



# MINUTES | MAIN STREET ADVISORY BOARD

Development Services Conf. Room—Floor 1 | 385 S. Goliad | Tuesday, January 21, 2025 | 5:00–6:30 P.M.

Board members present: G. English, H. Alberti, S. Fuqua, J. Standifer, C. Fogg,

Not present: R. Menasche, G. Lyons

Staff: Bethany Browning, Main Street Manager

## 1. CALL MEETING TO ORDER

Meeting called to order at 5:12 P.M.

## 2. OPEN FORUM

There were no guests or individuals present to speak during open forum, therefore the forum was closed at 5:12 P.M.

## 3. DISCUSSION/ACTION ITEMS

A. Review and act on the December 21, 2024 meeting minutes, Chairman English. C. Fogg made a motion to approve the minutes with no changes and J. Standifer seconded the motion. There was no further discussion. The minutes passed unanimously 5-0.

B. Discuss and adopt objectives related to the Transformation Strategy (Enhance the Visitors' Experience within the Growing Downtown District) and discuss and amend committee chairs to lead each committee, Chairman English. discuss and act on the 2025-2026 Transformation Strategy, Chairman English.

- 3 goals were stated, digital kiosk, signature event research and proposal, culture and art initiatives
- Members were asked to review the goals document and provide feedback by email to the manager next week, i.e. committee chairs responsible, timeline and tasks
- Board can act on this item next meeting

C. Review of Texas Main Street Program Quarter 4 report/Annual Accreditation report and answer any related questions, MS Manager Browning.

- Q4 Reporting
- 141 Businesses in the MS District – 62 Businesses in the 9-block core area
- 0 Net Business Gain in the District (Bedford/Coastal Closed – Belle Vie/K & Co. opened)
- 272 Volunteer Hours Logged
- Annual Accreditation
- Areas for improvement: Communication/reporting to Council; Historic Preservation

D. Review the 2024 and 2025 calendar of events held in the downtown district by City, County and other organizations, MS Manager Browning. 5 minutes

- Spring Fling: March
- Farmers Market: May through September
- San Jacinto Music Series: May through September
- Wine Stroll (part of Founders Day): May
- Christmas in July (Chamber): July
- Event in San Jacinto Plaza for DT Business Association Service Providers: September
- Pedal Car Race (part of Rib Rub Run & Roll): October
- Scare on the Square: October
- Sheriff's Posse Round Up (County): November
- Holiday Open House: November
- Pink Friday/Shop Small Saturday: November
- Hometown Christmas: December
- Holiday Home Tour: December

E. Discuss and act on a downtown walking tour date and time, Chairman English. The board did not act on this item and asked that members look at their availability on March 11 and March 18.

**4. ADJOURN**

J. Standifer made a motion to adopt the transformation strategy presented and C. Fogg seconded the motion. Meeting was adjourned at 6:30 P.M. Minutes prepared by Bethany Browning, MS Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, FEBRUARY 8, 2025. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.