



Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, October 18, 2022 - 5:00 P.M.

Board members present: Jeremy Standifer, Gary Cannavo, Stacy Fuqua, Jenni Hoffman, Hailee Handy, Geoffrey Lyons

Absent: - Eva Cannon

Staff present: Bethany Browning, Main Street Manager

Guests: Councilmember Mark Moeller

1. CALL THE MEETING TO ORDER

Jeremy called the meeting to order at 5:02PM.

2. OPEN FORUM

Open forum was closed at 5:02PM, as there were no visitors.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the September 20, 2022 meeting minutes: Jeremy S. made a motion to approve the September minutes, Geoffrey L. seconded, the motion passed 6-0.

B. Review and act on a façade grant request for property located at 106 S. Goliad, leased by Rockwall Drug & General Store: Jeremy explained the grant program to those new to the board. There was a short discussion regarding the awning fabric and costs. Jeremy S. made a motion to approve the façade request in the amount of \$740.43, which is 50% of the requested total of \$1,480.86. Hailee A. seconded the motion, passing 6-0, all in favor.

C. Follow up on transformation strategy objectives, taking any necessary action (Jeremy Standifer):

Jeremy provided an update on the parking objective and what was discussed at the September meeting. Here are the highlights from tonight's board meeting:

- Current usage around 70% based on study counts by board members
- Parking lot behind The Center consistently underutilized
- Board focused on education and signage
- Geoffrey reported parking spaces should be closer to 1500 versus the 600 available – based on retail/restaurant/office square footage calculations
- Gary mentioned good way-finding signage would be helpful
- Better signage for public restrooms was also requested
- Councilman Moeller mentioned the warehouse located on S. San Jacinto and the location being suitable for a parking structure at some point in the future
- Board members asked if there was temporary event parking signage that could be placed in area public lots for special events such as Scare on the Square and Hometown Christmas
- Gary asked about adequate lighting in lots, most members stated they felt lighting was adequate and many visitors exit the square between 9 and 10PM
- Board members asked if parking lots were labeled on Google maps

D. Main Street Manager's Report:

Main Street District Activity:
Community Barbecue Open

Texas Main Street/Rockwall Main Street

Texas Downtown Association Conference – San Marcos – Nov 1-4

President's Awards Announcements – Siren Rock is a finalist in the New Construction category. The other finalist is Waxahachie Railyard. We'll be releasing information next week and I'm asking you to share on your social media as well.

*A discussion was held by board members regarding attendance. Gary and Jeremy asked the manager to report about absenteeism and bring the report back to the group. While they realize it's a volunteer board position, they stated it's an issue when the group can't make a quorum and votes can't be counted. Jeremy S. made a motion to approve and Gary C. seconded. All were in favor with the motion passing 6-0.

Project Status Report/Follow Ups:

Looking at the cost and effectiveness of a compactor versus dumpsters for the City's shared units.
Kiosks and brochures ordered.

2022 Upcoming Events:

Shop Small Saturday – November 26

Hometown Christmas – December 3

Holiday Home Tour – December 9-10

4. ADJOURN

Meeting was adjourned at 6:30PM. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS
15th DAY OF NOVEMBER 2022.**

MAIN STREET ADVISORY BOARD CHAIRMAN: JEREMY STANDIFER