

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, SEPTEMBER 14, 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 14TH DAY OF SEPTEMBER, 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. | Introduction of new and existing board members | Sep. Cov. |
| 4. | Discussion of 2015-2016 Ferris Main Street accomplishments | 2 |
| 5. | Discussion of volunteer hour reporting. | 3 |
| 6. | Discussion, consideration and action as may be appropriate regarding the 2015-2016 meeting dates. | 8 |
| 7. | Election of officers. | Ø |

APPROVAL OF MINUTES

- | | | |
|----|---|---|
| 8. | Consider approval of Main Street Board meeting minutes of June 8, 2015. | 9 |
|----|---|---|

DISCUSSION

- 9. Discussion of the Alley Park.
- 10. Discussion of Texas Downtown Association annual meeting. 13

OLD BUSINESS

- 11. Discussion, consideration and action as may be appropriate regarding 2015-2016 work plan items. 14

NEW BUSINESS

- 12. Discussion, consideration and action as may be appropriate regarding the Ferris Main Street Vision and Mission Statements. 15

CLOSING

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

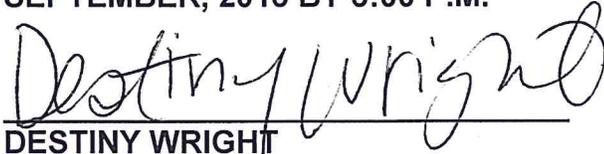
Executive Session Reservation

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.

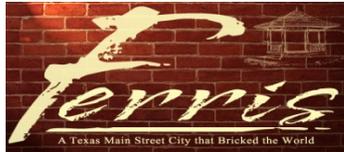
Disability Assistance and Accommodation

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 11TH DAY OF
SEPTEMBER, 2015 BY 5:00 P.M.

A handwritten signature in black ink that reads "Destiny Wright". The signature is written in a cursive style with a large, looped "D" and "W".

DESTINY WRIGHT
CITY SECRETARY



MAIN STREET BOARD MEETING ATTENDANCE RECORD

2015-2016

Main Street Board			Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Place	Name	Title	14	12	9	14	11	8	14	11	9	13	11	8
Place 1	Shai Roos	Board Member												
Place 2	Donna Shaw	Board Member												
Place 3	Karmin Thomas	Board Member												
Place 4	Frankie Abrego	Board Member												
Place 5	Karen Carreon	Board Member												
Place 6	Tina Miller	FABA President												
Place 7	Carol Wright	City Council Member												
Youth 1	Matthew Hipshire	Youth Adviser												
Youth 2	Andrea Arvizu	Youth Adviser												

Total Present:

A quorum of the board is 4 members. (Does not include youth advisors)

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

Total Present:

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



2014-2015 Main Street Board Accomplishments

Work Plan Goals

- Selected holiday banners for downtown square, ordered and mounted twenty (20) street banners.
- Reviewed and approved design changes for the downtown Alley Park so that it can be completed.
- Investigated and made recommendations to the 4B EDC Board for the creation and placement of highway Gateway Monuments in Ferris.

Events, Special Projects, Ongoing Business

- Revised Main Street by-laws to reduce the number of board members from nine to seven.
- Hosted the Annual Main Street Board training for Waxahachie-Corsicana-Ferris, with a festive dinner celebrating the history of Ferris.
- Participated in the Annual Pioneer Day Festival with a booth displaying photos and memorabilia from the historic downtown area.
- Participated in the Annual Brick Festival with a booth featuring the historic brickyards of Ferris
- Coordinated with the Ferris High School to involve students in events, including Christmas on the Square.
- Approved façade improvements to buildings in the historic downtown, in conjunction with the Ferris Façade Improvement Program, adding to the appeal and charm of these buildings

Main Street Board

Shai Roos, Place 1
Donna Shaw, Secretary, Place 2
Karmin Thomas, Vice Chair, Place 3
Connie Bratcher, Place 4
Karen Carreon, Chair, Place 5
Taylor Frontera, Youth Advisor

Frankie Abrego, Place 6
Angela Bruner, FABA President, Place 7
Jay Walsh, City Council, Place 8
Carol Wright, City Council, Place 9
Chuck Dart, Main Street Director
Mittzy Moreno, Youth Advisor

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	Mittyzy Moreno	
<hr/>			
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	Mittyzy Moreno	
			2014-2015 TOTALS
	1	Shai Roos	21.00
	2	Donna Shaw	22.50
	3	Karmin Thomas	8.50
	4	Connie Bratcher	6.70
	5	Karen Carreon	14.50
	6	Frankie Abrego	17.00
	7	Angela Bruner	0.00
	8	Jay Walsh	4.00
	9	Carol Wright	0.00
	YA1	Taylor Frontera	7.00
	YA2	Mittyzy Moreno	8.00

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

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Oct-15	1	Shai Roos				
Oct-15	2	Donna Shaw				
Oct-15	3	Karmin Thomas				
Oct-15	4	Frankie Abrego				
Oct-15	5	Karen Carreon				
Oct-15	6	Tina Miller				
Oct-15	7	Carol Wright				
Oct-15	YA1	Matthew Hipshire				
Oct-15	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Nov-15	1	Shai Roos				
Nov-15	2	Donna Shaw				
Nov-15	3	Karmin Thomas				
Nov-15	4	Frankie Abrego				
Nov-15	5	Karen Carreon				
Nov-15	6	Tina Miller				
Nov-15	7	Carol Wright				
Nov-15	YA1	Matthew Hipshire				
Nov-15	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Dec-15	1	Shai Roos				
Dec-15	2	Donna Shaw				
Dec-15	3	Karmin Thomas				
Dec-15	4	Frankie Abrego				
Dec-15	5	Karen Carreon				
Dec-15	6	Tina Miller				
Dec-15	7	Carol Wright				
Dec-15	YA1	Matthew Hipshire				
Dec-15	YA2	Andrea Arvizu				

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

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Jan-16	1	Shai Roos				
Jan-16	2	Donna Shaw				
Jan-16	3	Karmin Thomas				
Jan-16	4	Frankie Abrego				
Jan-16	5	Karen Carreon				
Jan-16	6	Tina Miller				
Jan-16	7	Carol Wright				
Jan-16	YA1	Matthew Hipshire				
Jan-16	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Feb-16	1	Shai Roos				
Feb-16	2	Donna Shaw				
Feb-16	3	Karmin Thomas				
Feb-16	4	Frankie Abrego				
Feb-16	5	Karen Carreon				
Feb-16	6	Tina Miller				
Feb-16	7	Carol Wright				
Feb-16	YA1	Matthew Hipshire				
Feb-16	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Mar-16	1	Shai Roos				
Mar-16	2	Donna Shaw				
Mar-16	3	Karmin Thomas				
Mar-16	4	Frankie Abrego				
Mar-16	5	Karen Carreon				
Mar-16	6	Tina Miller				
Mar-16	7	Carol Wright				
Mar-16	YA1	Matthew Hipshire				
Mar-16	YA2	Andrea Arvizu				

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

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Apr-16	1	Shai Roos				
Apr-16	2	Donna Shaw				
Apr-16	3	Karmin Thomas				
Apr-16	4	Frankie Abrego				
Apr-16	5	Karen Carreon				
Apr-16	6	Tina Miller				
Apr-16	7	Carol Wright				
Apr-16	YA1	Matthew Hipshire				
Apr-16	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
May-16	1	Shai Roos				
May-16	2	Donna Shaw				
May-16	3	Karmin Thomas				
May-16	4	Frankie Abrego				
May-16	5	Karen Carreon				
May-16	6	Tina Miller				
May-16	7	Carol Wright				
May-16	YA1	Matthew Hipshire				
May-16	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Jun-16	1	Shai Roos				
Jun-16	2	Donna Shaw				
Jun-16	3	Karmin Thomas				
Jun-16	4	Frankie Abrego				
Jun-16	5	Karen Carreon				
Jun-16	6	Tina Miller				
Jun-16	7	Carol Wright				
Jun-16	YA1	Matthew Hipshire				
Jun-16	YA2	Andrea Arvizu				

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

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Jul-16	1	Shai Roos				
Jul-16	2	Donna Shaw				
Jul-16	3	Karmin Thomas				
Jul-16	4	Frankie Abrego				
Jul-16	5	Karen Carreon				
Jul-16	6	Tina Miller				
Jul-16	7	Carol Wright				
Jul-16	YA1	Matthew Hipshire				
Jul-16	YA2	Andrea Arvizu				

Month	Place	Main Street Board Member	Project Name #1	Month hours	Project Name #2	Month hours
Aug-16	1	Shai Roos				
Aug-16	2	Donna Shaw				
Aug-16	3	Karmin Thomas				
Aug-16	4	Frankie Abrego				
Aug-16	5	Karen Carreon				
Aug-16	6	Tina Miller				
Aug-16	7	Carol Wright				
Aug-16	YA1	Matthew Hipshire				
Aug-16	YA2	Andrea Arvizu				

MAIN STREET MEETING DATES

2015-2016

SEPTEMBER 14

OCTOBER 12

NOVEMBER 9

DECEMBER 14

JANUARY 11

FEBRUARY 8

MARCH 14

APRIL 11

MAY 9

JUNE 13

JULY 11

AUGUST 8

**STATE OF TEXAS
COUNTY OF ELLIS**

THE FERRIS MAIN STREET BOARD MET IN A REGULAR SESSION JUNE 8, 2015 AT 7:00 P.M. AT THE FERRIS PUBLIC LIBRARY, LOCATED AT 301 E. TENTH STREET, FERRIS, TEXAS 75125.

