



Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, September 20, 2022 - 5:00 P.M.

Board members present: Jeremy Standifer, Gary Cannavo, Stacy Fuqua, Eva Cannon

Absent: - Jenni Hoffman, Geoffrey Lyons, Hailee Alberti

Staff present: Bethany Browning, Main Street Manager

Guests: None

1. CALL THE MEETING TO ORDER

Jeremy called the meeting to order at 5:08PM.

2. OPEN FORUM

Open forum was closed at 5:08PM, as there were no visitors.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the July 19, 2022 and August 23, 2022 meeting minutes: Gary C. made a motion to approve the July minutes, Stacy F. seconded, motion passed 4-0. Gary made a motion to approve the August minutes, Eva C. seconded, motion passed 4-0.

B. Follow up on transformation strategy objectives, taking any necessary action (Jeremy Standifer): Jeremy led the discussion, stating several board members had surveyed downtown lots and had recorded the following information – at various time frames within all days of the week. Most lots are at 70% or greater except the lot south of The Center, which is generally 20% or lower. Jeremy stated he would speak to Kevin Lefere about the preliminary findings. Jeremy also spoke to Councilmember Johannesen about the findings. The board would like to see more visible parking signage – such as larger font, larger sign or perhaps bolder colors. They also asked about utilizing the monument sign adjacent to the south lot of The Center. Jeremy stated he would work on a design for a banner if approved. A parking structure is the desired long-term goal, with the short-term goal parking education and utilizing all available public lots. The board also asked if parking information could be added to the City newsletter that's distributed in monthly water bills.

Eva asked about the EV station conversation and if there were new developments. Gary stated preliminary figures for installation around \$40k. The board was curious if there was a way to find out how many EV cars are registered in Rockwall County. The board stated Rowlett has EV stations, curious who maintains them, profits, etc.?

C. Updates on the Legacy Award recipient and possible action, Board: No discussion at this time.

D. Main Street Advisory Board Booth: Main Street Manger shared there would be a booth set up on Saturday, September 24 if any board members were interested in working for 30 minutes to an hour.

E. Main Street Manager's Report:

Main Street District Activity:

Community Barbecue Coming Soon

Texas Main Street

Texas Downtown Association Conference – San Marcos – Nov 1-4

President's Awards Announcements – Siren Rock is a finalist in the New Construction category. The other finalist is Waxahachie Railyard. We'll be releasing information next week and I'm asking you to share on your social media as well.

Project Status Report/Follow Ups:

Looking at the cost and effectiveness of a compactor versus dumpsters for the City's shared units.

Kiosks and brochures ordered.

Hotel Occupancy Tax Application for funding of San Jacinto Music, kiosks and brochures, advertising, I-30 billboard – approved at \$33k

2022 Upcoming Events:

Farmers Market – Last market this Saturday

San Jacinto Music – Friday and Saturdays through next month

**Siren Rock's Octoberfest – Next Saturday September 24

Farm to Feast – Next Sunday September 25

Scare on the Square – Saturday October 29

**Sheriff's Posse Round Up – November 5

Holiday Open House – November 10

Shop Small Saturday – November 26

Hometown Christmas – December 3

Holiday Home Tour – December 9-10

4. ADJOURN

Meeting was adjourned at 6:30PM. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS
18th DAY OF OCTOBER 2022.**

MAIN STREET ADVISORY BOARD CHAIRMAN: JEREMY STANDIFER