

Rockwall Main Street Advisory Board Meeting Minutes
Wednesday, January 27, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:40 pm.

Board Members Present: Evan Matteson, Sarah Freed, Claudette Hatfield, Kevin McCormick, and Gene Stroman

Absent: Michael Adrian, Toni Waldop

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. Welcome and Introductions: Welcome to Tim and Tammy Sharp, TNT Color Supply, Representing Rockwall Old Town Shoppes; and Jeremy Standifer of Book Club Café.
- ii. Discussion and action related to façade grant presented by Jeremy Standifer of Book Club Café for Property located at 107 E. Kaufman Street: After reviewing the details of the façade grant request, the group commented on loving the façade “look” and lights. Claudette asked where the door is going to be, Jeremy explained the door on the front left will be auxiliary, and the next storefront window to the right is a banquet room that can be rented and holds 20-25 ppl. The third entrance is the main entrance. There is also a full glass garage door. There is also a small stage for live music, which will initially start 1x per month. The idea of the signage was redo it like the original, Jeremy explained, but the city did not approve. Instead, the sign up will look the same, but will be black alumacore, and it will be hand-painted (by the person that painted Poe & Arrows sign). Jeremy explained the back of the building, will show a “logo” Book Club Café Phoenix. The goal with this façade grant is to get the building painted. The back patio will have outdoor seating area this spring. Sarah Freed made motion to approve \$500 façade grant, Gene Stroman seconded the motion. All in favor, motion carried, 5-0.
- iii. Discussion related to Celebrate Downtown Rockwall, an event scheduled for Saturday, April 16, 2016, presented by Tammy Sharp: Tammy shared how the idea of the Celebrate Downtown Rockwall came about. There is a need now that we are getting close to construction complete to have a major celebration, as the construction has been tough on the business owners and Customers. Tammy contacted the city manager and the mayor, asking if she can organize this event, and she presented to City Council last November. The vision is to showcase how Rockwall was in the 50s, how it is now, and the changes. The event starts at noon with a staged parade that starts at Dobbs, goes in front of Zanata, and ends at Bin 303. There will be sports Teams in the parade, veterans, and lots of different things from those decades. There will be an unveiling of the fire truck that has been redone from the 1940s. The day’s events will run 1-5pm. There will be 5 balloon arches to outline the spine of downtown. Most of the activities will be going on the Court House stage. There will be a 5 piece band, and when they are not performing, the Dallas Puppet Theatre will perform. Giant LED Screen will be on the side of the courthouse, and while the parade is going on the Centennial will be playing. Bethany is in charge of the Plaza, which includes Farmer’s Market. There will be a vintage carousel in front of Book Club Café, which is currently at the Fort Worth Stockyards. There will be strolling magicians, balloon artists, etc. At the end of the spine in front of the gallery, there will be a live painting, “Then and Now”. There will be food trucks

in front of North Star Bank with high ball tables. Dallas Puppet Theatre will have puppets dressed in each decade in the parade. Tammy has been working with the Historical Society on possible getting a grant to offset funds. They will also be doing jail tours done by the commissioners with a photographer taking pictures. Up the stairs in the courthouse, a video will be showing in the hallway of interviews to highlight past and present members of the community. There will also be a car show (cars that are in the parade) will be on the other 3 sides of the courthouse. At 5pm, working with Downtown Association, there will be an event with the stores (headed by Kevin Lefere) with the stores staying open until 7pm. Book Club Café will be open until 10pm. The band plays 7-9p. They are working on social media and print, and the electronic billboard on I30 has been donated for the event as well. There is also a walking tour, by Historical Society, that can be downloaded, to see what for example, Zanata was "then" (Drug Store), AND show the then and now pictures. Christi Foster from Groovy's is doing t-shirts, and there will be glow necklaces. The Fatted Calf will be selling sliders. Jeremy says Book Club Café will be up and running and they will be selling beer and wine, coffee drinks etc. The event cost is over \$50k with an expectation of approximately 5,000 attendees. Bethany may have Tammy present to the Special Events Committee meeting, and Tammy said she would be happy to. Discussion only, no action taken.

iv. **Discussion and action related to the approval of the December 15, 2015 MSAB meeting minutes:**

Kevin McCormick made motion to approve the minutes as written and Gene Stroman seconded. All in Favor 5-0.

v. **Work session related to the design and location of proposed pedestrian oriented, downtown**

directional signage: The group discussed the major directional signage in the spine on San Jacinto. One should be placed near the parking south of the square on Fannin between Washington and Rusk. Another one near parking area by Alamo and Rusk. Claudette mentioned the awning in front of Hunan, which looks like it is going to fall down on someone. Bethany said that she will make a note of that. Bethany reiterated that we would open it up to proximity and give first opportunity to the business closest. But if Legacy Village, for example wanted to put one in another area, and it is available, absolutely. Evan asked what the next steps are: What corners are the best candidates? We already know roughly the cost. Bethany said she might have a meeting with Streets regarding the signage codes. We have to have everything packaged and ready to go before we go to the Downtown merchants. We need to identify the folks that have first "dibs". Another element is the agreement they will be signing that they will pay for the sign and replacement when needed. Gene mentioned that the life expectancy be worked into it. The question came up as to how we would write the agreement up. Bethany said we would find out someone else that is doing something similar. The city has an attorney that could write it up, and it would have to be approved by City Council. McKinney may have something similar. Gene may have a resource in Oklahoma. Bethany said we need to think about the details of the agreement. We need to come to an agreement on how many can be on the sign per Evan. Bethany said there can be 10 on one side, but Evan mentioned we don't want to go all the way down. So that might be 5-6 max and two sides, or even thirds. If you do 2-3 sides you would have 10-15 signs total. That would be approximately 60 to 90 opportunities. We need to package up and present to the Downtown merchants with pictures, etc. Bethany would like to have a meeting to hash out the details before the presentation. Discussion only, no action taken.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report. Bethany is excited about hosting the Texas Main Street Professional Development. They may plan to Also maybe taking the new folks (about 25pp) them out on the water for New Manager Training on Tuesday. They will also go to a neighboring Main Street city, ex. Royce City or Greenville during the day. They will do a progressive stroll of the shops on Night Owls with music and maybe the shops providing snacks or something like that. Bethany mentioned needing lots of help. Discussion only.

4. **Adjournment**

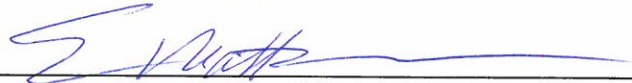
Meeting adjourned at 8:19pm, per motion made by Evan Matteson, which was seconded by Kevin McCormick, all in favor, 5-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

15th day of March, 2015.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting

Tuesday, February 16, 2016

1. A meeting of the Main Street Advisory Board was not held in the month of February, 2016.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, March 15, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:42 pm.

Board Members Present: Evan Matteson, Sarah Freed, Claudette Hatfield and Gene Stroman
Absent: Michael Adrian, Toni Waldop, Kevin McCormick
Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**
 - i. **Discussion and action related to the approval of the January 27, 2016 MSAB meeting minutes:**
Gene Stroman made a motion to approve the minutes as written and Evan Matteson seconded. All in Favor, 4-0.
 - ii. **Discussion related to light pole banners for the downtown district, presented by Bethany Browning, Main Street Manager:** Bethany explained that the City would like the MSAB to make a recommendation to the Council on design and materials for the light pole banners, referring to the memo regarding same, dated March 15, 2016. Examples of custom and stock banners were passed around and discussed. Bethany mentioned that there is an opportunity to share a message that would help visitors with a better idea of what downtown has to offer. It was discussed that for the people that may be walking thru downtown, if we can make a bold simplistic statement, it will resonate a lot more. The vibe right now is around music, food and Farmer's Market. We discussed using tonals, and color palette from the new tables and chairs. Evan offered to do the artwork. We discussed the goal of approving the artwork via email in time for the next Council meeting the following Monday. MSAB agreed to highlight Farmers Market (using the logo), Music (San Jacinto Music Series and poster) and Eat, Shop & Relax example we found in the banner booklets that were passed around. MSAB agreed to review and approve the artwork via email so that we could get it turned around in time for the Council Meeting and printed and installed for the Celebrate Downtown Rockwall event on April 16th. Discussion only, vote on final artwork to be done via email due to time constraints.
 - iii. **Update related to downtown district pedestrian oriented, directory signage, presented by Evan Matteson, Board Chair:** It was discussed that we need to get some pricing, so that MSAB can make a budget request. Evan mentioned that the memo dated March 15th summarizes the direction. It was also mentioned that we will also be asking for another set of banners.
 - iv. **Update related to volunteer needs for the Celebrate Downtown event, scheduled for Saturday, April 16th:** Bethany talked to Tammy Sharp prior to the meeting. Downtown Shops will have an information booth and they will cover it. Needs are help with the carousel, and photo booth with the jail. Bethany will email specific volunteer needs.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report.

4. Adjournment

Meeting adjourned at 7:35pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. All in Favor, 4-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

26th day of April, 2016.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, April 26, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:37 pm.
 - i. **Introduction of new board members, presented by Evan Matteson, Board Chair:** Evan introduced and welcomed new Board Members, Jeremy Standifer and Tim Sharp, and existing board members introduced themselves.

Board Members Present: Evan Matteson, Sarah Freed, Gene Stroman, Kevin McCormick, Jeremy Standifer, and Tim Sharp

Absent: Claudette Hatfield

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the March 15, 2016, MSAB meeting minutes:** Evan Matteson made a motion to approve the minutes as written and Gene Stroman seconded. All in favor, 4-0 (with Jeremy Standifer and Tim Sharp abstaining from vote); motion carried.
- ii. **Discussion and approval of a façade grant submitted by Janice Reyes of Alante Salon, located at 102 South Goliad Street:** Bethany Browning presented the façade grant on behalf of Janice Reyes from Alante Salon, as she was unable to attend. Bethany explained to the new board members that MSAB has an annual budget of \$5k per year, and that signage was no longer approved as part of a façade grant. She also mentioned that there is potential to look for a partner to match funds, and the board suggested this topic be added as a future agenda item. She explained that the awning would be plain (with no lettering) and be black and grey striped. After reviewing the grant, Sarah Freed made a motion to approve \$1,000 reimbursement for the façade grant. Jeremy Standifer seconded the motion. All in favor, 6-0; motion carried.
- iii. **Debriefing of Celebrate Downtown Rockwall event, held on Saturday, April 16, 2016, presented by Bethany Browning, Main Street Manager:** The group reviewed Bethany’s memo regarding same, dated April 26, 2016. The group discussed the overwhelming positive feedback received regarding the event. Discussion only, no action taken.
- iv. **Update regarding antique light pole banners and possible suggestions for additional seasonal sets, presented by Bethany Browning, Main Street Manager:** Bethany asked MSAB to be thinking about seasonal banners, designs, moving forward. How many new sets will be requested? Do we keep some of the existing banners in rotation? Evan suggested that we have another brainstorming session in the next month or two to discuss the next phase and plan. It was mentioned that the current set was approximately \$7k. Tim Sharp asked about “Scare on the Square”. Bethany mentioned that she is having a discussion with the Parks and Rec Manager to discuss all events. It was also mentioned that volunteers for downtown events need direction regarding future events and their role. Discussion only, no action taken.
- v. **Update regarding directional signage/directories for the downtown district, presented by Bethany Browning, Main Street Manager:** Evan summarized our prior discussions regarding the topic, and that we had plotted about 7 locations for signage. The businesses closest to the signage location would have first dibs, then everyone else. The businesses would be responsible for their

"signs" and that this would be implemented with a supported contract of terms and conditions, TBD. Discussion only, no action required.

3. Main Street Manager's Report: Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

4. Adjournment

Meeting adjourned at 7:37pm, per motion made by Evan Matteson, which was seconded by Kevin McCormick. All in Favor, 6-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

17th day of May, 2016.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, May 17, 2016 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:38 pm. He welcomed guests Barb Coleson, DeeDee Roe, and Danny and Lisa Coburn.

Board Members Present: Evan Matteson, Sarah Freed, Jeremy Standifer, and Tim Sharp

