

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, August 16, 2016 – 6:30PM.
City Hall -Council Chambers Conference Room

1) Call to Order

Meeting called to order at 6:38 pm.

Advisory Board Members Present: Chair, Evan Matteson, Tim Sharp, Claudette Hatfield and Kevin McCormick

Absent: Gene Stroman, Sarah Freed and Jeremy Standifer

Rockwall Old Town Shoppes Guest: Dee Dee Roe

Special Events Committee Member: Ginny Hibbard

Staff: Bethany Browning, Main Street Manager

2) Discussions/Action Items

I. Discussion and action related to June 21, 2016 advisory board meeting minutes, presented by Sarah Freed, Board Secretary. Sarah emailed and stated she would not be present for the meeting and would provide the June minutes at the September meeting.

II. Recap of the Main Street Professional Development hosted by City of Rockwall Main Street, presented by Bethany Browning. 64 Texas Main Street Managers attended the 4 day training the week of July 11th through July 15th. The following volunteers helped host the event:

Tim Sharp
Tammy Sharp
Jane Braddock
Claudette Hatfield
Betty Jean Hoaglund
Linda Cook
Linda Fergusson
Ginny Hibbard

Training went smoothly with sessions offered at The Center all 4 days. A sunset cruise was held on Lake Ray Hubbard on Wednesday evening. Night Owls, live music and refreshments were offered on Thursday evening. The City invested \$6,000 organizing the conference and 33 economic surveys were returned tallying over \$16,000 spent by managers, on lodging, fuel, meals, shopping, etc. It was a huge success with many positive comments regarding both the sessions and the extracurricular activities.

III. Update on Art in Public Places projects related to DT CIP, presented by Bethany Browning, Main Street Manager. Funding: As part of the voter approved bond that was passed in May 2012, 1% of the project funding was earmarked for public art projects. Approximately \$77,000 is available for projects associated with the DT CIP. Art Commission members were appointed by council in August of 2015 and have met regularly since November of 2015.

The commission has reviewed and revamped the Art in Public Places Master Plan and identified several mural projects in the downtown area. Two properties currently under consideration for murals are 110 S. Goliad (Pruitt Law Firm) and 206 E. Washington (School of Rock). The commission's next meeting is scheduled later this week and members will discuss the process for retaining an artist for both murals. The design for 110 S. Goliad will focus on history and serve as a welcome sign for travelers headed north on 205 or east on 66. The design for 206 E. Washington will focus on Rockwall's live music scene/motto. The Art Commission is considering several murals in the downtown area, provided cooperation and funding are available. The commission meets monthly on the second Monday at 10:00AM, if board members are interested in attending any of the public meetings. If this group wishes to be involved or provide input, please let me know so that I can place an appointment on the September agenda.

3) Appointments

- I. Appointment with members from the Rockwall Old Town Shoppes business association to discuss upcoming events: Brew2, Hometown Farm to Feast, Hometown Christmas. Dee Dee Roe and Evan Matteson shared information about Brew2. This is the 3rd homebrew tasting the Rockwall Brewer's Association has hosted in cooperation with the Rockwall Old Town Shoppes. Brewer's will sell club memberships, which will provide members with a complimentary glass as well as opportunity to taste and judge competition beers, which are offered inside select downtown businesses. Brew2 is held on Saturday, October 1st from 1PM to 5PM. Evan expressed that volunteers were needed to help host the event, run errands, answer questions. Volunteers would not be serving homebrew, club members only. Planning for Farm to Feast is underway with 120 tickets slated to be sold. Old Town Shoppes will host the event on Sunday, October 23rd. Since shops are closed on Sundays, the business owners will host the entire event, no volunteers are needed. Planning has begun for Hometown Christmas, which has expanded to 2 days this year, Saturday, December 3rd and Sunday, December 4th. A snow hill tube is planned for Sunday, contingent on funding. The group will know if funds are available by mid-September. Claudette Hatfield and Ginny Hibbard volunteered to serve on the Rockwall Old Town Shoppes planning committee.

4) Main Street Manager's Report

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

Business Updates

- 104 N. San Jacinto – Roof needs repair prior to leasing
- 116 E. Rusk – Available/Lease (Formerly Ink to Paper and by George)
- 104 S. San Jacinto – Available/Lease
- 206 N. Fannin – Leased – Café 29, Open date is unknown
- 101 S. Fannin – Leased - Pier 101, Open date is unknown
- 218 E. Rusk – Leased - Hansel & Her and Shanon Zais Photography, Opening Fall
- 109 N. Goliad – Renovation in process
- 406 N. Goliad – Available/Lease

Texas Main Street Updates

- None at this time. 10 Criteria annual reporting is due end of September.

Upcoming Events/Dates

- 8/19 – San Jacinto Music
- 8/20 – Farmers Mkt./San Jacinto Music
- 8/26 – San Jacinto Music
- 8/27 – Farmers Mkt./San Jacinto Music
- 9/2 – San Jacinto Music
- 9/3 – Farmers Mkt./San Jacinto Music
- 9/8 – Night Owls
- 9/9 – San Jacinto Music
- 9/10 – Farmers Mkt./San Jacinto Music
- 9/16 – San Jacinto Music
- 9/17 – Farmers Mkt./San Jacinto Music
- 9/20 – Main Street Advisory Board Meeting

5) Adjournment

Motion made by Kevin McCormick to adjourn the meeting at 7:45 p.m., seconded by Evan Matteson, all were in favor, motion passed 4-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 20th day of September, 2016.

Board Chair, Evan Matteson:

