

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, May 16, 2017, 6:30 PM.

1. **Call to Order/Welcome** – Evan Matteson called the meeting to order at 6:34 pm. The Team welcomed new member, Terry Gregory.

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

Absent: NA

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- **Approval of the April 18, 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 were in favor of the minutes as recorded with no changes, passed 7-0.
- **Review and take action on the MSAB mission and vision statements, presented by Evan Matteson, Board Chair:** Evan began the discussion by referring to the Mission and Vision Statements memo dated May 16, 2017, which included both the revised versions (of both) that the MSAB members have been working on over the past few months, as well as the current ones for reference. Daniel Nichols made a motion to accept both new Mission/Vision statements as written in the May 16th memo; Jeremy Standifer seconded the motion. All in favor 7-0; motion carried.
- **Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair:** Evan reviewed the prior year (2016/17) work plan as described in the March 16, 2017 “Initiatives” memo. Below, is a summary of the items discussed (no action taken):
 - ♦ **Lights outlining downtown building facades:** This would be difficult to manage due to maintenance/power and logistics challenges. There is also the question of what, if any ROI there would be in taking this on? Evan suggested that we bring this up again in Sept/Oct related to the Christmas season as it requires deeper conversations with the Downtown Shops. It was also suggested that any effort be a city effort. Bethany mentioned the project that was done in Paris—the city installed the lighting and paid for the power.
 - ♦ **Outdoor Sound System:** We received a quote for \$63k which does not include public wifi. It can tie in with the EMS system (which is a safety component). We reviewed the provided map. We would start with a phased approach, Phase I being the immediate square. The expense is primarily the upfront install cost. It was also asked if the musicians can plug into system, and the group agreed that they most likely could. It was clarified that the request would have to be budgeted. It was also mentioned that the “difficulty” is deciding on the music format, announcements. Bethany will reach out to some of her peers that have done similar projects. Terry mentioned the vendor, Street Sounds.

- ♦ **Dog Friendly Park:** The group discussed both San Jacinto and Cain's Corner Park and agreed this initiative was met for the most part.
- ♦ **Events:** We cannot really do anymore. It would be on the Downtown Shops. The need for the shops to have extended hours was mentioned.
- ♦ **Parking:** No one knows what is public, and what is not, could provide some additional public education.
- ♦ **Art/Sculpture:** Already in Progress.
- ♦ **Hotel:** Not an initiative the MSAB would take on but would support.
- ♦ **Directional Signs:** We have a billboard on I30. Anything additional is most likely not going to happen.
- ♦ **Water Feature:** Potentially an Art Project.
- ♦ **Other Miscellaneous items:**
 - Need more nightlife
 - Parking education
 - More live music
 - Vintage Shop
 - Record or bike shop

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

4. **Adjournment:**

Meeting adjourned at 7:59 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 18th day of July, 2017.

Board Chair, Evan Matteson:

