

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

1. **Call to Order**—Evan Matteson called the meeting to order at 6:30 pm.

Board Members Present: Evan Matteson, Daniel Nichols, Jeremy Standifer, Terry Gregory

Absent: Sarah Freed, Claudette Hatfield, Becky Airheart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the May 16, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:**  
May minutes were not available for review and approval.
- ii. **Review and take action regarding a recommendation for piped music in the downtown district, presented by Evan Matteson:** Evan asked Jeremy to review his latest findings regarding an additional quote for an outdoor sound system. The new bid came in at approximately \$21,000.00 for the entire system. Jeremy shared that the company had installed the same equipment in 6 other cities throughout the United States. The wireless speaker units could be installed by City staff and would remote back to a main hub for programming. XM, Pandora, Spotify or playlists could be programmed from the main hub, which would allow City staff to program different days of the week, hours, etc. Jeremy also indicated the system would run through a laptop system that the vendor could then remotely log into and address any potential issues. The speaker system comes with a 5 year warranty. The board asked Jeremy to inquire about the following: interference, wireless microphone capabilities and pre-recorded advertisements. Jeremy will report back to the committee via email. No action was taken at this time.
- iii. **Review and discuss the drafted 2017-2018 strategic initiatives, presented by Bethany Browning.**  
Bethany Browning reviewed the previous work plan with the board members, siting kiosks and public restrooms as goals that had been completed and asking the board if they agreed that increasing cultural arts awareness and supporting downtown events should remain in the plan. The board agreed. Bethany also shared the board's desires to focus on parking management/education, walkability for the nearby neighborhood of Old Town as well as the public parks, Lofland and Harry Myers. Also of interest was the board's desire to look at the current façade grant program and examine its effectiveness and relevance from 2009.
- iv. **Review façade grant applications and take any necessary action, presented by Bethany Browning.**  
The board reviewed two façade grants at this evenings meeting. The first was submitted by Janice Hill, owner of Texas Traditions, located at 114 E. Rusk. She asked the board to consider replacement of her rear façade as well as the center awning on her front façade. Both awnings are of the same material and color scheme as currently installed. Daniel Nichols made a motion to approve the façade reimbursement in the amount of \$635.97 to cover 50% of the costs for both awnings. Terry

Gregory seconded the motion, with all others in favor. Motion passed 4-0. The second grant was submitted by Janice Reyes, owner of Alante Salon & Boutique, located at 301 N. San Jacinto. She asked the board to consider a new awning to the front façade of her building, a former single family residence located at the north end of the downtown district. The board asked Main Street Manager to email Ms. Reyes for clarification on the following items: exact dimensions of the awning, pattern and frame material. Ms. Browning stated she would email Ms. Reyes on Wednesday, June 7<sup>th</sup> and follow up by email with the board members. No action taken.

**Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. Bethany also highlighted the Texas Downtown Association President's Awards.

**3. Adjournment:**

Meeting adjourned at 8:00 pm, per motion made by Evan Matteson, and seconded by Daniel Nichols. All were in favor of adjourning for the evening.

Minutes prepared by Bethany Browning, Main Street Advisory Board Secretary.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this**  
**18<sup>th</sup> day of July, 2017.**

**Board Chair, Evan Matteson:** 