

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, October 18, 2016, 6:30PM.

1. **Call to Order/Welcome** –Claudette Hatfield called the meeting to order at 6:31 pm.

Board Members Present: Sarah Freed, Tim Sharp, Gene Stroman

Absent: Evan Matteson, Kevin McCormick, Jeremy Standifer

Staff: Bethany Browning, Main Street Manager

Rockwall Old Town Shoppes: Tammy Sharp, Deidra Roe

Friends of Downtown: Ginny Hibbard

2. **Appointments**

- i. **Appointment with members from the Rockwall Old Town Shoppes business association for discussion related to the following events:**

- a. **Brew2, Event Summary-October 1, 2016:** Deidra Roe said there was nothing new to report; they sold 300 memberships. They will introduce new store procedures next year to address a few issues related to sign-up, distribution of supplies, etc.
- b. **Hometown Farm to Feast, October 23, 2016:** Deidra Roe reported that only 9 tickets remained out of 120 and could be purchased at Enjoy.
- c. **Shop Small Saturday: November 26, 2016:** Deidra Roe reported that Evan filmed video to promote Shop Small Saturday and we viewed it. There will be print ad in County Line Magazine, e-newsletter; video is uploaded to *Facebook* already, as well as the Donut Stroll posters. Also print ads in Living Magazine. Volunteers are needed Saturday at the Information tent from 8a-2p.
- d. **Hometown Christmas, December 3, 2016:** Tammy Sharp mentioned that the event kicks off with the parade from 10a – Noon with the Downtown event running Noon to 5p. Events include; 2 face painting booths, coffee/hot chocolate, Find Frosty Scavenger Hunt (w/ Info booth) , Christmas music, Snow Globe with Pictures (7ppl can fit), ice rink, food trucks, Mr./Mrs. Claus, Pet Parade. Volunteers are needed with the Information Booth and Finding Frosty Booth.

3. **Discussion/Action Items**

- i. **Approval of the September 20, 2016 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Gene Stroman made a motion to approve the minutes as written and Tim Sharp seconded the motion. All in favor, 4-0; motion carried.
- ii. **Discussion and possible action related to the mission and vision statements for the Rockwall Main Street Program, as well as the 10 Criteria Annual Report, presented by Bethany Browning, Main Street Manager:** A brief discussion was held regarding the Main Street America Program Refresh. She mentioned that the 10 Criteria Annual Report is due in October (next month). The

group reviewed the current vision/mission statement. The topic of City focusing on infrastructure came up and it was discussed that Rockwall wants to maintain sales tax per capita and specifically, how does downtown factor in? Bethany mentioned that we will revisit our work plan next meeting. It was further discussed that sales tax is almost twice that of surrounding cities and why is Rockwall never mentioned when talking about “thriving cities”? Regarding the program mission statement, Gene asked if the “recreational” statement was first and foremost now. The group agreed that cultural activity was first. When reviewing the vision statement, it was mentioned to “maintain” downtown Rockwall as a destination, and that we want to continue the revitalization of the Downtown District. Bethany mentioned that she may modernize the Four Point verbiage. It was agreed that Tim, Evan, and Bethany will work on it and bring to the group next meeting.

iii. **Discussion and possible action related to the design of holiday banners, presented by Bethany Browning, Main Street Manager:** The board viewed the holiday themed banners. The group decided that they liked the first one as is. The group recommended swapping the colors on the 2nd and 3rd banner. Also, the third one needed “more”, perhaps ornaments. We also discussed silhouette of the Plaza. Bethany asked the group to send their feedback to Evan and Bethany. Bethany, Sarah and Evan will continue to work on the banners through email, with an order target date of November 1. Discussion only, will conduct voting via email.

iv. **Miscellaneous:**

- a. Mural Project: Bethany mentioned that a contract was executed with a muralist in Dallas and they are awaiting conceptual from him. Art commission will have to make recommendation to council. This is the first project related to Art in Public Places.

4. **Main Street Manager’s Report:** Bethany Browning, Main Street Manager, presented the Manager’s Monthly Report.

5. **Adjournment**

Meeting adjourned at 7:59pm, per motion made by Sarah Freed, which was seconded by Tim Sharp. 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

13th day of December, 2016.

Board Chair, Evan Matteson: 