

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Wednesday, January 31, 2018
6:30 PM.

1. **Call to Order:** Claudette Hatfield, called the meeting to order at 6:41 pm.

Board Members Present: Daniel Nichols, Claudette Hatfield, Sarah Freed, Jeremy Standifer

Absent: Terry Gregory, Becky Airhart, Evan Matteson

Staff: Bethany Browning, Main Street Manager

2. **Appointment:** Tammy Sharp, President of the Downtown Rockwall Association provided an update on 2018 plans. She was excited to share the names of the new board members for this year. In addition, the association is now a 501c3, which will drive some changes in Standard Operating Procedures/Bylaws. They will be reviewing/updating policies, membership, marketing, and communications, to name a few. Tammy is hoping that someone from MSAB can attend their April meeting.

The decision was made to no longer hold “Night Owls”, but instead have a quarterly event, the first of which is called “Spring Fling”, which will be held on Thursday, March 22nd, from 5-10p. There will be an information booth, and limited SWAG for first (limited) group of folks to check in.

Tammy walked thru the event calendar. She also asked that the MSAB partner with the Downtown Shoppes to review and make possible recommendations to change the outdated Sign Ordinance. Bethany suggested we could look at what other MS cities have done. Sarah Freed asked for a copy of the revisions that were made to the Façade Grant process by MSAB. Bethany pointed out that there was a resource center on the MS website for store signage. The MSAB group said they would be interested in partnership. Discussion only, no action taken.

3. **Discussion/Action Items:**

- i. **Approval of the October 24, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to accept the minutes with corrections (attached). Motion was seconded by Sarah Freed. All voted in favor of approving as recorded with (attached) changes.
- ii. **Discussion and possible action related to making a recommendation for the installation of an outdoor speaker system installed throughout the downtown area:** Daniel provided the group with an update. The vendor, Street Sounds, has made slow progress with the new speakers, but is in the process of getting them certified. It was asked if we had to bid the project out, and Bethany said we did if it was over \$25k, and this is close. Group wants to stick with the poles, and asked if they functioned with the current vendor. Daniel recommended that we ask the city engineers to make sure the poles and speakers are compatible. Daniel made a motion that we stick with the poles and current vendor, and have the city validate both are compatible; Claudette seconded the motion. All voted in favor and motion carried.
- iii. **Discussion regarding the parking education initiative, presented by Daniel Nichols:** Daniel referred to the map and the fact that we have 564 spots. The question was asked if the spots were well labeled. It was mentioned we could link the parking map to the Main Street web site

and potentially Facebook. It was agreed that education with the Downtown Shoppes and the Community seemed to be needed. Discussion only; no action taken.

- iv. **Brief review of work plan goals and discussion regarding objectives and developing action plans, presented by Bethany Browning:** An idea was brought up to add Art & “Selfie” social medial which could be organic or a contest. The geo filters were brought up for discussion. It could be paid for by event. Discussion only; no action taken.

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

Adjournment: Meeting adjourned at 8:04 pm, per motion made by Sarah and seconded by Jeremy. All were in favor of adjourning for the evening.

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 20th day of March, 2018.

Board Chair, Evan Matteson:  _____

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, February 20, 2018
6:30 PM.

1. **Call to Order:** Evan Matteson, Chairman, called the meeting to order at 6:55 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Jeremy Standifer

Absent: Terry Gregory, Becky Airhart, Daniel Nichols

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

Appointment with Tammy Sharp, President of the Downtown Rockwall Association, to hear an update on association plans/upcoming events: There was no update on plans/upcoming events. Tammy participated via phone to discuss sign ordinance (discussed on Discussion/Action Items below).

3. **Discussion/Action Items:**

- i. **Approval of the January 31, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** January meeting minutes were not available, and will be brought forward as an action item for the March meeting.
- ii. **Review and discuss the current sign ordinance for the DT District:** Tammy Sharp, President of the Downtown Association, attended via phone. The group agreed that both MSAB and Downtown Association cares about maintaining the appearance, façade, and the overall “look” downtown. Tammy mentioned that in the past, businesses were fewer, but with growth signage appears to be changing. An example of LED lighting was mentioned.

