

Rockwall Main Street Advisory Board Meeting

Tuesday, January 21, 2014

Development Services Conference Room

1. Call to Order

Attendees

Board Members: Barb Coleson, Michael Adrian, Sandi Whitley

Absent: Sarah Freed

Staff: Bethany Browning, Main Street Manager

No quorum of members – meeting cancelled and no actions taken.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, March 25, 2014
Rockwall Economic Development Conference Room

1. Call to Order – 6:45 pm by Barbara Coleson, Board Vice-Chair

Attendees

Board Members: Barb Coleson, Michael Adrian, Sarah Freed, Evan Matteson, Claudette Hatfield

Guests: Suzie Bell and Shelby Wallace, REDC

Absent: Sandi Whitley

City Staff: Bethany Browning, Main Street Manager

2. Appointments

1. Shelby Wallace and Suzie Bell of the Rockwall Economic Development Corporation made a presentation for ScanSee, a Rockwall smartphone app for residents and visitors to access information about Rockwall. The app can be used to report problems, find out about events but most importantly supports “Shop Local” efforts. The app will be available to all businesses in Rockwall. However, an app site is an additional monthly fee and would include specialized features/listings, should businesses choose this upgrade. Shelby is planning to present to the Rockwall Old Town Shoppes at their April meeting.

3. Discussions/Action Item

1. February 18, 2014 meeting minutes were reviewed. Motion was made by Sarah Freed to approve the minutes; motion seconded by Michael Adrian, all others approved, motion passed 5-0.
2. Façade Grant Submittals – There were no façade grants submitted for review.
3. MS 10-Criteria – Main Street Manager explained the Criteria’s 10 categories and answered questions related to the annual report.
4. HOT Application – Main Street Manager provided the group with handouts of the tax code and provided a brief history of funding to the group. Main Street Manager asked that a representative from the group work with the ROTS to apply for appropriate funding for the 2014/2015 fiscal year. Any funds would be used to promote events and tourism in the downtown area, highlighting both Main Street and Rockwall Old Town Shoppes.

4. Reports

1. Organization: Evan Matteson suggested the group consider Prezi instead of the traditional PowerPoint for future presentations. Sarah Freed offered to help with the project. Barb Coleson has lined up the EDC for an April presentation and will continue to call on other community groups.
2. Promotions: Barb Coleson reported on the status of the Farmers Market. She also provided a brief history of the MS and ROTS events.
3. Design: No report at this time.

4. Economic Restructuring: Michael Adrian reported that he planned to visit downtown shops to solicit façade grant participation over the next couple of weekends.

5. Main Street Manager's Report:

Downtown Improvements

- Improvements brochure in the works.
- Capital Improvements Signs go up this week in 4 locations in the downtown area to alert traffic of the construction.
- Working with the sign company on designs for pedestrian oriented signs.
- Downtown improvements schedule/update:
 1. Parking lot work is underway with the majority of work happening on the south side of Washington Street (Phase 1A).
 2. Phase 1B is scheduled to begin in the next 2 weeks and will start with sidewalk excavation at the corner of Rusk and Goliad.

Economic Activity

Vacancies

- 106 S. Goliad/2240 sqft./\$2500/negotiable
- 213 E. Rusk/1500 sqft/\$2700
- 102 N. San Jacinto/1550 sqft/\$3300
- 102 E. Rusk/2200 sqft/\$4,000-\$4,500

New Businesses

- 108 S. Goliad/Oscar Delta, Texas Kitchen
- 308 N. Fannin/Londoner
- 304 N. San Jacinto/Hazel & Olive
- 216 E. Rusk/Bakers Dozen re-opened under new ownership

Texas Historical Commission

Reports

- February Monthly Submitted

Training/Resources

- MS Manager to attend Texas Downtown Association Roundtable in Paris, April 22nd.

Rockwall Old Town Shoppes

- Downtown brochure completed – 10,000 copies ordered – 5,000 for out of town distribution.
- Rockwall Old Town Shoppes advertised in regional magazine in March/April

Night Owls: Next scheduled late night shopping event is April 10th. Music is being considered for the event as well as other special promotions.

Michael Adrian made a motion to adjourn the meeting at 8:30PM. Sarah Freed seconded the motion, all were in favor. Motion passed 5-0.

- Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL,
Texas, this 20th day of May, 2014.**

Barbara Colson, Vice-Chair



Rockwall Main Street Advisory Board Meeting

Tuesday, April 15, 2014

Council Chambers Conference Room

1. Call to Order

Attendees

No quorum of members – meeting cancelled and no actions taken.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, May 20, 2014
Council Chambers Conference Room – City Hall

1. Call to Order – 6:40 pm by Sandi Whitley, Board Chair

Attendees

Board Members: Barb Coleson, Michael Adrian, Sarah Freed, Evan Matteson, Claudette Hatfield
City Staff: Bethany Browning, Main Street Manager

2. Discussions/Action Items

1. Consider approval of the March 25, 2014 meeting minutes. Motion was made by Barbara Coleson to approve the minutes; motion seconded by Michael Adrian, all others approved, motion passed 6-0.
2. A façade grant application was submitted Kevin Lefere, owner of Zanata, located at 202 East Rusk Street. Grant monies are requested to restore, color and seal with marine grade UV protected polyurethane the storefront and entrance. An estimate was submitted for the work in the amount of \$2,552.50. Evan Matteson made a motion to approve a façade grant for Mr. Lefere in the amount of \$1,000.00. Michael Adrian seconded the motion. Motion passed unanimously 6-0.
3. Main Street Manager provided the board with a construction schedule for the downtown improvements and answered related questions raised by board members. Manager also shared that traffic oriented and pedestrian oriented signs were installed in the downtown area to assist visitors with information about the improvements. Brochures will also be printed in the next few weeks for merchants and government entities to share with visitors.

3. Reports

A. Work Plan Reports

1. Organization: A presentation/update to council is planned for July/August. Main Street Manager will apply for HOT funds in July and is seeking input from DMA and Main Street board members.
2. Promotions: Barb Coleson reported on Farmers Market.
3. Design: No report at this time.
4. Economic Restructuring: Michael Adrian reported that he had made several visits to the downtown shops to solicit façade grant participation.

B. Main Street Manager's Report

Downtown Improvements

- Improvements brochure to print this week
- Pedestrian signs installed at San Jacinto/Rusk this wee/Courthouse next week
- Work on Rusk set to begin this week.

Economic Activity

Vacancies

- 106 S. Goliad/2240 sqft./\$2500/negotiable

New Businesses

- 102 E. Rusk – Southern Roots Women’s Clothing

Coming Soon:

- 102 N. San Jacinto – Vintage Home Decor
- 213 E. Rusk – Charlie’s Café
- 108 S. Goliad – Oscar Delta
- 306 N. Fannin – The Londoner

Texas Historical Commission

Reports

- March and April Monthly Reports Submitted

Training/Resources

- MS Manager attended Texas Downtown Association Roundtable in Paris, April 22nd. Shop local campaign and cash mobs primary focus of training. Paris Shop Local campaign is successful but is very labor intensive and is done throughout the entire city.

Rockwall Old Town Shoppes

- Downtown brochure completed – could use help with distribution if anyone is interested in helping. We need volunteers to specifically call on locations and ask for permission to mail them the downtown brochures. Main Street will ship the brochures if volunteers will assist with calling on locations.
- Rockwall Old Town Shoppes advertised in regional magazine in May/June.

Night Owls: Next scheduled late night shopping event is June 12. Music is scheduled – Michael Stacy will be performing Flamenco music.

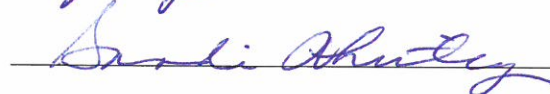
4. Adjournment

Michael Adrian made a motion to adjourn the meeting at 8:30PM. Sarah Freed seconded the motion, all were in favor. Motion passed 5-0.

- Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL,
Texas, this 15th day of July, 2014.**

Sandi Whitley, Chair



Rockwall Main Street Advisory Board Meeting

Tuesday, June 17, 2014 – 6:30PM

Council Chambers Conference Room

1. Call to Order

Attendees

No quorum of members – meeting cancelled and no actions taken.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, July 15, 2014
Council Chambers Conference Room – City Hall

1. Call to Order – 6:30 pm by Sandi Whitley, Board Chair

Attendees

Board Members: Michael Adrian, Evan Matteson, Claudette Hatfield

Absent: Barbara Coleson, Sarah Freed

City Staff: Bethany Browning, Main Street Manager

2. Discussions/Action Items

1. Consider approval of the May 20, 2014 meeting minutes. Motion was made by Michael Adrian to approve the minutes; motion seconded by Claudette Hatfield, all others approved, motion passed 4-0.
2. A façade grant application was submitted by Kaitlin Waller & Dorothy Spradlin, co-owners of Simply Kate, 210 E. Rusk. Grant funds were requested for paint and signage in the amount of \$1500.00 to \$2000.00. The façade grant application was missing supporting documentation, therefore incomplete. Sign grants are no longer offered through the program. Michael Adrian made a motion to table the grant until a written quote for the work is submitted with the application. Evan Matteson seconded the motion, motion passed 4-0.

