

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, February 21, 2017, 6:30 PM.

1. **Call to Order/Welcome** –Evan Matteson called the meeting to order at 6:42 pm.

Board Members Present: Evan Matteson, Jeremy Standifer, Claudette Hatfield, Sarah Freed, Becky Airheart

Absent: Tim Sharp, Gene Stroman

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the December 13, 2016 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Evan Matteson seconded the motion. All in favor of approving the minutes as recorded (with Becky Airhart abstaining); no changes.
- ii. **Review and discuss kiosk designs, budget and locations and take any action necessary presented by Bethany Browning:** Bethany informed the group that funding of 10k has been obtained and that kiosks are being worked on with the goal of installation by May, 2017. The group mentioned that ideally, there would be 4-6 kiosks. Bethany presented a mock design, and that we would include the whole “walkable” Downtown District, and the group agreed with that approach. A question was asked about backlighting the kiosks, and LED, electric, and solar were mentioned as suggestions. Bethany said that pulling the electric may be a small challenge. Bethany asked MSAB to send her examples of possible lighting over the next few weeks. Deidra Roe from Rockwall Old Town Shoppes asked about possible locations which were discussed, and also asked about possibility of Information Center with bathrooms. Bethany mentioned that Ted Cain’s lot was purchased by the city for bathrooms and an Pocket Park. Discussion only; no action taken.

3. **Appointments**

- i. **Appointment with the Rockwall Old Town Shoppes representatives to hear a report on their 2017 Calendar of Events; discuss volunteer opportunities and possible partnerships with the Friends of Downtown and Main Street Advisory Board:** The group reviewed the event calendar that Bethany put together. Deidra Roe mentioned that the focus this year was to bring more events to the Downtown District and set the calendar for the year. She mentioned that this Saturday is the sidewalk sale, which will be a semi-annual event (February/July). Live music in the plaza kicks off Thursday, May 4th, with Cinco de Mayo on the 5th featuring a mariachi band, ballet folklorico and margarita stroll. Farmers’ Market kicks off on Saturday, May 6th art and food trucks (Movers and Shakers event). Other key dates include:
 - **Founder’s Day:** (5/20) with the second year of Corks & Canvas. This year, Star Transit will provide shuttle service to/from Harry Myers Park from noon – 5p.
 - **Farm to Feast:** (5/21) tickets are \$75 per person with a max of 120 seats. Tentative fall date is 9/24.
 - **Battle of the Bands:** Not on the calendar yet, to be hosted by School of Rock.

- Rib Rub: (10/7)
- Winter Wonderland: (12/16) this will be a separate event from Home Town Christmas. It will not be all day, will be of short duration and will not be free. More details to come.
- Scare on the Square: Deidra said that nothing was in mind yet for this event, but that they wanted MSAB to help run it. Claudette suggested we work together. Barb Coleson from the Special Events Committee agreed that was a great idea. Claudette said that she will start talking to Wally's and other stores.

Bethany then asked the group how they wished to do coordinate the Special Events Committee? It was suggested that the group meet separately and that Claudette as Chair of Special Events would bring back a report. Discussion only; no action taken.

- ii. **Appointment with the Rockwall Old Town Shoppes representatives to hear their recommendations regarding the 2017/2018 Main Street Advisory Board Work Plan:** Bethany said that she will send out a copy of the Work Plan. Bethany asked the Rockwall Old Town Shoppes what was important to them and referred the group to the Work Plan Recommendations – Rockwall Old Town Shoppes memo dated February 21, 2017. The group noticed that lighting, piped music and more events seemed to be a consistent theme. Also, a hotel/bed & breakfast. A member commented on the old Methodist Church and that it could be a potential destination, due to its architecture. It was asked if Art in Public Places would consider art/sculpture, and Bethany said they would consider it. The group talked about art, particularly interactive art and piped music. Bethany suggested that we put a committee together to research this and ask for funding, as budget requests would need to be submitted by May.

As far as piped music, we need to research what type, where, speakers, how far it reaches, etc. and Jeremy volunteered to participate and do the initial research. Evan, Sarah, and Bethany plan to discuss prior to the next meeting. Bethany has the light pole specs.

The group felt that lighting, such as outlining the buildings, was more complicated in nature, due to locations on private property. The MSAB will focus on Art. Discussion only, no action taken.

4. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
5. **Adjournment:** Meeting adjourned at 8:07pm, per motion made by Sarah Freed, which was seconded by Claudette Hatfield. 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 29th day of March, 2017.

Board Chair, Evan Matteson:

