

Rockwall Main Street Advisory Board Meeting Minutes
Council Chamber Conference Room - 385 S. Goliad
Tuesday, November 19, 2019
6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:40 p.m.

Board Members Present: Evan Matteson, Daniel Nichols, Jeremy Standifer, Stuart Smith and Claudette Hatfield

Absent: Eva Cannon and Priscylla Bento

Staff: Bethany Browning, Main Street Manager

City Council Liaison: Councilmember Patrick Trowbridge

2. **Discussion/Action Items:**

- i. **Review and take action on the approval of the October 15, 2019 MSAB Meeting Minutes:**

Evan Matteson welcomed the newest board member Stuart Smith and asked him to share a little about himself with the group. Mr. Smith is co-owner of School of Rock, located on E. Washington Street, Downtown. Jeremy Standifer made a motion to approve the minutes as presented, Evan seconded the motion, passing 5-0.

- ii. **Review and discuss the remaining portion of the Main Street Community Accreditation Standards and the board's role in completing the annual report:**

The MS Manager explained the Accreditation program, timeframe for completion and requirements. The Rockwall program has received National Accreditation from Main Street America for the past 10 years. The board and Manger completed the remaining sections during the meeting. It is important for the board to assist in completing the form annually, as the process helps the board understand program requirements and performance.

- iii. **Discuss the current Program Overview Document and recommend changes or updates as well as discuss new board member orientation and take any necessary action:**

The board reviewed the Program Overview Document and provided the following feedback. New board member Stuart Smith stated he found the document useful. He said it provided the background of the board and their past goals and objectives. Other feedback included adding the award for Cain's Corner, as well as updating the auxiliary groups and board members page. No other discussion was held regarding the document.

- iv. **Discuss and outline the December agenda to include timelines for reviewing and updating the current work plan and take any necessary action:**

Board members discussed the December meeting and Evan suggested the group have a casual holiday gathering versus a traditional board meeting. Due to the number of board members terming out, the board agreed to wait for new board members in January/February before setting new goals and objectives. Jeremy offered the Book Club Café as a gathering spot and stated he would get back with Ms. Browning regarding availability. Jeremy shared a few potential board member names and Councilman Trowbridge encouraged the group to also be thinking about potential members as well and to contact him directly should they have recommendations.

3. Main Street Manager's Report:

- District Activity
- Training
- Project Status Update
- Upcoming Events

Ms. Browning provided an oral summary, along with a hard copy for the board's review. Highlights included the new business opening on San Jacinto, The Downing Bottles and Bites and Ramen Head. Special event information was also shared with Mr. Browning emphasizing the need for volunteers for Hometown Christmas.

- 4. Adjournment:** Evan made a motion to adjourn the meeting at 7:59 P.M., Jeremy seconded, motion passed 5-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 21st day of January 2020.

Main Street Advisory Board Chairman: _____

