



City of Rockwall  
*The New Horizon*

**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, February 21, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the December 13, 2016 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Review and discuss kiosk designs, budget and locations and take any action necessary, presented by Bethany Browning.

**3) APPOINTMENTS**

- i. Appointment with the Rockwall Old Town Shoppes representatives to hear a report on their 2017 calendar of events; discuss volunteer opportunities and possible partnerships with the Friends of Downtown and Main Street Advisory Board.
- ii. Appointment with the Rockwall Old Town Shoppes representatives to hear their recommendations regarding the 2017/2018 Main Street Advisory Board Work Plan.

**4) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**3) ADJOURNMENT**

**This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 771-7700 or Fax (972) 771-7727 for further information.**

I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, February 18, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.



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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, March 21, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the February 21, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Bethany Browning, Main Street Manager, will provide an update on the kiosk project.
- iii. Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson, Board Chair.
- 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.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

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I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, March 18, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.



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**AGENDA**  
**SPECIAL MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Wednesday, March 29, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the February 21, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Bethany Browning, Main Street Manager, will provide an update on the kiosk project.
- iii. Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson, Board Chair.
- 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.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

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I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Sunday, March 26, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.



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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, April 18, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the March 29, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson, Board Chair.
- iii. Update on downtown sound system recommendation and take any necessary action, presented by Evan Matteson and Jeremy Standifer.
- iv. Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

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I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, April 14, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Bethany Browning, Community Relations Manager

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Date Removed



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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, May 16, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the April 18, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Review and take action on the MSAB mission and vision statements, presented by Evan Matteson, Board Chair.
- iii. Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

**This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 771-7700 or Fax (972) 771-7727 for further information.**

I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, May 13, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Bethany Browning, Community Relations Manager

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Date Removed



City of Rockwall  
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**AGENDA**  
**SPECIAL MEETING OF THE MAIN STREET ADVISORY BOARD**  
**\*\*Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, June 6, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the May 16, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Review and take action regarding a recommendation for piped music in the downtown district, presented by Evan Matteson.
- iii. Review and discuss the drafted 2017-2018 strategic initiatives, presented by Bethany Browning.
- iv. Review façade grant applications and take any necessary action, presented by Bethany Browning.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

**This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 771-7700 or Fax (972) 771-7727 for further information.**

I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, June 3, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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*Bethany Browning, Main Street Manager*

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*Date Removed*



City of Rockwall  
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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, July 18, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the May 16, 2017 and June 6, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Update and discuss HOT funds application, presented by Bethany Browning.
- iii. Appointment with Deidra Roe from the Downtown Rockwall Business Association to hear an update regarding events and other planned activities.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Project Status Report*
- iv. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

**This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 771-7700 or Fax (972) 771-7727 for further information.**

I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, July 15, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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*Bethany Browning, Main Street Manager*

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*Date Removed*



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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, August 15, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the July 18, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Update on upcoming events: Rib Rub Run & Roll, Saturday, October 7<sup>th</sup>, Scare on the Square, Saturday, October 28<sup>th</sup> and Shop Small Saturday, November 25<sup>th</sup> and Night Owls, presented by Claudette Hatfield and a representative from the Rockwall Downtown Association.
- iii. Discussion and possible action regarding proposals for an outdoor sound system, presented by Evan Matteson and Jeremy Standifer.
- iv. Kiosk presentation and input from the board regarding possible third location, presented by Bethany Browning.

**3) MAIN STREET MANAGER'S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Project Status Report*
- iv. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

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I, Bethany Browning, Main Street Manager for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, August 12, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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*Bethany Browning, Main Street Manager*

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*Date Removed*





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**AGENDA**  
**REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD**  
**Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, October 24, 2017**  
**6:30 P.M.**

**1) CALL MEETING TO ORDER**

**2) DISCUSSION/ACTION ITEMS**

- i. Approval of the August 15, 2017 MSAB meeting minutes, presented by Sarah Freed, Board Secretary.
- ii. Event update: Rib Rub Run & Roll, Saturday, October 7<sup>th</sup>, Scare on the Square, Saturday, October 28<sup>th</sup>, Shop Small Saturday, November 25<sup>th</sup> and Night Owls, presented by Claudette Hatfield and a representative from the Rockwall Downtown Association.
- iii. Follow up discussion from the September “Drink Tank” meeting sponsored by the Rockwall Downtown Association, presented by Daniel Nichols.
- iv. Discuss and consider adding the following items to the board’s annual work plan: establishing selfie spots throughout the district, targeting and courting businesses to support the downtown mixed use concept, presented by Daniel Nichols.
- v. Discussion and possible action related to the installation of an outdoor speaker system piping music throughout the district, presented by Evan Matteson.

**3) MAIN STREET MANAGER’S REPORT**

- i. *Main Street District Activity*
- ii. *Texas Main Street*
- iii. *Project Status Report*
- iv. *Upcoming Events/Announcements*

**4) ADJOURNMENT**

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I, Bethany Browning, Main Street Manger for the City of Rockwall, Texas, do hereby certify this agenda was posted at City Hall, in a place readily accessible to the general public at all times, by 6:30PM, Saturday, October 21, 2017 and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.