3. Reports

A. Work Plan Reports

1. Organization: Main Street Manager submitted the HOT application to the City of Rockwall Finance Dept. on 7/7/14. The following items were included for the committee's consideration: brochures, billboard, internet adv. and social media adv. The City of Rockwall will mail recipients letters in September.
2. Promotions: Main Street Manager has been corresponding with NeighborsGo and Blue Ribbon News regarding construction, events and the downtown area being "OPEN for BUSINESS". A feature article will be published in the July 18th edition of NeighborsGO. Parks and Recreation are coordinating Rib Rub. Scare on the Square is cancelled for 2014 due to construction and a day long Christmas celebration is under consideration.
3. Design: No report at this time.
4. Economic Restructuring: No report at this time.

B. Main Street Manager's Report

Downtown Improvements

- Improvements brochures delivered to downtown businesses and county. Additional brochures are available at Genuine Jake – 109 South Goliad.
- Pedestrian signs installed at San Jacinto and Rusk/South Side of Courthouse.

- Currently 5 project areas under construction:
 - a. San Jacinto (South of Washington)
 - b. San Jacinto Plaza
 - c. South Fannin (Parking Area to Awards and Creations)
 - d. East Rusk Street
 - e. East Kaufman Street

Economic Activity

Vacancies

- 210 E. Rusk (former Center Barber Shop – Lease in negotiations)

New Businesses

- 102 E. Rusk – Southern Roots Women’s Clothing
- 102 N. San Jacinto – Vintage Home Décor
- 108 S. Goliad – Oscar Delta
- 306 N. Fannin – The Londoner
- 106 S. Goliad – KHH (to re-open)

Coming Soon

- 213 E. Rusk – Charlie’s Café

Texas Historical Commission

Reports

- Monthly Reports and Quarterly Reports Submitted to THC

Training/Resources

- MS Manager attended Texas Downtown Association Roundtable in Paris, April 22nd. Shop local campaign and cash mobs primary focus of training. Paris Shop Local campaign is successful but is very labor intensive and is done throughout the entire city.

Rockwall Old Town Shoppes

Night Owls: Next scheduled late night shopping event is August 14th – Regularly booking music for the venue if you know of a solo/duo artist group to provide street type music.

4. Adjournment

Claudette Hatfield made a motion to adjourn the meeting at 7:15PM. Michael Adrian seconded the motion, all were in favor. Motion passed 4-0.

- Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL,
Texas, this 16th day of SEPTEMBER, 2014.**

Sandi Whitley, Chair

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Rockwall Main Street Advisory Board Meeting

Tuesday, August 19, 2014

Council Chambers Conference Room

1. Call to Order

Attendees

No quorum of members – meeting cancelled and no actions taken.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, September 16, 2014 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – 6:30 pm by Sandi Whitley, Board Chair

Attendees

Board Members: Michael Adrian, Evan Matteson, Claudette Hatfield

Absent: Barbara Coleson, Sarah Freed

City Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

1. Consider approval of the July 15, 2014 meeting minutes. The motion was made by Claudette Hatfield to approve the minutes. The motion was seconded by Michael Adrian with all members voting in favor, motion passed 4-0.
2. A façade grant application was submitted by LaDona Willess, owner of Fannin Place Studio, 204 S. Fannin. Grant funds were requested for a porch enclosure and will house additional retail space. Paint, awnings, lighting and windows will be installed and the total quote submitted to the board for consideration was \$13,500.00. Ms. Willess is requesting \$1,000.00 in matching façade grant funds. The board discussed the enhancement to the property and stated they supported beautification efforts in the district. Michael Adrian made the motion to approve the grant in the amount of \$1,000.00. The motion was seconded by Claudette Hatfield with all members in favor, motion passed 4-0.
3. Consider a request to support the Historic Preservation Advisory Board's application for designation as a *Preserve America Community*. Board members read the memo provided by Ryan Miller, City of Rockwall Historic Preservation Officer. The memo explained that with designation are grant funding opportunities, recognition by the White House, an official certificate and roadway sign as well as listing the City of Rockwall in the web-based *Preserve America Community Directory*. The board agreed that such a designation is beneficial to the City of Rockwall. The motion was made by Claudette Hatfield to support the Historic Preservation Advisory Board's application for designation as a *Preserve America Community*. The motion was seconded by Evan Matteson with all members voting in favor, motion passed 4-0.
4. Discuss and take any necessary action regarding the Main Street mission and vision statements. Main Street Manager, Bethany Browning, explained the importance of reviewing the mission and vision statements. Mission and vision statements should be reviewed once every 2-3 years for relevance, in addition to compliance with *Texas Historical Commission 10 Criteria* reporting requirements. All board members agreed the mission and vision statements, along with the annual work plan, needed further board review. The board recommended a special meeting for an in depth discussion prior to new board members joining in January. The motion was made by Michael Adrian to adopt the current mission and vision statements with the intent of further dialog regarding the statements. The motion was seconded by Evan Matteson with all members voting in favor, motion passed 4-0.

