

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, September 20, 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

Special Events Committee Members: Ginny Hibbard

Rockwall Old Town Shoppes Members: Tammy Sharp, Deidra Roe

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the June 21, 2016, and August 16, 2016, MSAB meeting minutes:** Jeremy Standifer made a motion to approve the minutes as written and Tim Sharp seconded the motion to approve the minutes. All in favor, 6-0; motion carried.
- ii. **Appointment with members from the Rockwall Old Town Shoppes business association for discussion and possible action related to the following events: Brew2, Hometown Farm to Feast and Hometown Christmas:**
- a. **Brew2:** Per Evan, everything is ready to go. May be oversupplied with volunteers, but the group agreed that you can never have too many.
  - b. **Hometown Farm to Feast:** DeeDee said that tickets go on sale on Friday. Denise is sending email to the VIP list. All arrangements have been made. Tickets can only be purchased in store (no on-line) at Worker Bee Studio and Enjoy.
  - c. **Hometown Christmas:** Event date is 12/3. Tammy Sharp is leading the event. Event will run from 12-5pm and will have 3 food trucks. There will also be a skate rink, snowman bouncy house, snow globe photo booth and photographer and slide. Helping Hands has asked for help with toys/cash donations. Tammy will coordinate those efforts with Helping Hands.
  - d. **Miscellaneous:** Tim reminded the group that they are also having a Classic Car Show during Rib Rub. Anyone interested in participating can register online via City website or Tim's store. DeeDee provided a quick update on Shop Small (11/26). Evan is helping DeeDee put together a video that will be filmed October 4<sup>th</sup>. Barb and Claudette are decorating the square for fall on Monday, 10/3. Bethany mentioned that the Music Series is extended thru October, and that the policy was written to rent San Jacinto area only for non-profit organizations. It is an online process thru the City. Evan mentioned that the Harbor is currently under contract. Discussion only, no action taken.

- iii. **Discussion and possible action related to the mission and vision statements for the Rockwall Main Street Program, presented by Bethany Browning, Main Street Manager:** Bethany explained that the Main Street Program has been undergoing “refresh” of the Four Points. She referred to the attached new version. The focus is still on the Four Points, but that the emphasis is on a more specific community vision statement, ex. “We want to increase downtown residential by x%.” Bethany said we need to review our vision/mission statement using the Four Points. We also need to think about who we involve in the process. In order to meet the 10 pt. criteria, we need to be working on it. Gene suggested surveys to stakeholders. Tim mentioned that the businesses need to be included. Sarah suggested that the MSAB do a brainstorming session, put together a plan and then expand the audience. The group came up with the following ideas:
- a. Community-centered
  - b. Family focus
  - c. downtown square as a “destination”
  - d. Have more to do downtown after 6p with consistency
  - e. “diversity”

The group agreed to continue and put this on the agenda next month. Discussion only, no action taken.

- iv. **Discussion and possible action related to the design of holiday banners, presented by Evan Matteson, Board Chair:** Evan lead the discussion regarding Holiday Banners. The group discussed that it would be Holiday focus (not Thanksgiving/Christmas) and be something that could stay up fall thru Feb/March, if at all possible. The group reviewed some online examples. Several ideas were discussed, including: “Eat, Drink and Be Merry” and “a shop small” idea. The group consensus was that we liked the current color palette we have, so we could potentially use similar colors, but potentially a richer version of what we have. When looking at examples, the group liked cranberry, blue and green. Evan said he would take a stab at artwork and that we could review via email, etc. Discussion only, no action taken.

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

4. **Adjournment**

Meeting adjourned at 7:58pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. 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 18th day of October, 2016.**

Board Vice-Chair, Claudette Hatfield: 