Tammy met with Rick Crowley, City Manager, to discuss concerns with him. She talked about the opportunity for the Downtown Association to partner with the Main Street Advisory Board to present to him potential changes to the DT district sign ordinance, with an end goal to present to City Council. It was discussed that we could research on what other downtown districts do. Bethany mentioned that other MS districts are very specific on materials, and gave an example of “blinking lights” versus metal signs. Bethany emphasized “enhancing the district and protecting the investment”. Bethany will review all of the boundaries of the “downtown district”.

Tammy asked about next steps. Bethany will send the sign ordinance, changes the MSAB board recently made to the Façade Grants program, as well as examples from other districts. It was also mentioned about Granbury having verbiage on seasons (limiting lights during specified seasons). Bethany will put together an email tomorrow and start the dialog. It was mentioned that lighting is a “hot topic” and mentioned the LED lights in the windows of several downtown businesses. Bethany also gave an example that with preservation, almost all would recommend gooseneck lighting coming down versus up. It was also stressed that we cannot regulate the logo, but can regulate the materials. It was also stressed that using lights as signage was different than seasonal decor. The group agreed that generally we did not want a strip center look with flashing signs or flashing lights in the window. It was suggested that the three

examples be: 1. Really strict (such as Granbury), 2. One that we really like and identify with, and 3. Ours. Mutual consensus is to draw peoples' attention "tastefully". The current ordinance was included, and it was agreed, that it was very vague and outdated. Discussion only, no action taken.

- iii. **Update from the Main Street Manager regarding the installation of an outdoor speaker system in the downtown area:** Bethany provided an update from Street Sounds that the peak draw is .580 amps and the average draw is .083 amps. The max is .83 amps if more speakers are added. The vendor will send us a demo system to test the poles as some of them were downgraded. Discussion only; no action taken.
- iv. **Discuss and take possible action to appoint a subcommittee to recommend nominations for the Texas Downtown Association President's Awards in July 2018.** Bethany led the discussion and idea of appointing a subcommittee to recommend nominations. Public restrooms and music was suggested as potential nominations. Jeremy, Sarah and Daniel were recommended as the Subcommittee Members; Evan made a motion to approve the Subcommittee Members, and Jeremy Seconded. All were in favor unanimously; motion carried.
- v. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Adjournment: Meeting adjourned at 7:48 pm, per motion made by Sarah and seconded by Evan. All were in favor of adjourning for the evening.

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 20th day of March, 2018.

Board Chair, Evan Matteson:  _____

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, March 20, 2018
6:30 PM.

1. **Call to Order:** Evan Matteson, Chairman, called the meeting to order at 6:39 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Terry Gregory, Daniel Nichols

Absent: Jeremy Standifer

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

Appointment with Tamara Desierto, Owner of M.R. Apparel, located at 112 N. San Jacinto Street, to discuss a façade reimbursement grant and take necessary action: The board reviewed the invoice and pictures Tamara presented and discussed the request. She selected Mulberry as original choice for exterior and in discussions with the City Planning Team, selected an alternate color. Terry Gregory made a motion to approve the \$1,000.00 façade grant reimbursement upon completion and subject to approval of color by the City Planning Department. Daniel seconded the motion, which was approved unanimously, 5-0.

3. **Discussion/Action Items:**

- i. **Approval of the January 31, 2018, and February 20, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to approve both January and February minutes as read, seconded by Evan Matteson. Motion carried 5-0.

- ii. **Receive an update from the sign ordinance sub-committee and hold a board discussion regarding their conclusions and possible recommendations, presented by Daniel Nichols:** Daniel began the conversation by mentioning that other downtown districts are very specific, unlike the current very general ordinance. He recommends that we propose a Downtown District Sign Ordinance. He recommended that the main (or base) colors be earth tones and neon or non-earth tones be an accent. He mentioned that other districts have specific guidelines related to lighting. Evan suggested that we define that we want to stay away from “strip center” and have Main Street Guidelines that lighting have a “warm tone”; recommend the goose neck lighting that illuminates down versus spotlighting upwards. It was suggested that “acceptable lumens/wattage” might help prevent rope lights or anything too bright. No “flashing” lights, marquis lighting or plastic box signs were examples of what we do not want. It was also suggested that we have a clause for Seasonal Decor/Lighting with start/end dates. The question was also asked if lighting should be kept on during designated times. He also mentioned that animation should be considered, not just LED screen but revolving signage. A general statement was made that “store fronts are part of signage”. We also discussed whether we would limit to historic downtown area and expand as needed. We discussed the monument signs down Goliad, and if there was already an ordinance pertaining to that area. It was also recommended that we leverage the verbiage similar to McKinney code which states that “exceptions will be considered on a case by case basis”. After much discussion, Evan clarified

the goal of having our recommendation by May at the latest (with MSAB consensus) so that we can present to the Downtown Shops for a combined discussion and present to City Council soon after. Discussion only; no action taken.


- iii. **Discuss and take possible action to appoint a member(s) of the Downtown Rockwall Association to serve in conjunction with the MSAB subcommittee to recommend nominations for the Texas Downtown Association President's Awards in July 2018.** Bethany mentioned that the applications will be out some time in May. Tammy Sharp, Downtown Rockwall Association President said she would like to nominate herself for this subcommittee. Sarah made a motion to appoint Tammy to the subcommittee representing the Downtown Rockwall Association; Evan seconded the motion, which carried unanimously.
- iv. **Discuss agenda items for presentation at the upcoming Downtown Rockwall Association meeting as well as delegation of a board representative to present the information, requested by Bethany Browning:** Tammy mentioned that the next meeting was April 4th at 8:30am, at the Independent Bank Conference Room. She asked for a bullet point overview of what we are working on, our Mission Statement/Purpose, accomplishments. Evan said he could potentially attend/present, but he may have a conflict. Sarah said she could potentially present if he was unable. Discussion only.
- v. **Miscellaneous Items:**
 - i. **MSAB Board Applicants:** City Council Member, Dana Macalik, presented several applications for MSAB. The Board recently learned of the resignation of Becky Airhart. The group reviewed resumes and prioritized applicants. Discussion only; no action taken.
 - ii. **Street Crossing:** Daniel mentioned that he would like to add as an agenda item for future meeting the street crossing by Cafe 29 and Pier 101.
- vi. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Adjournment: Meeting adjourned at 8:09 pm, per motion made by Daniel and seconded by Sarah. All were in favor of adjourning for the evening.

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

17th day of April, 2018.

Board Chair, Evan Matteson: 



City of Rockwall
The New Horizon

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, April 17, 2018
6:30 PM.

1. **Call to Order:** Evan Matteson, Chairman, called the meeting to order at 6:30 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Terry Gregory, Daniel Nichols, Jeremy Standifer, Priscylla Bento

Absent: Sarah Freed

Staff: Bethany Browning, Main Street Manager

Councilmember: Dana Macalik

2. **Appointment:**

Appointment with Janice Reyes, Owner of Alante Salon, located at 301 N. San Jacinto Street, to discuss a façade reimbursement grant and take necessary action: The board reviewed the invoice and supporting documentation Janice presented and discussed the request. She selected a gray tone for the exterior and white for the trim. There was some discussion regarding the hand-rail and deck area color, but the group agreed the color scheme was an improvement and complimented existing neighboring businesses. Daniel Nichols made a motion to approve the \$1,000.00 façade grant reimbursement (subject to submittal of approval letter from property owner). Evan Matteson seconded the motion, which was approved unanimously, 6-0.

3. **Discussion/Action Items:**

- i. **Approval of the March 20, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel N. made a motion to approve the March 20, 2018 minutes as read, the motion was seconded by Claudette H. Motion carried 6-0.
- ii. **Receive an update from the sign ordinance sub-committee and hold a board discussion regarding their conclusions and possible recommendations, presented by Daniel Nichols:** Daniel provided board members an overview and asked for feedback. Staff shared that PD50 already has sign guidelines in keeping with the board's recommendations. Priscylla asked if the sign grant program could be a future inclusion in the façade reimbursement grant application. Daniel suggested limiting lumens to 2,000-3,000k. Regarding "Open" signs, the board requested limiting businesses to one per storefront, no blinking, chasing or motion. Bethany Browning stated she would put together a draft for the board's review at the May meeting.
- iii. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Adjournment: Meeting adjourned at 7:45 pm, per motion made by Priscylla Bento and seconded by Daniel N. All were in favor of adjourning for the evening, 6-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 15th day of

May, 2018.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, May 15, 2018
6:30 PM.

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

Board Members Present: Evan Matteson, Sarah Freed, Daniel Nichols, Priscylla Bento, and Jeremy Standifer

Absent: Claudette Hatfield, Terry Gregory

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

- i. **Appointment with Kevin Lefere, Owner of Zanata, located at 102 E. Rusk, to discuss a façade reimbursement grant and take necessary action:** The board reviewed the proposal and grant request. Daniel Nichols made a motion to approve the \$1,000 reimbursement as requested. Jeremy Standifer seconded the motion. All were in favor 4-0 with Sarah Freed abstaining from the vote; motion carried.

3. **Discussion/Action Items:**

- i. **Review and take action on the approval of the April 17, 2018 MSAB Meeting Minutes, submitted by Bethany Browning, Main Street Manager.** Daniel Nichols made a motion to approve the minutes as written, Evan Matteson seconded. All were in favor of approving the minutes as written; motion passed 5 -0.
- ii. **Review and discuss the sign ordinance sub-committee’s recommendations and take any necessary action, presented by Daniel Nichols:** The board reviewed the sign ordinance recommendations. Christmas lights are not necessarily signs and would not be covered here, as well as rope lights. The board agreed certain types of window lighting should be prohibited. The group agreed that we would tackle lighting at a later date. Evan M. made a motion to endorse the sign ordinance recommendation and move forward with presenting to Downtown Association, City Council, etc. Daniel N. seconded the motion. All voted in favor unanimously. The recommendation will be sent out (updated to the proper wording, and will be sent out for review/adjustment. The next DRA meeting is the 1st week in June. The next step on lighting will be to discuss and provide feedback on lights. The group reviewed a map of Downtown in order to review and assess the sign ordinance boundaries. Bethany agreed to draw up the boundaries as discussed, and send it out electronically for feedback.
- iii. **Review the MSAB work plan and hold a board discussion regarding objectives and next steps for implementation, presented by Evan Matteson:** The group reviewed the work plan. Following, is a summary of that discussion:
 - i. **Piped Music:** Work in Progress.
 - ii. **Increase Presence of Cultural Arts in the Downtown District:** Work in Progress; evolving “organically’.
 - iii. **Support existing events and support new event development in the Downtown District:** Ongoing; “volunteerism”, support.
 - iv. **Walkability/Pedestrian Safety:** 205 and Kaufman – the business owner asked Bethany about it. It was suggested we can make a request thru TXDOT to do a study/consider, as they would have to approve. The area by Pier 101/Londoner would be a beneficial as well for a defined path for pedestrians.

- v. **Parking Management** – No discussion.
- vi. **Façade Grant** – Priscylla asked if we could include signs; and recommended a future agenda item to discuss.

iv. **Miscellaneous Items:**

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

Adjournment: Meeting adjourned at 8:16 pm, per motion made by Evan M. and seconded by Jeremy S. All were in favor of adjourning for the evening.

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

19th day of June, 2018.

Main Street Advisory Board Member:



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, June 19, 2018
6:30 PM.

1. **Call to Order:** Daniel Nichols called the meeting to order at 6:32 pm.

