

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Wednesday, January 27, 2016 – 6:30PM.**  
**Council Chambers Conference Room – City Hall**

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:40 pm.

Board Members Present: Evan Matteson, Sarah Freed, Claudette Hatfield, Kevin McCormick, and Gene Stroman

Absent: Michael Adrian, Toni Waldop

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. Welcome and Introductions: Welcome to Tim and Tammy Sharp, TNT Color Supply, Representing Rockwall Old Town Shoppes; and Jeremy Standifer of Book Club Café.
- ii. Discussion and action related to façade grant presented by Jeremy Standifer of Book Club Café for Property located at 107 E. Kaufman Street: After reviewing the details of the façade grant request, the group commented on loving the façade “look” and lights. Claudette asked where the door is going to be, Jeremy explained the door on the front left will be auxiliary, and the next storefront window to the right is a banquet room that can be rented and holds 20-25 ppl. The third entrance is the main entrance. There is also a full glass garage door. There is also a small stage for live music, which will initially start 1x per month. The idea of the signage was redo it like the original, Jeremy explained, but the city did not approve. Instead, the sign up will look the same, but will be black alumacore, and it will be hand-painted (by the person that painted Poe & Arrows sign). Jeremy explained the back of the building, will show a “logo” Book Club Café Phoenix. The goal with this façade grant is to get the building painted. The back patio will have outdoor seating area this spring. Sarah Freed made motion to approve \$500 façade grant, Gene Stroman seconded the motion. All in favor, motion carried, 5-0.
- iii. Discussion related to Celebrate Downtown Rockwall, an event scheduled for Saturday, April 16, 2016, presented by Tammy Sharp: Tammy shared how the idea of the Celebrate Downtown Rockwall came about. There is a need now that we are getting close to construction complete to have a major celebration, as the construction has been tough on the business owners and Customers. Tammy contacted the city manager and the mayor, asking if she can organize this event, and she presented to City Council last November. The vision is to showcase how Rockwall was in the 50s, how it is now, and the changes. The event starts at noon with a staged parade that starts at Dobbs, goes in front of Zanata, and ends at Bin 303. There will be sports Teams in the parade, veterans, and lots of different things from those decades. There will be an unveiling of the fire truck that has been redone from the 1940s. The day’s events will run 1-5pm. There will be 5 balloon arches to outline the spine of downtown. Most of the activities will be going on the Court House stage. There will be a 5 piece band, and when they are not performing, the Dallas Puppet Theatre will perform. Giant LED Screen will be on the side of the courthouse, and while the parade is going on the Centennial will be playing. Bethany is in charge of the Plaza, which includes Farmer’s Market. There will be a vintage carousel in front of Book Club Café, which is currently at the Fort Worth Stockyards. There will be strolling magicians, balloon artists, etc. At the end of the spine in front of the gallery, there will be a live painting, “Then and Now”. There will be food trucks

in front of North Star Bank with high ball tables. Dallas Puppet Theatre will have puppets dressed in each decade in the parade. Tammy has been working with the Historical Society on possible getting a grant to offset funds. They will also be doing jail tours done by the commissioners with a photographer taking pictures. Up the stairs in the courthouse, a video will be showing in the hallway of interviews to highlight past and present members of the community. There will also be a car show (cars that are in the parade) will be on the other 3 sides of the courthouse. At 5pm, working with Downtown Association, there will be an event with the stores (headed by Kevin Lefere) with the stores staying open until 7pm. Book Club Café will be open until 10pm. The band plays 7-9p. They are working on social media and print, and the electronic billboard on I30 has been donated for the event as well. There is also a walking tour, by Historical Society, that can be downloaded, to see what for example, Zanata was "then" (Drug Store), AND show the then and now pictures. Christi Foster from Groovy's is doing t-shirts, and there will be glow necklaces. The Fatted Calf will be selling sliders. Jeremy says Book Club Café will be up and running and they will be selling beer and wine, coffee drinks etc. The event cost is over \$50k with an expectation of approximately 5,000 attendees. Bethany may have Tammy present to the Special Events Committee meeting, and Tammy said she would be happy to. Discussion only, no action taken.

iv. **Discussion and action related to the approval of the December 15, 2015 MSAB meeting minutes:**

Kevin McCormick made motion to approve the minutes as written and Gene Stroman seconded. All in Favor 5-0.

v. **Work session related to the design and location of proposed pedestrian oriented, downtown**

**directional signage:** The group discussed the major directional signage in the spine on San Jacinto. One should be placed near the parking south of the square on Fannin between Washington and Rusk. Another one near parking area by Alamo and Rusk. Claudette mentioned the awning in front of Hunan, which looks like it is going to fall down on someone. Bethany said that she will make a note of that. Bethany reiterated that we would open it up to proximity and give first opportunity to the business closest. But if Legacy Village, for example wanted to put one in another area, and it is available, absolutely. Evan asked what the next steps are: What corners are the best candidates? We already know roughly the cost. Bethany said she might have a meeting with Streets regarding the signage codes. We have to have everything packaged and ready to go before we go to the Downtown merchants. We need to identify the folks that have first "dibs". Another element is the agreement they will be signing that they will pay for the sign and replacement when needed. Gene mentioned that the life expectancy be worked into it. The question came up as to how we would write the agreement up. Bethany said we would find out someone else that is doing something similar. The city has an attorney that could write it up, and it would have to be approved by City Council. McKinney may have something similar. Gene may have a resource in Oklahoma. Bethany said we need to think about the details of the agreement. We need to come to an agreement on how many can be on the sign per Evan. Bethany said there can be 10 on one side, but Evan mentioned we don't want to go all the way down. So that might be 5-6 max and two sides, or even thirds. If you do 2-3 sides you would have 10-15 signs total. That would be approximately 60 to 90 opportunities. We need to package up and present to the Downtown merchants with pictures, etc. Bethany would like to have a meeting to hash out the details before the presentation. Discussion only, no action taken.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report. Bethany is excited about hosting the Texas Main Street Professional Development. They may plan to Also maybe taking the new folks (about 25pp) them out on the water for New Manager Training on Tuesday. They will also go to a neighboring Main Street city, ex. Royce City or Greenville during the day. They will do a progressive stroll of the shops on Night Owls with music and maybe the shops providing snacks or something like that. Bethany mentioned needing lots of help. Discussion only.

4. **Adjournment**

Meeting adjourned at 8:19pm, per motion made by Evan Matteson, which was seconded by Kevin McCormick, all in favor, 5-0.

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**

15<sup>th</sup> day of March, 2015.

Board Chair, Evan Matteson:

  
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