

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, October 24, 2017, 6:30 PM.

1. **Call to Order:** Chairman, Evan Matteson, called the meeting to order at 6:35 pm.

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

Absent: Jeremy Standifer, Becky Airhart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

i. **Approval of the August 15, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to accept the minutes as written, which were seconded by Terry. All voted in favor of approving as recorded with no changes.

ii. **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. Shop Small Saturday will be on Saturday the 28th. There was a brief discussion regarding volunteers, and Sarah and Becky volunteered to help with Manning the booth on Shop Small; Sarah volunteered to help with Scare on Square. Discussion only, no action taken.

iii. **Follow up discussion from the September "Drink Tank" meeting sponsored by the Rockwall Downtown Association, presented by Daniel Nichols:** Below, is a summary of the feedback from that discussion presented by Daniel:

- i. **Best thing about Downtown District:** People, Variety, Diversity, Bathrooms, Plaza, Small-town Feel, Gathering Place, Music
- ii. **Challenge/Solution (How would you solve):**
- iii. **Parking:** Sponsored Trolley for Major Events, Shuttle, Valet, Something Unique and branded like a Double-decker bus, golf carts
- iv. **Communication issues related to Parking:** We have more parking than we ever have. We could help this with education such as signage with web link.
- v. **Garbage:** Municipalities not picking up or some merchants' employees not being tidy. Bethany mentioned that there have been issues before. She reported that on Washington Street an 8 yard unit was replaced with 12 yards (6 yard units x2).
- vi. **Promotions/General Advertising:**
 1. **Social Media:** Mentioned and Sarah volunteered to see if someone from Southwest Airlines Social Media Team might be able to conduct a workshop.
 2. **Targeted Marketing:** Merchants are responsible for that.
- vii. **Ideas that another MS District is doing that might work in Rockwall Downtown District:**
 1. **Live Music Venue:** Dedicated Private Venue; It was mentioned that there may be noise issues. 2 venues were suggested—The Historic Courthouse and the First Methodist Church, which a National Historic Site which is limited.
 2. **Farmers' Market:** Extending to Year-round; Merchants don't have to do anything and the small pool of volunteers are already overwhelmed. It was suggested that maybe doing events one per quarter, extending Farmers'

Market hours on the weekends and/or doing more than one day might help, but there has to be a commitment and agreement on a 6 month trial. Focus on quality of events versus quality.

3. **Bike Trails/rentals:** It was mentioned that Harry Meyers Park to Londoner and potential Parks & Rec or City Hall might be an option. It was recommended that "Go Outside and Play" could end at Downtown District.
4. **Music Broadcast:** The "idea" was accepted with open arms. Research shows that the tempo of the music does increase/decrease pace and time spent in a store; also, softer volume."
5. Food Trucks/More Restaurants
6. "Green" (Environmentally Friendly)
7. Pedestrian Friendly
8. "Night Life"

viii. Immediate:

1. Parking Education
2. Music (noise Issue)
3. "Night Life"

- iv. Discuss and consider adding the following items to the Board's Annual Work Plan: Establishing Selfie Spots thru-out District; Targeted Courting business to support the Downtown District Mixed Use concept: Presented by Daniel Nichols: Daniel began the discussion by saying "Things are Going on that are Attracting People". The Board discussed the potential items to be added to the Work Plan (summary below). There was no formal action taken.

- a. Store hours needs to adjust (Suggestion was made to potentially bring in a Consultant that knows Retail, such as Peak Hours, Days, etc.)
- b. Social Media Photo Op (Like Dallas BIG ; Selfie Spot; Talk Selfies with intentional Hashtag
- c. Be more "targeted" with "courting" for Open Space

- v. Discussion and possible action related to the installation of an outdoor speaker system piping music throughout tie Downtown District, Presented by Evan Matteson: Evan summarized the current status by discussing high level system overview and the cost for Proposed Phase I, and the associated cost of just under 21K. Phase II proposed at 12 k. We reviewed the diagram of recommended speaker placement broken out by phase. The group recommended moving 5&6. It was also mentioned if we spread out the speakers on Phase I, we might not need Phase II. We may also want to consider installing equipment internally to cut costs. It was also mentioned that the system would work over the web connecting to a Server, and that the location of the placement of the Server was TBD. The Team determined the following next steps:

- i. Make sure the Poles can handle the equipment
- ii. Music format
- iii. Stats
- iv. Do we have to send out request for Bid

Evan made a motion to approve speaker location (diagram to be updated to include the move 5&6 (updated diagram to be attached to minutes). Sarah Seconded; and the motion passed unanimously.

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

Adjournment: Meeting adjourned at 8:10 pm, per motion made by Evan and seconded by Sarah. 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 20th day of February, 2018.

Board Vice Chair, Claudette Hatfield: *Claudette Hatfield*