Board Members Present: Jeremy Standifer, Claudette Hatfield and Terry Gregory

Absent: Priscylla Bento, Evan Matteson and Sarah Freed

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

- i. **Appointment with Kenneth and Heather Cullins, owners property located at 304 N. San Jacinto, to discuss a façade reimbursement grant and take necessary action:** The board reviewed the proposal and grant request. The Cullins' presented photos of the property, as well as renderings once work is completed. They asked for a grant reimbursement for the following: repair and replace rotted wood, new roof and paint. The total project cost is \$6,000.00. Claudette made a motion to approve the \$1,000.00 reimbursement as requested. Terry seconded the motion. All were in favor 4-0; motion carried.

3. **Discussion/Action Items:**

- i. **Review and take action on the approval of the May 15, 2018 MSAB Meeting Minutes.** Jeremy made a motion to approve the minutes as written, Daniel seconded. All were in favor of approving the minutes as written; motion passed 4 -0.
- ii. **Hear an update on the sign ordinance, discuss and take any necessary action.** The board reviewed the sign ordinance recommendations. Staff explained she had met with administration regarding the proposed changes and they provided the following direction: obtain an inventory of the existing signs to determine the percentage of those in compliance with proposed changes, determine next steps for property owner engagement. Staff also explained the process may take some time to complete as the inventory of over 100 parcels has to be completed between other tasks. The board will follow up at their August meeting.
- iii. **Hear an update regarding the status of the Downtown Rockwall Association and an update on their event calendar for the remainder of 2018.** Staff reported that the association was undergoing leadership changes and the group planned to nominate and elect new members at their July meeting. The following events were proposed for the remainder of 2018:
 - Sidewalk Sale – August 11
 - Late Night Shopping – September 14
 - Beer Stroll – October 6
 - F2F – October 14
 - Scare on the Square – October 27
 - Holiday Open House – November 9
 - Shop Small Saturday – November 24
 - Hometown Christmas – December 1
 - Home Tour – December 7,8

- iv. **Discuss and take necessary action on submissions for the Texas Downtown Association President's Awards.** Daniel discussed the board's recommendations: Ted Cain's Corner Park in Public Improvement category and Farmers Market in the Economic Game Changer category. Staff will begin compiling supporting documentation and submit to the Texas Downtown Association by the July 27th deadline. Awards are announced at the annual conference in November.

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

Adjournment: Meeting adjourned at 7:45 p.m., per motion made by Claudette and seconded by Jeremy. All were in favor of adjourning for the evening.

Minutes prepared by Bethany Browning, Main Street Advisory Board Staff Liaison.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 21st day of August 2018.

Main Street Advisory Board Member: _____



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, August 21, 2018
6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:39 pm.

Board Members Present: Jeremy Standifer, Claudette Hatfield, Daniel Nichols, Priscylla Bento, Sarah Freed, Evan Matteson

Absent: Terry Gregory

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

- i. **Appointment with Kevin Lefere, owner of property located at 102 S. Goliad, to discuss a façade reimbursement grant and take necessary action:** The item was not discussed due to the application not being submitted. MS Mgr. reminded the board there is a \$1,000.00 balance for façade grants and fiscal year ends on 9/30.

