

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, April 18, 2017, 6:30 PM.**

1. **Call to Order**—Evan Matteson called the meeting to order at 6:44 pm.

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

Absent: Jeremy Standifer, Becky Airheart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the March 29, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Daniel Nichols seconded the motion. All in favor of approving the minutes as recorded with no changes, motion passed 4-0.

- ii. **Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson:** Evan began the discussion by recapping the brainstorming session from last month's meeting. The board also reviewed the previous mission and vision statements, as well as the revised vision statement adopted in 2017. Evan explained that the mission statement should be action-oriented. The group discussed safety and accessibility and the growing downtown district. After much discussion, the group came up with the following mission statement:

*"The Main Street Advisory Board implements strategies that focus on accessibility within the growing boundaries of the downtown district, while supporting a thriving residential and commercial blend".*

Sarah Freed made a motion to approve the above mission statement, and Claudette Hatfield seconded the motion. All were in favor, and the new vision statement was approved 4-0.

- iii. **Update on downtown sound system recommendation and take any necessary action, presented by Evan Matteson and Jeremy Standifer:** Jeremy phoned into the meeting to provide an update on research he had done pertaining to the downtown sound system, as he was unable to attend in person. Jeremy said that he never heard back from the original place he had contacted for a quote. He was referred to *Star Power* by a friend, and found out that they have a commercial division. Jeremy walked the square with them, and asked for a few quotes. One quote would address the immediate area, and one for expansion. A wireless system was recommended, as well as a public wi-fi. *Star Power* will give provide a quote with and without wi-fi. It was asked what the potential security issues might be. We should receive a quote back from *Star Power* later this week. Evan suggested we review the quotes via email and put this on next month's agenda so that we can make a recommendation and implementation timeline. Bethany mentioned that she can use List Serve to ask other folks that do this how they did it, and/or what issues that they had to overcome.

- iv. Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair: Evan recommended we postpone this agenda item for the next meeting.

**Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. Bethany also highlighted the Texas Downtown Association President's Awards and provided us a FAQ document to review for discussion at the next meeting.

**3. Adjournment:**

Meeting adjourned at 8:16 pm, per motion made by Evan Matteson, and seconded by Sarah Freed. 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 16<sup>th</sup> day of May, 2017.**

**Board Chair, Evan Matteson:** \_\_\_\_\_

