economic development through historic preservation in the downtown area
- 9) Promoting the local heritage of the community

c) Evaluation

- 1) Regularly reviewing and evaluating the program's operations and maintaining standards of performance
- 2) Monitoring the program's activities
- 3) Counseling and providing good judgment on plans adopted by committees and the program director

d) Personnel

- 1) In some cases, making recommendations to mayor on the selection of the Main Street Director
- 2) Participating in the recruitment, recommendation and development of individuals to serve on the board as approved by city council
- 3) Encourage and support the efforts of the Main Street Director

Section 3.4 Individual Standards for Board Members

- a) Supports board decisions, even when he or she may disagree with the majority decision
- b) Understands the mission of the Main Street program and promotes its goals and activities to the community as a whole
- c) Attends board meetings and adheres to bylaws of board
- d) Participates in ongoing training that pertains to board member responsibilities and goals of the program
- e) Contributes one or more of the following: knowledge, financial resources, or labor to the Main Street program
- f) Respects the need for the program director to report to only one "boss"
- g) Offers opinions honestly, without reservation and in a constructive way
- h) Does not commit more time to the Main Street program than he or she can realistically afford
- i) Delegates responsibilities to the committees when appropriate
- j) Promotes unity within the organization and seeks to resolve internal conflicts
- k) Encourages orderly, systematic and incremental implementation of the Main Street program's work plan, discouraging the board from being distracted by secondary issues or projects not included in the program's annual agenda
- l) Encourages staff and other board members to express their opinions openly in board meetings
- m) Is loyal to the program and honors his or her commitment to it
- n) Understands that their actions in public or directly linked to the perception of the program

Article IV - Board of Directors

Section 4.1 Number and Composition

Ferris Main Street Board of Directors shall consist of nine members: six (6) members shall be appointed by the City Council upon the recommendation of the Main Street Director for a term of three (3) years; two (2) members of the City Council shall be appointed to serve for the length of the term of office, two (2) years; and one (1) member shall be the president of the Ferris Downtown Association.

Section 4.2 Officers

Ferris Main Street Board of Directors shall elect officers for the organization: President, Vice President and Secretary/Treasurer. These officers shall serve for one year unless re-elected by Board Members. Election of officers will be in July at the regular meeting.

Section 4.3 Replacement

In the event a board member resigns by written notice or his position becomes vacant due to illness or death, the City Council shall appoint a replacement upon recommendation by the Main Street Director. This replacement shall serve the unfulfilled term unless re-elected for another term.

Section 4.4 Attendance

A board member will be subject to removal from the board upon absence of three (3) consecutive meetings.

Section 4.5 Removal

Any board member may be removed by the board whenever a vote of two-thirds (2/3) of the current board judges it to be in the best interest of the board.

Section 4.6 Meetings

Ferris Main Street Board of Directors shall meet quarterly on the second Monday of January, April, July and October. These shall be regular meetings. The board shall also meet when called on by the Main Street Director or Ferris City Council. These shall be Called Meetings. Notice shall be posted three (3) days prior to the called meeting at Ferris City Hall.

Section 4.7 Quorum

At the meeting of the Board a majority of the members of the then existing board shall constitute a quorum.

Section 4.8 Other Appointments

Ferris Main Street Board of Directors may be called on by the City Council to serve on an Economic/Industrial Development Committee and should be prepared to accept.

Section 4.9 Responsibilities for Committees

The Board of Directors should be prepared to facilitate and/or chair the committees designated by the board as necessary to accomplish the goals of the Ferris Main Street Program.

Section 4.10 Responsibilities for Ferris Downtown Association

The Ferris Main Street Board members shall oversee and sponsor the functions/special events of the Ferris Downtown Association and attend as many meetings of that organization as possible.

Article V – Amendments to the By-Laws

Section 5.1 The Ferris Main Street Program By-Laws for the Board of Directors may be amended by a Majority vote in two (2) consecutive meetings and by subsequent approval of the Ferris City Council.

Article VI - Branches and organizational flow

Section 6.1 The branches of the Ferris Main Street Association are as follows:

- a) Ferris City Council as a hand in hand association
- b) Main Street Board of Directors
- c) Main Street Director
- d) Appointed Committees
- e) Ferris Downtown Association

Main Street Board By-Laws change

8/10/10

Section 4.1 shall be changed to read:

Ferris Main Street Board of Directors shall consist of nine members: six (6) members shall be appointed by the city council upon the recommendation of the Main Street Director for a term of two (2) years; two (2) members of the City Council shall be appointed to serve for the length of the term of office, two (2) years; and one (1) member shall be the president of the Ferris Downtown Association. The board will also include, upon recommendation of the Main Street Director, two (2) non-voting student advisors, enrolled in the seventh through 11th grades, residing within Ferris ISD boundaries. The term length of student advisors shall be one (1) year beginning in August.

Section 4.2 shall be changed to read:

Ferris Main Street Board of Directors shall elect officers for the organization: President, Vice President, and Secretary/Treasurer. The officers shall serve for one year unless re-elected by Board Members. Election of Officers will be in the third calendar quarter after selection of new board members.