



City of Rockwall
The New Horizon

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, April 17, 2018
6:30 PM.

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

Board Members Present: Evan Matteson, Claudette Hatfield, Terry Gregory, Daniel Nichols, Jeremy Standifer, Priscylla Bento

Absent: Sarah Freed

Staff: Bethany Browning, Main Street Manager

Councilmember: Dana Macalik

2. **Appointment:**

Appointment with Janice Reyes, Owner of Alante Salon, located at 301 N. San Jacinto Street, to discuss a façade reimbursement grant and take necessary action: The board reviewed the invoice and supporting documentation Janice presented and discussed the request. She selected a gray tone for the exterior and white for the trim. There was some discussion regarding the hand-rail and deck area color, but the group agreed the color scheme was an improvement and complimented existing neighboring businesses. Daniel Nichols made a motion to approve the \$1,000.00 façade grant reimbursement (subject to submittal of approval letter from property owner). Evan Matteson seconded the motion, which was approved unanimously, 6-0.

3. **Discussion/Action Items:**

- i. **Approval of the March 20, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel N. made a motion to approve the March 20, 2018 minutes as read, the motion was seconded by Claudette H. Motion carried 6-0.
- ii. **Receive an update from the sign ordinance sub-committee and hold a board discussion regarding their conclusions and possible recommendations, presented by Daniel Nichols:** Daniel provided board members an overview and asked for feedback. Staff shared that PD50 already has sign guidelines in keeping with the board's recommendations. Priscylla asked if the sign grant program could be a future inclusion in the façade reimbursement grant application. Daniel suggested limiting lumens to 2,000-3,000k. Regarding "Open" signs, the board requested limiting businesses to one per storefront, no blinking, chasing or motion. Bethany Browning stated she would put together a draft for the board's review at the May meeting.
- iii. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Adjournment: Meeting adjourned at 7:45 pm, per motion made by Priscylla Bento and seconded by Daniel N. All were in favor of adjourning for the evening, 6-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 15th day of May, 2018.

Board Chair, Evan Matteson: 