Absent: Claudette Hatfield, Kevin McCormick, Gene Stroman

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the April 26, 2016, MSAB meeting minutes:** Jeremy Standifer made a motion to approve the minutes as written and Tim Sharp seconded. All in favor, 4-0; motion carried.
- ii. **Discussion and approval of a façade grant submitted by Danny Coburn of HomeGirl Rockwall, located at 106 North San Jacinto Street, presented by Danny Coburn:** Danny & Lisa Coburn presented their façade grant request, which is essentially to paint the exterior a burlap color, paint the awning black and white, install new double door (with light dividers) and paint the existing window trim white. In addition, they want to add electric outlet under the awning for decorative lights and add 2 gooseneck lights above their sign. The approximate cost of the described work is \$1950 consisting of, electrician subcontract work, lights, double door, and paint. The reimbursement request is \$1,000.00. Danny asked about the city codes/rules etc. Bethany explained they can be found online, or they can contact Bethany directly. They are targeting an opening of mid-June. After the MSAB reviewed the grant request, Sarah Freed made a motion to approve up to 50% reimbursement not to exceed \$1,000. Final vote to approve the final amount to be reimbursed will be conducted via email vote of the MSAB board to expedite reimbursement. Upon completion of the work, Danny & Lisa will email the final cost information to Bethany. Tim Sharp mentioned the Downtown Merchant Meeting that is held the first Wednesday of each month at Northstar Bank at 8:30am and invited them to attend.
- iii. **Discussion with Rockwall Old Town Shoppes, Friends of Downtown Rockwall and Main Street Board regarding events and volunteer roles, presented by Bethany Browning:** Bethany kicked off the discussion by sharing highlights of history of event planning downtown. She also highlighted discontinued or relocated downtown events, such as Scare on the Square, Aspasiens, and Founder's Day Festival. Bethany has talked with Aspasiens regarding returning to Downtown venue, but they are not currently interested. Barb mentioned the Special Events Committee, with Claudette Hatfield as current Chair. Barb said it was a good idea to keep the committee as an arm of the MSAB. It was further discussed to potentially have a combined meeting quarterly or when needed to discuss downtown events, volunteer needs etc. Jeremy asked about the potential of making Celebrate Rockwall an annual event, and Bethany suggested that be a future agenda item. It was discussed that we should discuss our purpose of investing in any event, ie. "What are we trying to do?" and "Why are we spending our energy on it?" The list of current events was discussed, and

Barb mentioned the success story of Farmer's Market and that there were several good stories to be told of how businesses have gotten their start at this venue. Bathroom access during Farmer's Market was discussed. Using the Courthouse facilities was not a viable option. The Center bathrooms are available, and Jeremy allows vendors to utilize their bathrooms (at Book Club Café). Discussion only, no action taken.

3. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

4. **Adjournment**

Meeting adjourned at 7:50pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. All in Favor, 4-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this
21st day of June, 2016.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting Minutes
Council Chamber Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, June 21, 2016, 6:30PM.

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:35 pm.

Board Members Present: Evan Matteson, Sarah Freed, Jeremy Standifer, Tim Sharp, Gene Stroman and Kevin McCormick.

Absent: Claudette Hatfield

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the May 17, 2016, MSAB meeting minutes:** Tim Sharp made a motion to approve the minutes as written and Jeremy Standifer seconded. All in favor, 6-0; motion carried.

- ii. **Discussion and possible action related to HOT funding request submitted by Bethany Browning on behalf of Main Street and Rockwall Old Town Shoppes:** Bethany discussed HOT Funding request, including what the funds are used for and who approves them. She referred the board to her memo dated June 21, 2016 which outlined details including what we applied for last year, and what we are applying for this year. Bethany said she needed help in the following items: 1. Rockwall Old Town Shoppes: Breakdown and estimates for Hometown Christmas event as well as Corks & Canvas and 2. Print Media Advertising options in DFW/East Texas areas. She asked the group to please email her feedback on one or both on or before June 30th.

Dee Dee Roe mentioned Haute Finds ATX as a potential publication we may want to consider. Jeremy suggested Edible Magazine as an additional publication. Bethany is familiar and has been in contact with Edible Magazine regarding Farmers Market. It was also suggested that we highlight Farmers' Market vendors. Bethany mentioned that a short video was being considered to highlight Farmers' Market and San Jacinto Music Series. Jeremy asked what the kiosks were. Bethany explained the kiosks would be placed along the downtown thoroughfare to signify a shopping and dining district with plenty to do and see. The kiosks would include a directory, map and possibly current events. Jeremy mentioned quarterly ads could potentially be at the bottom of the kiosks to offset costs. Bethany mentioned that there could be alternative ways to fund. Discussion only; no action taken.

- iii. **Discussion regarding holding joint meetings of the Rockwall Old Town Shoppes, Friends of Downtown Rockwall and Main Street Board organizations, to coordinate and support downtown events, presented by Bethany Browning:** Roundtable introductions of both MSAB members as well as special guests: Dee Dee Roe, Jason Roe, Denise Webb and Linda Cook. Bethany suggested that joint meetings could potentially cut down on multiple communication threads. It was suggested that we "see how it goes" regarding how often the joint meetings should occur. Bethany briefly discussed memo regarding DT Events – Coordination of Efforts dated June 21, 2016. Denise Webb discussed the "Farm to Feast" event, talking about how successful the first event in May was. She said that 70 tickets were sold the last time, and 120 spots would be available for the next event on September 18th.

Bethany mentioned upcoming Rib Rub on October 1st that would be held in the square. Since Parks has organized the event for the past two years, she has asked them how MSAB/Shoppes could be involved and they were unsure. She sked the group, what do we want to do? Bethany summarized the events of the day: BBQ competition (wings), Run in the a.m., Car Show, Live Music, Kids Stuff, Shoppes – some sort of event in the stores. It was mentioned that the biggest complaint was “no food” and why can I not buy something from the competitors. It was mentioned how prepping the wings and the bags with all of the info was a full day of prep work the day before. It was asked if Food Trucks could be in the area across from 7-11 to keep folks down in the square longer. Dee Dee asked about having vendors in the San Jacinto Plaza, but that it should be of high caliber and potentially mix it with the Shoppes. Evan mentioned that City Council was not favorable on the beer tasting and “selling” of alcohol in relation to the event itself. Brew2 is hosted on the same day as Rib Rub but as a separately funded and marketed event. DeeDee stated these events make or break the businesses in the square, and that we needed to do something that promotes sales in the stores. Evan suggested that we continue doing the tasting like “Corks and Canvas”. Home Brewers association would do the glass and all agreed that the glass size and look is critical. DeeDee asked if Shoppes could partner with Home Brewers Assoc. on the glass and Evan said “Yes”. The group discussed logistics on ticket sales and how that could be a bottleneck. It was suggested to potentially offer discounted presales ahead of time.

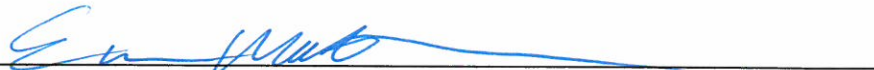
After much discussion, Evan proposed that we have quarterly joint meetings. He also suggested that we meet in January to discuss the Calendar. It was also suggested that we focus on promotional events, such as “Night Owls’ in a future meeting, potentially August. Discussion only; no action required.

- iv. **Briefing on the upcoming Texas Main Street Training (July 12-15th) and volunteer support opportunities, presented by Bethany Browning:** Bethany discussed the Training Schedule and events and volunteer opportunities. She will send out details including sign-up sheet under separate cover soon.
3. **Main Street Manager’s Report:** Bethany Browning, Main Street Manager, presented the Manager’s Monthly Report. It was announced there would be no meeting in July due to Texas Main Street Training.
4. **Adjournment**
Meeting adjourned at 8:00pm, per motion made by Evan Matteson, which was seconded by Kevin McCormick. All in Favor, 6-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

26th day of September, 2016.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting

Tuesday, July 19, 2016

1. A meeting of the Main Street Advisory Board was not held in the month of July, 2016.

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, August 16, 2016 – 6:30PM.
City Hall -Council Chambers Conference Room

1) Call to Order

Meeting called to order at 6:38 pm.

Advisory Board Members Present: Chair, Evan Matteson, Tim Sharp, Claudette Hatfield and Kevin McCormick

Absent: Gene Stroman, Sarah Freed and Jeremy Standifer

Rockwall Old Town Shoppes Guest: Dee Dee Roe

Special Events Committee Member: Ginny Hibbard

Staff: Bethany Browning, Main Street Manager

2) Discussions/Action Items

I. Discussion and action related to June 21, 2016 advisory board meeting minutes, presented by Sarah Freed, Board Secretary. Sarah emailed and stated she would not be present for the meeting and would provide the June minutes at the September meeting.

II. Recap of the Main Street Professional Development hosted by City of Rockwall Main Street, presented by Bethany Browning. 64 Texas Main Street Managers attended the 4 day training the week of July 11th through July 15th. The following volunteers helped host the event:

Tim Sharp
Tammy Sharp
Jane Braddock
Claudette Hatfield
Betty Jean Hoaglund
Linda Cook
Linda Fergusson
Ginny Hibbard

Training went smoothly with sessions offered at The Center all 4 days. A sunset cruise was held on Lake Ray Hubbard on Wednesday evening. Night Owls, live music and refreshments were offered on Thursday evening. The City invested \$6,000 organizing the conference and 33 economic surveys were returned tallying over \$16,000 spent by managers, on lodging, fuel, meals, shopping, etc. It was a huge success with many positive comments regarding both the sessions and the extracurricular activities.

