

Rockwall Main Street Advisory Board Meeting Minutes
Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, June 21, 2016, 6:30PM.

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:35 pm.

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

Absent: Claudette Hatfield

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the May 17, 2016, MSAB meeting minutes:** Tim Sharp made a motion to approve the minutes as written and Jeremy Standifer seconded. All in favor, 6-0; motion carried.

- ii. **Discussion and possible action related to HOT funding request submitted by Bethany Browning on behalf of Main Street and Rockwall Old Town Shoppes:** Bethany discussed HOT Funding request, including what the funds are used for and who approves them. She referred the board to her memo dated June 21, 2016 which outlined details including what we applied for last year, and what we are applying for this year. Bethany said she needed help in the following items: 1. Rockwall Old Town Shoppes: Breakdown and estimates for Hometown Christmas event as well as Corks & Canvas and 2. Print Media Advertising options in DFW/East Texas areas. She asked the group to please email her feedback on one or both on or before June 30th.

Dee Dee Roe mentioned Haute Finds ATX as a potential publication we may want to consider. Jeremy suggested Edible Magazine as an additional publication. Bethany is familiar and has been in contact with Edible Magazine regarding Farmers Market. It was also suggested that we highlight Farmers' Market vendors. Bethany mentioned that a short video was being considered to highlight Farmers' Market and San Jacinto Music Series. Jeremy asked what the kiosks were. Bethany explained the kiosks would be placed along the downtown thoroughfare to signify a shopping and dining district with plenty to do and see. The kiosks would include a directory, map and possibly current events. Jeremy mentioned quarterly ads could potentially be at the bottom of the kiosks to offset costs. Bethany mentioned that there could be alternative ways to fund. Discussion only; no action taken.

- iii. **Discussion regarding holding joint meetings of the Rockwall Old Town Shoppes, Friends of Downtown Rockwall and Main Street Board organizations, to coordinate and support downtown events, presented by Bethany Browning:** Roundtable introductions of both MSAB members as well as special guests: Dee Dee Roe, Jason Roe, Denise Webb and Linda Cook. Bethany suggested that joint meetings could potentially cut down on multiple communication threads. It was suggested that we "see how it goes" regarding how often the joint meetings should occur. Bethany briefly discussed memo regarding DT Events – Coordination of Efforts dated June 21, 2016. Denise Webb discussed the "Farm to Feast" event, talking about how successful the first event in May was. She said that 70 tickets were sold the last time, and 120 spots would be available for the next event on September 18th.

Bethany mentioned upcoming Rib Rub on October 1st that would be held in the square. Since Parks has organized the event for the past two years, she has asked them how MSAB/Shoppes could be involved and they were unsure. She sked the group, what do we want to do? Bethany summarized the events of the day: BBQ competition (wings), Run in the a.m., Car Show, Live Music, Kids Stuff, Shoppes – some sort of event in the stores. It was mentioned that the biggest complaint was “no food” and why can I not buy something from the competitors. It was mentioned how prepping the wings and the bags with all of the info was a full day of prep work the day before. It was asked if Food Trucks could be in the area across from 7-11 to keep folks down in the square longer. Dee Dee asked about having vendors in the San Jacinto Plaza, but that it should be of high caliber and potentially mix it with the Shoppes. Evan mentioned that City Council was not favorable on the beer tasting and “selling” of alcohol in relation to the event itself. Brew2 is hosted on the same day as Rib Rub but as a separately funded and marketed event. DeeDee stated these events make or break the businesses in the square, and that we needed to do something that promotes sales in the stores. Evan suggested that we continue doing the tasting like “Corks and Canvas”. Home Brewers association would do the glass and all agreed that the glass size and look is critical. DeeDee asked if Shoppes could partner with Home Brewers Assoc. on the glass and Evan said “Yes”. The group discussed logistics on ticket sales and how that could be a bottleneck. It was suggested to potentially offer discounted presales ahead of time.

After much discussion, Evan proposed that we have quarterly joint meetings. He also suggested that we meet in January to discuss the Calendar. It was also suggested that we focus on promotional events, such as “Night Owls’ in a future meeting, potentially August. Discussion only; no action required.

- iv. **Briefing on the upcoming Texas Main Street Training (July 12-15th) and volunteer support opportunities, presented by Bethany Browning:** Bethany discussed the Training Schedule and events and volunteer opportunities. She will send out details including sign-up sheet under separate cover soon.
3. **Main Street Manager’s Report:** Bethany Browning, Main Street Manager, presented the Manager’s Monthly Report. It was announced there would be no meeting in July due to Texas Main Street Training.
4. **Adjournment**
Meeting adjourned at 8:00pm, 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

26th day of September, 2016.

Board Chair, Evan Matteson: 