



**Rockwall Main Street Advisory Board Meeting Minutes**  
**City Hall Council Chamber – 385 S. Goliad**  
**Tuesday, June 23, 2020**  
**6:30 P.M.**

1. **Call to Order:** Bethany Browning called the meeting to order at 6:32 P.M.

**Board Members Present:** Geoffrey Lyons, Eva Cannon, Jenni Hoffman and Stuart Smith (Stacy Fuqua and Jeremy Standifer arrived shortly after the meeting started).

**Absent:** Craig Stoddart

**Staff:** Bethany Browning, Main Street Manager

2. **Open Forum:** Ms. Browning opened the floor for public comment. Seeing there was none, the forum was closed at 6:33 P.M.

3. **Discussion/Action Items:**

- i. **Review and approve the May 19, 2020 meeting minutes:**

Eva Cannon made a motion to approve the minutes as presented, Stuart Smith seconded the motion. All were in favor with the motion passing 4-0.

- ii. **Identify four to five possible transformation initiatives for Main Street in an effort to bring those ideas forward to the City and community stakeholders for their consideration and take any necessary action:**

Ms. Browning, opened the discussion item by reviewing some of the past work plan information and recapping the board training that took place in February. Transformation strategies articulate a focused, deliberate path to revitalizing or strengthening the district's economy. They are organized around the program's four points (economic vitality, promotion, organization and design). The board discussed tourism and increasing foot traffic downtown. They also discussed communication and cohesive marketing of the district between the three main groups that represent downtown (Main Street, the Downtown Rockwall Association and Friends of Downtown). Over the course of the hour the discussion kept circling back to destination marketing and building public awareness – both to the downtown district as well as the programs that support it. Some of the ideas that were shared included, plaques or some type of walking historical tour of building history, historical story telling series or event, cohesive messaging, updated website and exploring tourism opportunities. A secondary strategy related to residential development was also identified saving the discussion for a later date. MSAB members stated they'd like to hold a mixer and invite the other stakeholders to provide feedback on the strategies. MS Manager will reach out to Jeremy regarding future dates for the mixer to be held at the Book Club Café. Jeremy made a motion to move forward with the two strategies identified, Geoffrey seconded the motion. All were in favor with the motion passing 6-0.

- iii. **Discuss the upcoming Downtown Daycation event hosted by the DRA and take any necessary action:**  
Ms. Browning provided an event overview for the board, stating the DRA had sought approval from the City to hold the DT Daycation event, as well as funding. The City approved both in June and the event is slated for Friday, July 3. The board had questions regarding plans for the day and anticipated crowd size. Several board members own businesses in the district and will be open for business that day, a few were not comfortable volunteering in large crowds and some have other obligations, therefore were not able to participate. No action was taken on this item.

- 4. **Manager's Report:** The MS Manager provided a brief report that included business activity and vacancies, upcoming training opportunities and event listings.
- 5. **Adjournment:** Jeremy made a motion to adjourn the meeting at 7:45 P.M., Geoffrey seconded, motion passed 4-0 (2 other members left the meeting at 7:30 P.M.)

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, Texas, this 21<sup>st</sup> day of July 2020.**

**Main Street Advisory Board Chairman:** \_\_\_\_\_