3. **Discussion/Action Items:**

- i. **Review and take action on the approval of the June 19, 2018 MSAB Meeting Minutes:** Jeremy made a motion to approve the minutes as written, Daniel seconded. All were in favor of approving the minutes as written; motion passed 6-0.
- ii. **Hear an update on the downtown district sign ordinance and take any necessary action:** Daniel updated the board, explaining the downtown shops are in a holding pattern due to leadership changes. Bethany mentioned that based on the board's proposed changes, about 20% of the businesses would not be in compliance. The board reviewed pictures of examples that would not be in compliance. Some board members expressed concerns about neon signs due to potential number of downtown district breweries and alcohol based retailers. The group reviewed the sign ordinance recommendations. Bethany mentioned that she will be asked to send advanced notification to affected businesses in the downtown district. Priscylla motioned to approve moving forward with the MSAB sign ordinance recommendation, Daniel seconded. All were in favor, motioned carried 6-0.
- iii. **Hear an update regarding the addition of crosswalks in the downtown district and make a recommendation as necessary:** It was discussed that TXDOT would be asked to conduct a study near The Londoner. Bethany mentioned that Washington/66 may be difficult to address with crosswalks due to associated cost. Priscylla asked if a walkability study has been done. Bethany confirmed a study has not been done since the improvements were completed in 2016. Discussion only, no action taken.
- iv. **Discuss the Main Street Advisory Board's role and responsibilities related to other agencies and associations, i.e. Texas Main Street, National Main Street and more specifically, the Downtown Rockwall Association:** Daniel mentioned there were several groups interested in the downtown district and with the introduction of alcohol sales and multiple applications, this could change the dynamic. He asked what MSAB should focus on. It was mentioned that advertising downtown is a grey area. Jeremy mentioned that there is confusion about

events & who is doing what. Downtown Rockwall Association is focused on increasing sales downtown. Daniel mentioned that the community thinks the City is hosting events. Priscylla mentioned that our initiatives should be tied to our goals, and we should focus on quality versus quantity. Evan asked if we were talking about defining what Downtown Rockwall Association is backing and what MSAB is supporting. It was suggested that we seek to define the grey areas. Claudette mentioned that some of the best ideas are tied to individuals, in their heads so to speak. Listed below are some of the grey areas that were highlighted in the discussion:

- i. Volunteerism
- ii. Events, and what does it mean to support events
- iii. Advertising the downtown district
- iv. Planning-Advisory Board can make recommendations. A question was asked about the cost of a walkability study. Priscylla mentioned that she can get a ballpark cost from the Institution of Urban Studies, which would be at a lower cost, as it is done by students. The Historic Society most recent survey was paid for ½ by a grant, the remainder by budget.
- v. Downtown Rockwall Association - Evan suggested they define and document what they support. It was also suggested that the board officially have a member attend their monthly meetings to stay informed. Discussion only; will be added as a future agenda item.

- 4. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
- 5. **Adjournment:** Meeting adjourned at 7:59 p.m., per motion made by Jeremy and seconded by Sarah. All were in favor of adjourning for the evening.
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 September 2018.

Main Street Advisory Board Chair:



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, October 16, 2018
6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:41 pm.

Board Members Present: Daniel Nichols, Sarah Freed, Evan Matteson, Terry Gregory, Claudette Hatfield, Jeremy Standifer

Absent: Priscylla Bento

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

- i. **Review and take action on the approval of the September 18, 2018, MSAB Meeting Minutes:** Daniel made a motion to accept the minutes as written; Evan seconded. All were in favor of minutes being approved as written, motion passed 6-0.
- ii. **Continue discussion related to cornerstone events, what it takes to produce them, areas for improvement and retention:** Daniel kicked off the discussion by referring to Bethany's memo regarding cornerstone events dated October 16, 2018. Daniel asked if we could add attendance to the finance slide we reviewed at a prior meeting. The group began discussing Farmers' Market. Claudette highlighted that Farmers' Market has contributed \$20k in the last two years to charitable organizations, such as Women in Need, CAC and Silent Partners. It was mentioned that this should be advertised. Daniel suggested the City Council do a Proclamation for Farmers Market. Bethany did mention that Facebook posts were made the day of the check presentation and that it also made local newspapers. Terry mentioned that groups like Rockwallians are on Facebook as a "group", versus Main Street as a Facebook "page", which is a huge difference. We can boost ads like we do for San Jacinto Plaza. Terry mentioned that he owns the broadcasting company that does Rockwall football, and that we could do a PSA ad, starting with "Scare on the Square"—on Friday, just need about 30 seconds of ad copy. Jeremy asked if Claudette had thought about splitting up Farmers' Market, in the spring, then break, and start again in the fall. She mentioned that the volunteers like to do the Farmers' Market "season" then take a break. Evan asked if the SME's can document their thoughts on the events and then have the group review. Bethany suggested we start with two events and flush out next meeting. It was decided we would start with San Jacinto Plaza and Farmers' Market. We can read/comment via email. Bethany will send out a template for us to fill in for Scare on the Square. Sarah asked if we wanted to take action on the PSAs for Scare on the Square and Terry said he can turn it around in 24 hours. Discussion only; no action taken.
- iii. **Discuss walkability study information from UTA and make necessary recommendations:** The group began the discussion by reviewing the quote. It was mentioned that the quote of \$18k seemed like a lot. It was asked if we should try to delay the speakers/music in the Downtown District. Claudette mentioned she was torn because safety is so important for the district to be considered a destination. A few other members agreed. Evan asked if UTA can send a completed example. The suggestion was made by Evan to park this discussion so that we can get a sample of a completed study to review. Discussion only; no action taken.

3. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. The group also discussed meeting dates for November and December. We agreed on November 13th, and have a tentative date of December 11th.
4. **Adjournment:** Meeting adjourned at 7:47 p.m., per motion made by Sarah and seconded by Claudette. All were in favor of adjourning for the evening.

Minutes prepared by Sarah Freed, Main Street Advisory Board Staff Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 13th day of November 2018.

Main Street Advisory Board Member: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, September 18, 2018
6:30 PM.

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

Board Members Present: Daniel Nichols, Priscylla Bento, Sarah Freed, Evan Matteson
Absent: Terry Gregory, Claudette Hatfield, Jeremy Standifer
Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

- i. **Review and take action on the approval of the August 21, 2018, MSAB Meeting Minutes:** Daniel made a motion to accept the minutes, Priscylla seconded. All were in favor of minutes being approved as written. Motion passed 4-0.
- ii. **Discuss the Main Street Advisory Board's roles and responsibilities related to events, advertising and volunteering, and take any necessary action:** Daniel led the discussion, which was targeted at 3 main pillars: 1. Events, 2. Advertising and 3. Volunteer Hours. The board referenced Bethany's memo dated September 18, 2018.

- i. The group first reviewed the current list of downtown events. It was noted that MSAB desired to focus on those events that build on the district being a "cornerstone of the community". Upon reviewing the list of events, the group considered the following events as potential focus/support for MSAB (in no particular order):
1. Cinco de Mayo - Supports the board's desire to increase cultural arts in the district, Priscylla volunteered to help with this event.
 2. Farmers' Market – We need to ensure we are playing a supportive role in this event and knowledgeable in order to sustain the event for years to come.
 3. SJP Music Series – Potential improvements?
 4. Scare on the Square
 5. Hometown Christmas

Although other items were viewed as important by the board, many were promotional driven, focused on revenue to the Downtown District Shops, which seemed to be a better fit for Downtown Rockwall Association to coordinate and manage.

- ii. The group then began discussion on volunteer hours. The group agreed that there was benefit in knowledge transfer and perhaps putting together an events "book" so that details can be passed along as board members retire, etc. The group agreed that we wanted to focus on a few areas, and that "quality" is better than "quantity". It was suggested that each MSAB member volunteer for events minimally 3 hours per year, and that minimum number could be assessed annually.
- iii. Due to time, it was suggested that the group discuss HOTS funds/Advertising at the next meeting. Discussion only; no action taken.

3. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
4. **Miscellaneous Updates:**
- i. **Crosswalks/Walkability Study** – Bethany mentioned the UTA contact called Bethany last week. Bethany talked with City Engineers who will reach out to TxDot.
 - ii. **Sign Ordinance** – Bethany provided the City Mgr. a write-up, which she would like to submit for feedback.
 - iii. **Bethany submitted Cain's Corner for "Best Public Improvement", and that we are a finalist.**
 - iv. **Sound System** – It was put into the City budget, but was not funded this year. Bethany will try to get additional feedback.
5. **Adjournment:** Meeting adjourned at 8:01 p.m., per motion made by Evan and seconded by Priscylla. All were in favor of adjourning for the evening.
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 16th day of October 2018.

Main Street Advisory Board Member: _____