MEMBERS PRESENT

Shai Roos, Place 1
Donna Shaw, Place 2
Karmin Thomas, Place 3
Karen Carreon, Place 5
Frankie Abrego, Place 6
Carol Wright, Place 9
Mittzy Moreno, Youth 2

STAFF PRESENT

Chuck Dart, Eco. Dev. Coordinator

MEMBERS ABSENT

Angela Bruner, Place 7
Jay Walsh, Place 8
Taylor Frontera, Youth 1

STAFF ABSENT

MAIN STREET BOARD BUSINESS

1. Call to order.

Karen Carreon called the meeting to order at 7:16 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.

APPROVAL OF MINUTES

4. Consider approval of Main Street Board meeting minutes of May 11, 2015.

Carol Wright moved to approve the meeting minutes for the Main Street Board meeting of May 11, 2015 with one correction:

Change 12a to read “Change references from Ferris Downtown Association to Ferris Area Business Association (FABA)”.

Seconded by Karmin Thomas. For: Donna Shaw, Karmin Thomas, Karen Carreon, Frankie Abrego, Carol Wright. Abstained: Shai Roos. Motion carried 5-0-1.

DISCUSSION

5. Discussion regarding the proposed Veterans Memorial in Downtown Ferris.

Chuck Dart informed the Board about the proposed Veterans Memorial. Mr. Dart stated that the 4B E.D.C. has expressed their support for the project.

6. Discussion of Gateway Monument.

Due to the 4B E.D.C. support of the Veterans Memorial, the Gateway Monument project will be postponed.

7. Discussion of the Alley Park

The Board will continue working on this project without the shade structures.

8. Discussion of downtown street light pole banners.

The banners have been ordered. Carol Wright made the suggestion to order a few extras as spares.

9. Discussion of end of year 2014-2015 work plan items.

The 2014-2015 work plan items were reviewed. Items 4 and 5 (Gateway Monument and Promotional Tri-fold) were completed. Items 2, 3, 6, and 7 (Pavilion, Historical Markers, Alley Park, and seasonal banners) made progress. Items 1 and 8 (Litter abatement and TIRZ) made no progress.

OLD BUSINESS

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

Frankie Abrego moved to make the following changes to the Main Street By-laws:

- a. Change references from Ferris Downtown Association to Ferris Area Business Association (FABA),
- b. Change from FABA president to FABA officer as member of the Main Street Board,
- c. Change the number of Main Street board members from 9 to 7 (Reduce 1 City Council Member and 1 At Large)

Seconded by Carol Wright. For: Unanimous. Motion carried 6-0-0.

NEW BUSINESS

11. Discussion, consideration and action as may be appropriate regarding 2015-2016 work plan items.

The following are potential work plan items for the next year:

- Make better use of downtown pavilion
- Submit candidates for Texas Historical Markers
- Create downtown alley park
- Freeway improvement (Ladybird wildlife center)
- Flags on Fifth Street
- Plethora of plants/Ferris fauna
- Historical markers
- Downtown banner work plan
- Restaurant incubator – Farmers Market
- TIRZ
- Grant Writer
- Litter abatement

CLOSING

12. Discuss items to be placed on next meeting's agenda.

06-08-2015 MAIN STREET MINUTES

13. Adjourn.

With no further business to come before the board, Frankie Abrego moved to adjourn the meeting. Seconded by Carol Wright. For: Unanimous. Motion carried 6-0-0. Meeting adjourned at 8:10 P.M.

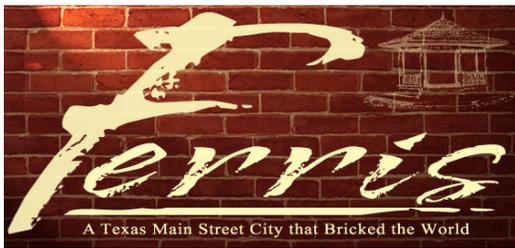
APPROVED THIS, THE 14TH DAY OF SEPTEMBER, 2015.

ATTEST:

Chuck Dart
Economic Development Coordinator

Cynthia Sanchez
Secretary to City Manager

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



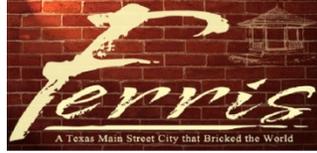
Date: July 27, 2015
From: Chuck Dart, Economic Development
To: Laurie Mosley

SUBJECT: Description of TDA Ferris Tour
LOCATION: Ferris City Council Chambers, 215 W Sixth Street.
[Note: This is NOT in City Hall]

Ferris, Texas, population 2,450, is a rural community in Ellis County. Like many cities that experienced downtown decline, Ferris became a THC Main Street city (and later a member of TDA) and has since worked diligently to preserve its historical downtown while revitalizing its economy.

