

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Wednesday, January 31, 2018
6:30 PM.

1. **Call to Order:** Claudette Hatfield, called the meeting to order at 6:41 pm.

Board Members Present: Daniel Nichols, Claudette Hatfield, Sarah Freed, Jeremy Standifer

Absent: Terry Gregory, Becky Airhart, Evan Matteson

Staff: Bethany Browning, Main Street Manager

2. **Appointment:** Tammy Sharp, President of the Downtown Rockwall Association provided an update on 2018 plans. She was excited to share the names of the new board members for this year. In addition, the association is now a 501c3, which will drive some changes in Standard Operating Procedures/Bylaws. They will be reviewing/updating policies, membership, marketing, and communications, to name a few. Tammy is hoping that someone from MSAB can attend their April meeting.

The decision was made to no longer hold "Night Owls", but instead have a quarterly event, the first of which is called "Spring Fling", which will be held on Thursday, March 22nd, from 5-10p. There will be an information booth, and limited SWAG for first (limited) group of folks to check in.

Tammy walked thru the event calendar. She also asked that the MSAB partner with the Downtown Shoppes to review and make possible recommendations to change the outdated Sign Ordinance. Bethany suggested we could look at what other MS cities have done. Sarah Freed asked for a copy of the revisions that were made to the Façade Grant process by MSAB. Bethany pointed out that there was a resource center on the MS website for store signage. The MSAB group said they would be interested in partnership. Discussion only, no action taken.

3. **Discussion/Action Items:**

- i. **Approval of the October 24, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to accept the minutes with corrections (attached). Motion was seconded by Sarah Freed. All voted in favor of approving as recorded with (attached) changes.
- ii. **Discussion and possible action related to making a recommendation for the installation of an outdoor speaker system installed throughout the downtown area:** Daniel provided the group with an update. The vendor, Street Sounds, has made slow progress with the new speakers, but is in the process of getting them certified. It was asked if we had to bid the project out, and Bethany said we did if it was over \$25k, and this is close. Group wants to stick with the poles, and asked if they functioned with the current vendor. Daniel recommended that we ask the city engineers to make sure the poles and speakers are compatible. Daniel made a motion that we stick with the poles and current vendor, and have the city validate both are compatible; Claudette seconded the motion. All voted in favor and motion carried.
- iii. **Discussion regarding the parking education initiative, presented by Daniel Nichols:** Daniel referred to the map and the fact that we have 564 spots. The question was asked if the spots were well labeled. It was mentioned we could link the parking map to the Main Street web site

and potentially Facebook. It was agreed that education with the Downtown Shoppes and the Community seemed to be needed. Discussion only; no action taken.

- iv. **Brief review of work plan goals and discussion regarding objectives and developing action plans, presented by Bethany Browning:** An idea was brought up to add Art & “Selfie” social medial which could be organic or a contest. The geo filters were brought up for discussion. It could be paid for by event. Discussion only; no action taken.

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

Adjournment: Meeting adjourned at 8:04 pm, per motion made by Sarah and seconded by Jeremy. 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 20th day of March, 2018.

Board Chair, Evan Matteson:  _____