

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, April 26, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:37 pm.
 - i. **Introduction of new board members, presented by Evan Matteson, Board Chair:** Evan introduced and welcomed new Board Members, Jeremy Standifer and Tim Sharp, and existing board members introduced themselves.

Board Members Present: Evan Matteson, Sarah Freed, Gene Stroman, Kevin McCormick, Jeremy Standifer, and Tim Sharp

Absent: Claudette Hatfield

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the March 15, 2016, MSAB meeting minutes:** Evan Matteson made a motion to approve the minutes as written and Gene Stroman seconded. All in favor, 4-0 (with Jeremy Standifer and Tim Sharp abstaining from vote); motion carried.
- ii. **Discussion and approval of a façade grant submitted by Janice Reyes of Alante Salon, located at 102 South Goliad Street:** Bethany Browning presented the façade grant on behalf of Janice Reyes from Alante Salon, as she was unable to attend. Bethany explained to the new board members that MSAB has an annual budget of \$5k per year, and that signage was no longer approved as part of a façade grant. She also mentioned that there is potential to look for a partner to match funds, and the board suggested this topic be added as a future agenda item. She explained that the awning would be plain (with no lettering) and be black and grey striped. After reviewing the grant, Sarah Freed made a motion to approve \$1,000 reimbursement for the façade grant. Jeremy Standifer seconded the motion. All in favor, 6-0; motion carried.
- iii. **Debriefing of Celebrate Downtown Rockwall event, held on Saturday, April 16, 2016, presented by Bethany Browning, Main Street Manager:** The group reviewed Bethany’s memo regarding same, dated April 26, 2016. The group discussed the overwhelming positive feedback received regarding the event. Discussion only, no action taken.
- iv. **Update regarding antique light pole banners and possible suggestions for additional seasonal sets, presented by Bethany Browning, Main Street Manager:** Bethany asked MSAB to be thinking about seasonal banners, designs, moving forward. How many new sets will be requested? Do we keep some of the existing banners in rotation? Evan suggested that we have another brainstorming session in the next month or two to discuss the next phase and plan. It was mentioned that the current set was approximately \$7k. Tim Sharp asked about “Scare on the Square”. Bethany mentioned that she is having a discussion with the Parks and Rec Manager to discuss all events. It was also mentioned that volunteers for downtown events need direction regarding future events and their role. Discussion only, no action taken.
- v. **Update regarding directional signage/directories for the downtown district, presented by Bethany Browning, Main Street Manager:** Evan summarized our prior discussions regarding the topic, and that we had plotted about 7 locations for signage. The businesses closest to the signage location would have first dibs, then everyone else. The businesses would be responsible for their

"signs" and that this would be implemented with a supported contract of terms and conditions, TBD. Discussion only, no action required.

3. Main Street Manager's Report: Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

4. Adjournment

Meeting adjourned at 7:37pm, per motion made by Evan Matteson, which was seconded by Kevin McCormick. All in Favor, 6-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

17th day of May, 2016.

Board Chair, Evan Matteson:

