

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Tuesday, May 17, 2016 – 6:30PM.**  
**Council Chambers Conference Room – City Hall**

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:38 pm. He welcomed guests Barb Coleson, DeeDee Roe, and Danny and Lisa Coburn.

Board Members Present: Evan Matteson, Sarah Freed, Jeremy Standifer, and Tim Sharp

Absent: Claudette Hatfield, Kevin McCormick, Gene Stroman

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the April 26, 2016, MSAB meeting minutes:** Jeremy Standifer made a motion to approve the minutes as written and Tim Sharp seconded. All in favor, 4-0; motion carried.
- ii. **Discussion and approval of a façade grant submitted by Danny Coburn of HomeGirl Rockwall, located at 106 North San Jacinto Street, presented by Danny Coburn:** Danny & Lisa Coburn presented their façade grant request, which is essentially to paint the exterior a burlap color, paint the awning black and white, install new double door (with light dividers) and paint the existing window trim white. In addition, they want to add electric outlet under the awning for decorative lights and add 2 gooseneck lights above their sign. The approximate cost of the described work is \$1950 consisting of, electrician subcontract work, lights, double door, and paint. The reimbursement request is \$1,000.00. Danny asked about the city codes/rules etc. Bethany explained they can be found online, or they can contact Bethany directly. They are targeting an opening of mid-June. After the MSAB reviewed the grant request, Sarah Freed made a motion to approve up to 50% reimbursement not to exceed \$1,000. Final vote to approve the final amount to be reimbursed will be conducted via email vote of the MSAB board to expedite reimbursement. Upon completion of the work, Danny & Lisa will email the final cost information to Bethany. Tim Sharp mentioned the Downtown Merchant Meeting that is held the first Wednesday of each month at Northstar Bank at 8:30am and invited them to attend.
- iii. **Discussion with Rockwall Old Town Shoppes, Friends of Downtown Rockwall and Main Street Board regarding events and volunteer roles, presented by Bethany Browning:** Bethany kicked off the discussion by sharing highlights of history of event planning downtown. She also highlighted discontinued or relocated downtown events, such as Scare on the Square, Aspasiens, and Founder's Day Festival. Bethany has talked with Aspasiens regarding returning to Downtown venue, but they are not currently interested. Barb mentioned the Special Events Committee, with Claudette Hatfield as current Chair. Barb said it was a good idea to keep the committee as an arm of the MSAB. It was further discussed to potentially have a combined meeting quarterly or when needed to discuss downtown events, volunteer needs etc. Jeremy asked about the potential of making Celebrate Rockwall an annual event, and Bethany suggested that be a future agenda item. It was discussed that we should discuss our purpose of investing in any event, ie. "What are we trying to do?" and "Why are we spending our energy on it?" The list of current events was discussed, and

Barb mentioned the success story of Farmer's Market and that there were several good stories to be told of how businesses have gotten their start at this venue. Bathroom access during Farmer's Market was discussed. Using the Courthouse facilities was not a viable option. The Center bathrooms are available, and Jeremy allows vendors to utilize their bathrooms (at Book Club Café). Discussion only, no action taken.

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

4. **Adjournment**

Meeting adjourned at 7:50pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. All in Favor, 4-0.

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**  
21<sup>st</sup> day of June, 2016.

Board Chair, Evan Matteson:

