



Rockwall Main Street Advisory Board Special Meeting Minutes
City Hall Council Chamber – 385 S. Goliad
Tuesday, May 19, 2020
6:30 P.M.

1. **Call to Order:** Jeremy Standifer called the meeting to order at 6:37 P.M.

Board Members Present: Jeremy Standifer, Geoffrey Lyons, Craig Stoddart, Eva Cannon, and Stacy Fuqua

Absent: Jenni Hoffman, Stuart Smith

Staff: Bethany Browning, Main Street Manager

2. **Open Forum:** Mr. Standifer opened the floor for public comment. Seeing there was none, the forum was closed at 6:39 P.M.

3. **Discussion/Action Items:**

i. **Review and approve the February 18, 2020 meeting minutes:**

Craig Stoddart made a motion to approve the minutes as presented, Eva Cannon seconded the motion. All were in favor with the motion passing 5-0.

ii. **Discuss past work plans and start the process for identifying Transformation Strategies for the Rockwall Main Street Program.**

Jeremy kicked off the discussion item by reviewing some of the past work plan information and recapping the board training that took place in February. He also spoke about Covid-19 and its far-reaching effects on downtown commerce moving forward and how that might influence future goal setting by the board. The board also discussed e-commerce trends, the importance of brick and mortar and getting people back downtown. The group touched on upcoming events and reaching new audiences. Jeremy talked about the negative effects of the pandemic on business owners but also touched on the fact that it forced business owners, including himself, to think differently and to adapt to change, which he felt was beneficial in many ways. The entire board recognized how difficult this time has been and will continue to be for business owners but felt strongly they wanted to support them as much as possible moving forward. There was a short discussion regarding how many great things were in the works for downtown, including possible residential development and the brewery that is currently under construction. All of the discussion pointed back to increasing sales tax revenue and foot traffic downtown. Jeremy asked board members to continue thinking on this subject and prepare to begin outlining a strategy at the June meeting.

4. **Adjournment:** Eva made a motion to adjourn the meeting at 7:45 P.M., Craig seconded, motion passed 5-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, Texas, this 23rd day of June 2020.

Main Street Advisory Board Chairman: _____