

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, December 13, 2016, 6:30 PM.

1. **Call to Order/Welcome** –Evan Matteson called the meeting to order at 6:35 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Kevin McCormick

Absent: Jeremy Standifer, Tim Sharp, Gene Stroman

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the October 16, 2016 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Sarah Freed seconded the motion. All in favor, 4-0; motion carried.

- ii. **Discuss and take necessary action related to a revised vision statement for the Rockwall Main Street Program:** Evan discussed the current vision. He stated that we don't need to "envision" anymore, as we already have it. The group agreed. Evan's recommendation was that we go to future, as in cementing the downtown district as a "gathering place" for the community. After brainstorming, and much discussion, the board came up with the following vision statement:

"To maintain a safe, attractive and thriving historic downtown district that is a cornerstone of the community."

Sarah Freed made a motion to approve the updated vision statement and Evan Matteson seconded the motion. All in favor, motion carried 4-0.

- iii. **Review of the 2015/2016 MSAB work plan, presented by Bethany Browning:** Bethany walked us thru the 2015/2016 work plan. She also talked about the recent restructuring of the 4 point approach, changing to the strategic transformation. The topic of kiosks came up during discussion, and it will be placed on the agenda at a future meeting. Discussion only. No action taken.

3. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. The 4th quarter event recap was combined with the Manager's Report. Bethany mentioned that the next Farm to Feast will be held in May and you can purchase tickets from Denise Webb (Worker Bee Studio). It was decided to cap the event at 125 people. It was also determined that more serving vessels were needed.

4. **Adjournment**

Meeting adjourned at 8:11 p.m., per motion made by Sarah Freed, which was seconded by Kevin McCormick. 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

21st day of February, 2017.

Board Chair, Evan Matteson: 