

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, August 15, 2017, 6:30 PM.

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

Board Members Present: Jeremy Standifer, Terry Gregory, Daniel Nichols, Claudette Hatfield, Becky Airhart, Sarah Freed

Absent: Evan Matteson

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

1. **Approval of the July 18, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:**

Daniel made a motion to accept the July MSAB minutes as written, which were seconded by Becky. All voted in favor of approving as recorded with no changes.

2. **Update on Upcoming events presented by Claudette Hatfield and Rockwall Downtown**

Association: Claudette reminded the group that Rib Rub Run & Roll will be held Saturday, October 7th, and Scare on the Square will be Saturday, October 28th. The group welcomed Tammy Sharp and Deidra Roe from the Rockwall Downtown Association. Deidra shared the first "Friday" Night Owls would be held on Friday, September 8th, and that it would be held every 2nd Friday thereafter with shops staying open until at least 8pm. She also mentioned that the Facebook site had been updated to "Night Owls Shop Late". They mentioned also that Shop Small Saturday will be held on Saturday, 11/25, and that it would be relatively the same as last year. They asked for volunteers for the event, and Becky and Sarah both volunteered to help man the booth. Discussion only, no action taken.

3. **Discussion and possible action regarding proposals for an outdoor sound system, presented by**

Evan Matteson and Jeremy Standifer: Jeremy led the discussion, as Evan was unable to attend the meeting. He mentioned that Street Sounds bid was 20k versus 60k bid from the initial vendor. The group then discussed items previously mentioned:

- **Speaker Size:** Jeremy explained that the vendor (Street Sounds) mentioned there were other options, when discussing the board's concern about the size of the speakers and requirement that they be "aesthetically pleasing". Jeremy said that he could have the vendors draw up another proposal, and that the vendor was open to a conference call with the MSAB board.
- **Management of the System/Playlist:** Jeremy mentioned that the system is essentially a PA system, and that anything can be played through it. Bethany mentioned that the management of the system, many times, is municipally run.

- **Content Delivery:** The group was reminded that royalties would have to be paid on the music played.
- **ROI:** There are too many variables when trying to determine if a type or genre of music influences spending. The question was asked as to what studies might exist on music and demographics; specifically playlist and impact in public areas (including retail stores). It was also mentioned that we would not want to exclude any demographics unintentionally.

The group agreed that the question is, "What are we playing, and who is in control?" Deidra suggested that this be added as an agenda item for the next month's Downtown Shops Association Meeting. Discussion only, no action taken.

4. **Kiosk presentation and input from the board regarding possible third location, presented by Bethany Browning:** Bethany presented a Viewer Map that illustrated the slated locations, as well as possible locations. It was reiterated that TXDOT will not approve kiosk locations in the right of way, which limits placement. The group talked briefly about foot traffic. The group discussed future locations might be: 4. Olive & San Jacinto, near Hazel & Olive and Alante 5. At Rusk, in between Alamo and Goliad area. After much discussion, a motion was made by Daniel to approve the slated locations (#1 and #2 on the viewer map) as well as #3 location (South possible location on viewer map, by Pier 101 and Hansel and Her). Becky seconded. All in Favor,

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

4. **Adjournment:** Meeting adjourned at 7:42 pm, per motion made by Sarah, and seconded by Daniel. 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
24th day of October, 2017.

Board Chair, Evan Matteson: 