III. Update on Art in Public Places projects related to DT CIP, presented by Bethany Browning, Main Street Manager. Funding: As part of the voter approved bond that was passed in May 2012, 1% of the project funding was earmarked for public art projects. Approximately \$77,000 is available for projects associated with the DT CIP. Art Commission members were appointed by council in August of 2015 and have met regularly since November of 2015.

The commission has reviewed and revamped the Art in Public Places Master Plan and identified several mural projects in the downtown area. Two properties currently under consideration for murals are 110 S. Goliad (Pruitt Law Firm) and 206 E. Washington (School of Rock). The commission's next meeting is scheduled later this week and members will discuss the process for retaining an artist for both murals. The design for 110 S. Goliad will focus on history and serve as a welcome sign for travelers headed north on 205 or east on 66. The design for 206 E. Washington will focus on Rockwall's live music scene/motto. The Art Commission is considering several murals in the downtown area, provided cooperation and funding are available. The commission meets monthly on the second Monday at 10:00AM, if board members are interested in attending any of the public meetings. If this group wishes to be involved or provide input, please let me know so that I can place an appointment on the September agenda.

3) Appointments

- I. Appointment with members from the Rockwall Old Town Shoppes business association to discuss upcoming events: Brew2, Hometown Farm to Feast, Hometown Christmas. Dee Dee Roe and Evan Matteson shared information about Brew2. This is the 3rd homebrew tasting the Rockwall Brewer's Association has hosted in cooperation with the Rockwall Old Town Shoppes. Brewer's will sell club memberships, which will provide members with a complimentary glass as well as opportunity to taste and judge competition beers, which are offered inside select downtown businesses. Brew2 is held on Saturday, October 1st from 1PM to 5PM. Evan expressed that volunteers were needed to help host the event, run errands, answer questions. Volunteers would not be serving homebrew, club members only. Planning for Farm to Feast is underway with 120 tickets slated to be sold. Old Town Shoppes will host the event on Sunday, October 23rd. Since shops are closed on Sundays, the business owners will host the entire event, no volunteers are needed. Planning has begun for Hometown Christmas, which has expanded to 2 days this year, Saturday, December 3rd and Sunday, December 4th. A snow hill tube is planned for Sunday, contingent on funding. The group will know if funds are available by mid-September. Claudette Hatfield and Ginny Hibbard volunteered to serve on the Rockwall Old Town Shoppes planning committee.

4) Main Street Manager's Report

Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Business Updates

- 104 N. San Jacinto – Roof needs repair prior to leasing
- 116 E. Rusk – Available/Lease (Formerly Ink to Paper and by George)
- 104 S. San Jacinto – Available/Lease
- 206 N. Fannin – Leased – Café 29, Open date is unknown
- 101 S. Fannin – Leased - Pier 101, Open date is unknown
- 218 E. Rusk – Leased - Hansel & Her and Shanon Zais Photography, Opening Fall
- 109 N. Goliad – Renovation in process
- 406 N. Goliad – Available/Lease

Texas Main Street Updates

- None at this time. 10 Criteria annual reporting is due end of September.

Upcoming Events/Dates

- 8/19 – San Jacinto Music
- 8/20 – Farmers Mkt./San Jacinto Music
- 8/26 – San Jacinto Music
- 8/27 – Farmers Mkt./San Jacinto Music
- 9/2 – San Jacinto Music
- 9/3 – Farmers Mkt./San Jacinto Music
- 9/8 – Night Owls
- 9/9 – San Jacinto Music
- 9/10 – Farmers Mkt./San Jacinto Music
- 9/16 – San Jacinto Music
- 9/17 – Farmers Mkt./San Jacinto Music
- 9/20 – Main Street Advisory Board Meeting

5) Adjournment

Motion made by Kevin McCormick to adjourn the meeting at 7:45 p.m., seconded by Evan Matteson, all were in favor, motion passed 4-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 20th day of September, 2016.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, September 20, 2016, 6:30PM.

