

Rockwall Main Street Advisory Board Meeting Minutes
Development Services Conference Room, 385 S. Goliad, Rockwall, 75087
Wednesday, March 29, 2017, 6:30 PM.

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

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

Absent: NA

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the February 21, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Jeremy Standifer made a motion to approve the minutes as written and Claudette Hatfield seconded the motion. All in favor of approving the minutes as recorded with no changes, motion passed 5-0.
- ii. **Bethany Browning, Main Street Manager, will provide an update on the kiosk project:** Bethany referred the group to the memo dated March 29, 2017, regarding Pedestrian Directional Signage/Kiosks. The group reviewed the specs, cost and initial design. The group discussed that although the modular kiosks are more expensive than standard pole and prefabricated case; the modular kiosks allow more flexibility and allow for partial repairs without having to replace the entire unit. After much discussion, the MSAB agreed with the initial design of the modular kiosks and moving forward with the project.
- iii. **Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson:** Evan began the discussion by referring the group to the memo dated March 29, 2017 regarding Mission Statement – Strategic Initiatives. We reviewed the revised Main Street Mission statement. It was mentioned that the mural was finally starting on April 4th, and that is exciting progress. Discussion only, no action taken.
- iv. **Discuss and consider key strategies for the program, which will provide direction for the 2017/2018 work plan initiatives, presented by Evan Matteson, Board Chair:** The group broke the mission statement down and agreed that we should determine how we can focus on actionable, attainable goals for our work plan. We discussed what comes to mind around these areas:
- a. Safety: The group agreed that as a “growing downtown district” how we address safety concerns, such as sidewalks (for walking and/or bicycle path). We should discuss how we can focus on actionable goals for our work plan.
 - b. Attractive: We discussed the arts, culture, music, and aesthetics.
 - c. Thriving: The group focused discussion on business grown, living with historical significance, and we coined the term, “walkable urban”.
 - d. Historic Preservation: The importance of keeping our roots, while moving forward.

e. **Cornerstone:** The group agreed that the downtown district as a “cornerstone of the community” is our overarching vision.

This was discussion only item, no action taken. Evan asked the group to come prepared to move forward on our work plan at next month’s meeting.

v. **Miscellaneous:** Jeremy Standifer provided an update regarding his research on outdoor “piped” music. He has been in several conversations, but is having trouble obtaining a quote. From his research and conversations, the system is relatively simple. The poles already have power. He will work to obtain a quote for the system and administration of it.

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

4. **Adjournment:** Meeting adjourned at 7:50pm, per motion made by Evan Matteson, and seconded by Jeremy Standifer. 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

18th day of April, 2017.

Board Chair, Evan Matteson: 