



MINUTES | MAIN STREET ADVISORY BOARD

City Hall Council Conference Room | 385 S. Goliad | Tuesday, Oct. 21, 2025 | 5:00 P.M. –6:00 P.M.

Board members present: G. English, J. Standifer, G. Lyons, S. Fuqua, C. Fogg

Board members absent: H. Alberti, J. Bietendorf

Staff: Bethany Browning, Main Street Manager

Councilmember: Mark Moeller

Guests: Mary Walker, Grace Clinic

1. ALL MEETING TO ORDER

Meeting called to order at 5:01 P.M.

2. OPEN FORUM

There were no visitors in attendance.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the September 23, 2025 meeting minutes, Chairman English.

C. Fogg made a motion to approve the minutes with no changes and J. Standifer seconded the motion. There was no further discussion. The minutes passed unanimously 5-0.

B. Event updates, maintenance updates, social media updates. Main Street Manager, Bethany Browning.

Chamber sponsored shopping event *LaTeeDa* tonight, October 21 from 3-6PM.

Scare on the Square happening this Saturday, October 25 from 2-5PM.

Volunteer Appreciation Reception, October 27 from 6-8PM.

Lights in San Jacinto Plaza are scheduled for repair October 28.

Sheriff's Posse Round Up sponsored by County on Saturday, November 8.

Holiday Open House Thursday, November 13 – shops open late until 8PM.

DT Rockwall Business Network Facebook Page – please join for the latest updates.

DTTX.org – inventory of all property downtown in the MS district.

C. Work plan updates and discussion, Chairman English:

DEFINITIONS:

Transformation Strategy: focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy and it serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

"Ready to Use" Strategies: fall into two broad categories: customer focused or industry, product or service segment.

Examples Include:

- Workers and Residents
- Elder Friendly and Aging in Place
- Family-Friendly
- Agriculture Center
- Arts
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy
- Sports + Recreation (see example below for more detail).

D. Main Street Advisory Board responsibilities, contract requirements and related discussion. Chairman English.

Quarterly Activity Reports are due to the Texas Historical Commission – Coordinating Program

of times the board has met

of times volunteer committees have met this quarter separate from the full board

of professional developments manager has attended

Greatest accomplishment this quarter

Submit the work plan

Explain the committee's progress this quarter

Private sector reinvestment \$

New construction this quarter

Net new businesses opened this quarter

Part time and full-time jobs

of Housing units

of Volunteer hours

Annual Report

Baseline Requirements: board, full time manager, transformation strategy, budget, municipal support. The next 12 pages are supporting documentation and scoring for each associated category.

ALL REPORTING IS A REQUIREMENT OF THE PROGRAM. YOUR SCORE ON YOUR ANNUAL REPORT DETERMINES YOUR STATUS AS:

Accredited

Accredited status is the top tier of recognition. Main Street America Accredited™ programs have a proven track record of planning, implementing, and measuring results that align with the Main Street Approach and must meet baseline requirements and demonstrate success in each of the six Accreditation Standards. Rockwall Main Street works with the Texas Main Street Program to meet the performance standards above including an annual Community Self-Assessment, an onsite Community Progress visit, and required reporting. Texas Main Street evaluates, selects and recommends Accredited programs to Main Street America annually.

Affiliate

Street model and are on the pathway to achieving meaningful economic, social, physical and organizational improvements in their downtown or commercial districts. Main Street America Affiliates do not have to meet the six Community Evaluation Standards or baseline requirements, but they should commit to becoming Accredited.

4. ADJOURN MEETING

G. Lyons made a motion to adjourn the meeting at 6:15 P.M., J. Standifer seconded the motion, passing 5-0.

Minutes prepared by Bethany Browning, MS Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, NOVEMBER 18, 2025.
MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.**