At this session, you will learn:

- 1) When local design guidelines work in a town where neither a historical review board nor historical building ordinance exists,
- 2) How the Ferris Main Street Program designed and installed its own wayfinding system (with lessons learned dealing with TxDOT),
- 3) Why Ferris developed its Main Street Youth Advisor Program (and related successes),
- 4) Where a Main Street Youth Advisor's idea is springing to reality (our very own alley park! Time for the tour!



Main Street Work Plan Ideas for 2015-2016

The Main Street Board identified, at the final meeting of 2014-2015, the following potential work plan items for the 2015-2016:

- Make better use of downtown pavilion
- Submit candidates for Texas Historical Markers
- Create downtown alley park
- Freeway improvement (Ladybird wildlife center)
- Flags on Fifth Street
- Plethora of plants/Ferris fauna
- Historical markers
- Downtown banner work plan
- Restaurant incubator – Farmers Market
- TIRZ
- Grant Writer
- Litter abatement

Ferris Main Street 2014-2015 Work Plan

Vision Statement:

A revitalized historic downtown Ferris will draw on its unique past, fostering economic opportunity, creative artistic endeavors, diversity, and vitality in the community. Clean, safe, and accessible settings will merge with the comfortable and attractive environment of historic buildings, pedestrian friendly streets, and interesting shops. In an environment conducive to small business enterprises, stores will offer merchandise unique to its trade area and beyond.

Ferris will become a city known for protecting, preserving, and promoting its heritage for the enjoyment of current and future generations alike by offering opportunities to study, share, embrace, and enrich people of all ages and backgrounds. Ferris embraces its ethnic diversity and foresees a day when community festivals, tourism, and quality residential living will become the everyday norm.

Mission Statement:

The distinctive mission of the Ferris Main Street Program is to create, enhance, and maintain historic preservation and heritage initiatives in the downtown business district using the Four Point Approach of organization, design, economic restructuring and promotion. The program will develop and implement policies, such as the Ferris Downtown Design Guidelines, that will enhance its historic charm. The program will utilize financial programs, such as the Ferris Façade Improvement Program, to support business and buildings owners' efforts to comply with those policies.

Partners in these efforts will include the Texas Main Street organization, the Ferris Area Business Association, The Ferris Historical Society, the Ferris City Council, the Ferris ISD, and the 4B EDC Board.

Revised and adopted by the Main Street Board on June 9, 2014.

2014-2015 Ferris Main Street Projects by Group

Organization

1. Develop and execute a litter abatement campaign.
2. Make better use of downtown pavilion.
3. Submit candidates for Texas Historical Markers

Promotion

4. Investigate and recommend Welcome Sign design, placement
5. Develop a tri-fold promotional piece

Design

6. Create a downtown alley park.
7. Create and execute plan for season banners

Economic Restructuring

8. Recycle tax money to downtown; create TIRZ zone.

2014-2015 Ferris Main Street Projects by Group

Organization Group

ID	Program Goal or Objective	Action Item	Responsible Party	Timeline	Status
1	Litter Abatement	Develop anti-litter campaign. Increase trash, cigarette disposal	Shaw, Abrego	Spring 2015	Progress
2	Make better use of downtown pavilion.		Martinez		
3	Submit candidates for Texas Historical Markers		Carreon, Thomas, Frontera, Bratcher, Shaw	Submission summer 2015	

2014-2015 Ferris Main Street Projects by Group

Promotion Group

ID	Program Goal or Objective	Action Item	Responsible Party	Timeline	Status
4	Investigate and recommend Welcome Sign design, placement		Wright, Frontera, Moreno	Spring 2015	
5	Develop Promotional Tri-fold		Bratcher		

2014-2015 Ferris Main Street Projects by Group

Design Group

ID	Program Goal or Objective	Action Item	Responsible Party	Timeline	Status
6	Create a downtown alley park.		Carreon, Moreno	2014	
7	Season Banners		Wright Walsh Thomas Carreon	Sept 2014 Jan 2015	

2014-2015 Ferris Main Street Projects by Group

Economic Restructuring Group

ID	Program Goal or Objective	Action Item	Responsible Party	Timeline	Status
8	Recycle tax money downtown	--Finalize participation rates for taxing units --Create bylaws --Create local government corporation --Appoint board of directors --Create administrative agreement with city.	Dart, Roos		Finish TIRZ by end of 2015