3. Reports

A. Work Plan Reports

1. Organization: committee chairman did not provide a report at this time.
2. Promotions: committee chairman did not provide a report at this time.
3. Design: committee chairman did not provide a report at this time.
4. Economic Restructuring: committee chairman did not provide a report at this time.

B. Main Street Manager's Report

- DT Improvements Project featured in the following:

<http://blueribbonnews.com/2014/07/customers-still-coming-during-downtown-rockwall-renovations-620/>
<http://www.dallasnews.com/news/community-news/rockwall-rowlett/headlines/20140718-creation-of-pedestrian-friendly-space-means-patience-for-rockwall-business-owners.ece>

- Currently 5 project areas under construction:

SAN JACINTO PLAZA

1. Coordinate with *Oncor* to possibly switch 4 electrical services to underground service on September 21st.
2. Install flex base.
3. Form and pour the tree planter walls.

WASHINGTON STREET

1. Install underground electrical conduit toward Goliad and prepare to install curb and sidewalk.
2. *AT&T* to continue splicing cables to finish overhead utility work at the DPS lot.

RUSK STREET

1. Install brick pavers in the sidewalk that was poured Monday (from Goliad to Peek-A-Boo).
2. Demo existing sidewalk from new sidewalk to end of brick column in front of Groovy's on Monday the 15th, set forms on the 16th and pour concrete on the 17th.

SAN JACINTO BETWEEN RUSK AND KAUFMAN

1. Install underground electrical and storm drainage on the east side of the Courthouse.

KAUFMAN STREET

1. Remove and replace sidewalk from Allstate to a point just west of the door to Dr. Conner's office (to maintain access during this phase).

OTHER

The dates for removing sidewalk and placing concrete may be impacted by rain, forecasted for the first part of next week, as it delayed the removal and replacement on Rusk and Kaufman this week.

Economic Activity

Vacancies/For Lease

- 108 E. Rusk (Chateau Bistro Closed)
- 106 S. San Jacinto (Mr. Hendricks Office Closed)
- 406 N. Goliad
- 502 N. Goliad

New Businesses

- 102 N. Fannin - No. 9 Couture and Legacy Cigars opened in Legacy Village Shops
- 210 E. Rusk – Simply Kate

Coming Soon

- 213 E. Rusk – Charlie’s Café

Texas Historical Commission

Reports

- Monthly Report Submitted to THC

Rockwall Old Town Shoppes

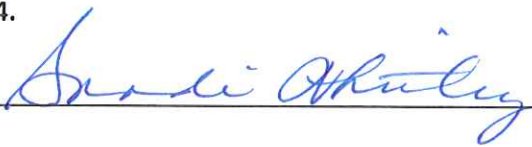
Cash Mob – A local group of volunteers is spearheading a project to pump dollars into the local economy and support local businesses. They have developed a Facebook page called “Rockwall Cash Mob” and their second mob is planned for Thursday, September 18th. The group has asked people to meet at Oscar Delta at 5:30PM with \$20 in hand to hear the location of the second mob! There are 29 “going” and the goal is 50! The location will be walkable from Oscar Delta. Meet, Dine, Shop, Local. Follow and support the effort on Facebook.

4. Adjournment

Meeting adjourned at 7:45PM.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this 9th day of December, 2014.

