

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, March 15, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:42 pm.

Board Members Present: Evan Matteson, Sarah Freed, Claudette Hatfield and Gene Stroman
Absent: Michael Adrian, Toni Waldop, Kevin McCormick
Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**
 - i. **Discussion and action related to the approval of the January 27, 2016 MSAB meeting minutes:**
Gene Stroman made a motion to approve the minutes as written and Evan Matteson seconded. All in Favor, 4-0.
 - ii. **Discussion related to light pole banners for the downtown district, presented by Bethany Browning, Main Street Manager:** Bethany explained that the City would like the MSAB to make a recommendation to the Council on design and materials for the light pole banners, referring to the memo regarding same, dated March 15, 2016. Examples of custom and stock banners were passed around and discussed. Bethany mentioned that there is an opportunity to share a message that would help visitors with a better idea of what downtown has to offer. It was discussed that for the people that may be walking thru downtown, if we can make a bold simplistic statement, it will resonate a lot more. The vibe right now is around music, food and Farmer's Market. We discussed using tonals, and color palette from the new tables and chairs. Evan offered to do the artwork. We discussed the goal of approving the artwork via email in time for the next Council meeting the following Monday. MSAB agreed to highlight Farmers Market (using the logo), Music (San Jacinto Music Series and poster) and Eat, Shop & Relax example we found in the banner booklets that were passed around. MSAB agreed to review and approve the artwork via email so that we could get it turned around in time for the Council Meeting and printed and installed for the Celebrate Downtown Rockwall event on April 16th. Discussion only, vote on final artwork to be done via email due to time constraints.
 - iii. **Update related to downtown district pedestrian oriented, directory signage, presented by Evan Matteson, Board Chair:** It was discussed that we need to get some pricing, so that MSAB can make a budget request. Evan mentioned that the memo dated March 15th summarizes the direction. It was also mentioned that we will also be asking for another set of banners.
 - iv. **Update related to volunteer needs for the Celebrate Downtown event, scheduled for Saturday, April 16th:** Bethany talked to Tammy Sharp prior to the meeting. Downtown Shops will have an information booth and they will cover it. Needs are help with the carousel, and photo booth with the jail. Bethany will email specific volunteer needs.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report.

4. Adjournment

Meeting adjourned at 7:35pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. All in Favor, 4-0.

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 April, 2016.

Board Chair, Evan Matteson: _____