1. **Call to Order/Welcome** – Chairman, Evan Matteson, called the meeting to order at 6:35 pm.

Board Members Present: Evan Matteson, Sarah Freed, Jeremy Standifer, Tim Sharp, Gene Stroman and Kevin McCormick.

Absent: Claudette Hatfield

Special Events Committee Members: Ginny Hibbard

Rockwall Old Town Shoppes Members: Tammy Sharp, Deidra Roe

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. **Discussion and action related to the approval of the June 21, 2016, and August 16, 2016, MSAB meeting minutes:** Jeremy Standifer made a motion to approve the minutes as written and Tim Sharp seconded the motion to approve the minutes. All in favor, 6-0; motion carried.
- ii. **Appointment with members from the Rockwall Old Town Shoppes business association for discussion and possible action related to the following events: Brew2, Hometown Farm to Feast and Hometown Christmas:**
- a. **Brew2:** Per Evan, everything is ready to go. May be oversupplied with volunteers, but the group agreed that you can never have too many.
 - b. **Hometown Farm to Feast:** DeeDee said that tickets go on sale on Friday. Denise is sending email to the VIP list. All arrangements have been made. Tickets can only be purchased in store (no on-line) at Worker Bee Studio and Enjoy.
 - c. **Hometown Christmas:** Event date is 12/3. Tammy Sharp is leading the event. Event will run from 12-5pm and will have 3 food trucks. There will also be a skate rink, snowman bouncy house, snow globe photo booth and photographer and slide. Helping Hands has asked for help with toys/cash donations. Tammy will coordinate those efforts with Helping Hands.
 - d. **Miscellaneous:** Tim reminded the group that they are also having a Classic Car Show during Rib Rub. Anyone interested in participating can register online via City website or Tim's store. DeeDee provided a quick update on Shop Small (11/26). Evan is helping DeeDee put together a video that will be filmed October 4th. Barb and Claudette are decorating the square for fall on Monday, 10/3. Bethany mentioned that the Music Series is extended thru October, and that the policy was written to rent San Jacinto area only for non-profit organizations. It is an online process thru the City. Evan mentioned that the Harbor is currently under contract. Discussion only, no action taken.

- iii. **Discussion and possible action related to the mission and vision statements for the Rockwall Main Street Program, presented by Bethany Browning, Main Street Manager:** Bethany explained that the Main Street Program has been undergoing “refresh” of the Four Points. She referred to the attached new version. The focus is still on the Four Points, but that the emphasis is on a more specific community vision statement, ex. “We want to increase downtown residential by x%.” Bethany said we need to review our vision/mission statement using the Four Points. We also need to think about who we involve in the process. In order to meet the 10 pt. criteria, we need to be working on it. Gene suggested surveys to stakeholders. Tim mentioned that the businesses need to be included. Sarah suggested that the MSAB do a brainstorming session, put together a plan and then expand the audience. The group came up with the following ideas:
- a. Community-centered
 - b. Family focus
 - c. downtown square as a “destination”
 - d. Have more to do downtown after 6p with consistency
 - e. “diversity”

The group agreed to continue and put this on the agenda next month. Discussion only, no action taken.

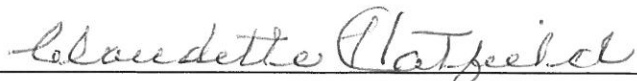
- iv. **Discussion and possible action related to the design of holiday banners, presented by Evan Matteson, Board Chair:** Evan lead the discussion regarding Holiday Banners. The group discussed that it would be Holiday focus (not Thanksgiving/Christmas) and be something that could stay up fall thru Feb/March, if at all possible. The group reviewed some online examples. Several ideas were discussed, including: “Eat, Drink and Be Merry” and “a shop small” idea. The group consensus was that we liked the current color palette we have, so we could potentially use similar colors, but potentially a richer version of what we have. When looking at examples, the group liked cranberry, blue and green. Evan said he would take a stab at artwork and that we could review via email, etc. Discussion only, no action taken.

3. **Main Street Manager’s Report:** Bethany Browning, Main Street Manager, presented the Manager’s Monthly Report.

4. **Adjournment**
Meeting adjourned at 7:58pm, per motion made by Sarah Freed, which was seconded by Evan Matteson. All in Favor, 6-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 18th day of October, 2016.

Board Vice-Chair, Claudette Hatfield: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, October 18, 2016, 6:30PM.

1. **Call to Order/Welcome** –Claudette Hatfield called the meeting to order at 6:31 pm.

Board Members Present: Sarah Freed, Tim Sharp, Gene Stroman

Absent: Evan Matteson, Kevin McCormick, Jeremy Standifer

Staff: Bethany Browning, Main Street Manager

Rockwall Old Town Shoppes: Tammy Sharp, Deidra Roe

Friends of Downtown: Ginny Hibbard

2. **Appointments**

- i. **Appointment with members from the Rockwall Old Town Shoppes business association for discussion related to the following events:**

- a. **Brew2, Event Summary-October 1, 2016:** Deidra Roe said there was nothing new to report; they sold 300 memberships. They will introduce new store procedures next year to address a few issues related to sign-up, distribution of supplies, etc.
 - b. **Hometown Farm to Feast, October 23, 2016:** Deidra Roe reported that only 9 tickets remained out of 120 and could be purchased at Enjoy.
 - c. **Shop Small Saturday: November 26, 2016:** Deidra Roe reported that Evan filmed video to promote Shop Small Saturday and we viewed it. There will be print ad in County Line Magazine, e-newsletter; video is uploaded to *Facebook* already, as well as the Donut Stroll posters. Also print ads in Living Magazine. Volunteers are needed Saturday at the Information tent from 8a-2p.
 - d. **Hometown Christmas, December 3, 2016:** Tammy Sharp mentioned that the event kicks off with the parade from 10a – Noon with the Downtown event running Noon to 5p. Events include; 2 face painting booths, coffee/hot chocolate, Find Frosty Scavenger Hunt (w/ Info booth) , Christmas music, Snow Globe with Pictures (7ppl can fit), ice rink, food trucks, Mr./Mrs. Claus, Pet Parade. Volunteers are needed with the Information Booth and Finding Frosty Booth.

3. **Discussion/Action Items**

- i. **Approval of the September 20, 2016 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Gene Stroman made a motion to approve the minutes as written and Tim Sharp seconded the motion. All in favor, 4-0; motion carried.
 - ii. **Discussion and possible action related to the mission and vision statements for the Rockwall Main Street Program, as well as the 10 Criteria Annual Report, presented by Bethany Browning, Main Street Manager:** A brief discussion was held regarding the Main Street America Program Refresh. She mentioned that the 10 Criteria Annual Report is due in October (next month). The

group reviewed the current vision/mission statement. The topic of City focusing on infrastructure came up and it was discussed that Rockwall wants to maintain sales tax per capita and specifically, how does downtown factor in? Bethany mentioned that we will revisit our work plan next meeting. It was further discussed that sales tax is almost twice that of surrounding cities and why is Rockwall never mentioned when talking about “thriving cities”? Regarding the program mission statement, Gene asked if the “recreational” statement was first and foremost now. The group agreed that cultural activity was first. When reviewing the vision statement, it was mentioned to “maintain” downtown Rockwall as a destination, and that we want to continue the revitalization of the Downtown District. Bethany mentioned that she may modernize the Four Point verbiage. It was agreed that Tim, Evan, and Bethany will work on it and bring to the group next meeting.

iii. **Discussion and possible action related to the design of holiday banners, presented by Bethany Browning, Main Street Manager:** The board viewed the holiday themed banners. The group decided that they liked the first one as is. The group recommended swapping the colors on the 2nd and 3rd banner. Also, the third one needed “more”, perhaps ornaments. We also discussed silhouette of the Plaza. Bethany asked the group to send their feedback to Evan and Bethany. Bethany, Sarah and Evan will continue to work on the banners through email, with an order target date of November 1. Discussion only, will conduct voting via email.

iv. **Miscellaneous:**

- a. Mural Project: Bethany mentioned that a contract was executed with a muralist in Dallas and they are awaiting conceptual from him. Art commission will have to make recommendation to council. This is the first project related to Art in Public Places.

4. **Main Street Manager’s Report:** Bethany Browning, Main Street Manager, presented the Manager’s Monthly Report.

5. **Adjournment**

Meeting adjourned at 7:59pm, per motion made by Sarah Freed, which was seconded by Tim Sharp. All in Favor, 4-0.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this

13th day of December, 2016.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting

Tuesday, November 15, 2016

1. There was not a quorum of members present to conduct the November Main Street Advisory Board meeting.