

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, July 18, 2017, 6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:33 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Daniel Nichols

Absent: Jeremy Standifer, Becky Airhart, Terry Gregory

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

- **Approval of the May 16, 2017 and June 6, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** For the May minutes, Daniel made a motion to accept as written, which was seconded by Evan. For the June minutes, Claudette made a motion to accept as written and Daniel seconded the motion. All voted in favor of approving both the May and June minutes as recorded with no changes. Motion passed 4-0.
- **Update and discuss HOT Funds Application, presented by Bethany Browning:** Bethany began the discussion by stating that she would file the application for funding at the end of this month. She discussed that funds would be used for advertising, and that may include targeting other markets as well. The plan is for a combination of billboard, print advertising, including Living Magazine and County Line. She also mentioned that Downtown Rockwall Business Association would be applying for event funding as well. Discussion only, no action required.
- **Appointment with Deidra Roe from the Downtown Business Association to hear an update regarding events and other planned activities:** Deidra began the discussion by mentioning the sidewalk sale coming up at the end of the month. She also highlighted the following upcoming events:
 - ♦ **September 30th:** Last Farmer's Market of the year
 - ♦ **October 1st:** Farm to Feast
 - ♦ **October 7th:** Rib Rub Run & Beer tasting
 - ♦ **October 28:** CASA Superhero 5k (AM) and Scare on the Square (PM)
 - ♦ **November 25th:** Shop Small
 - ♦ **December 1st & 2nd:** Hometown Christmas

Deidra also mentioned that there is a online survey regarding Night Owls. The early results show that 75% of association members prefer to have Night Owls on Friday (versus Thursday). This aligns with Thursday night being the weakest night in terms of attendees for the San Jacinto Plaza Music Series. The survey results will be shared at the August meeting. Discussion only, no action needed.

- **Miscellaneous:**

- ♦ Evan provided a brief update regarding outdoor “piped” music in the square. Street Sounds submitted a lower quote than the previous vendor, but that the speakers were not very aesthetically pleasing (size-wise). The vendor seemed more “plug and play” and aligned to more what we are looking for. More details to follow, per Evan. Discussion only; no action taken.

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

4. Adjournment:

Meeting adjourned at 7:15 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 15th day of August, 2017.

Board Vice Chair, Claudette Hatfield: Claudette Hatfield