Sandi Whitley, Chair 

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, November 11, 2014 – 6:30PM.
Council Chambers Conference Room – City Hall

1. Call to Order – 6:44 pm by Barb Coleson, Board Vice-Chair

Attendees

Board Members: Michael Adrian, Evan Matteson, Claudette Hatfield, (Sarah Freed joined the meeting at 7pm)

Absent: Sandi Whitley

City Staff: Bethany Browning, Main Street Manager

2. Discussions/Action Items

- i. Consider approval of the September 16, 2014 meeting minutes. The motion was made by Michael Adrian to approve the minutes. The motion was seconded by Evan Matteson, with all members voting in favor, motion passed 4-0.
- ii. A façade grant application was submitted by Iris Smith, owner of The Wedding Chapel, 308 S. Fannin. Grant funds were requested to replace hardy boards, crown and cap trim, window trim, dentil and to repaint chapel front, towers and right and left sides. The total quote submitted to the board for consideration was \$11,360.00. Ms. Smith is requesting \$1,000.00 in matching façade grant funds. The board discussed the historic significance of the property and the fact that this property is a wedding venue. The importance of the property maintenance is critical to the nature of the business. Claudette Hatfield made the motion to approve the grant in the amount of \$1,000.00. The motion was seconded by Michael Adrian with all members in favor, motion passed 4-0.

A façade grant application was submitted by Tom Walker, owner of property located at 206 E. Washington (current tenant, Optical Warehouse). Grant funds were requested to repair the brick façade and paint the exterior (3 sides of the property fronts public areas) and awning. Mr. Walker is requesting \$1,000.00 in matching façade grant funds. Michael Adrian made the motion to approve the grant in the amount of \$1,000.00. The motion was seconded by Evan Matteson with all members in favor, motion passed 5-0.
- iii. Board Terms – Main Street Manager shared information related to board member terms and expirations. There is currently a vacant seat on the board that needs filled. Barb Coleson and Sandi Whitley both have expiring terms in December and Sarah Freed is up for re-appointment. Evan Matteson, Michael Adrian and Claudette Hatfield's terms expire in December 2015.
- iv. Strategic Planning – Main Street Manager stated that 6 years-worth of work plans needed to be reviewed by the board and a new work plan developed for 2015. New board members will be appointed by City Council in the upcoming months as well. Barb Coleson discussed the Main Street program and the importance of remaining in the program beyond the completion of the capital improvements. She stated there is still

work to be done. She and other board members discussed the need for public restrooms, directional signage, unified business hours and the arts as major areas of focus moving forward. Board members also discussed new board member orientation and a way to utilize the same information to communicate with council as well as provide the public with goals of the program.

3. Reports

A. Work Plan Reports

1. Organization: committee chairman did not provide a report at this time.
2. Promotions: committee chairman did not provide a report at this time.
3. Design: committee chairman did not provide a report at this time.
4. Economic Restructuring: committee chairman did not provide a report at this time.

B. Main Street Manager's Report

Downtown PR

- Blue Ribbon News Article – Feature this week with information about the Hometown Christmas Celebration and the new partnership with Toyota of Rockwall highlighting downtown shopping/dining and shuttle service.

Downtown Construction Update

- Updates provided in weekly emails to DT Property Owners, Rockwall County Commissioners and MSAB members.

Economic Activity

Vacancies/For Lease

- 108 E. Rusk (Chateau Bistro Closed)
- 106 S. San Jacinto (Mr. Hendricks Office Closed)
- 406 N. Goliad
- 502 N. Goliad

New Businesses

Coming Soon

- 213 E. Rusk – Charlie's Café

Texas Historical Commission

Reports

- Monthly Report Submitted to THC

Training/Resources

Manager attended the Texas Downtown Association conference in Granbury last week.

Upcoming training in February 2015 – Nacodoches, Texas

Rockwall Old Town Shoppes

Night Owls – November 13th

Economic Activity

Vacancies/For Lease

- 108 E. Rusk (Chateau Bistro Closed)
- 106 S. San Jacinto (Mr. Hendricks Office Closed)
- 406 N. Goliad
- 502 N. Goliad

New Businesses

- 102 N. Fannin - No. 9 Couture and Legacy Cigars opened in Legacy Village Shops
- 210 E. Rusk – Simply Kate

Coming Soon

- 213 E. Rusk – Charlie’s Café

Texas Historical Commission

Reports

- Monthly Report Submitted to THC

Rockwall Old Town Shoppes

Cash Mob – A local group of volunteers is spearheading a project to pump dollars into the local economy and support local businesses. They have developed a Facebook page called “Rockwall Cash Mob” and their second mob is planned for Thursday, September 18th. The group has asked people to meet at Oscar Delta at 5:30PM with \$20 in hand to hear the location of the second mob! There are 29 “going” and the goal is 50! The location will be walkable from Oscar Delta. Meet, Dine, Shop, Local. Follow and support the effort on Facebook.

4. Adjournment

Meeting adjourned at 7:45PM.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this 9th
day of Dec., 2014.**

Sandi Whitley, Chair

Barbara Colson