

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, February 21, 2017, 6:30 PM.

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

Board Members Present: Evan Matteson, Jeremy Standifer, Claudette Hatfield, Sarah Freed, Becky Airheart

Absent: Tim Sharp, Gene Stroman

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the December 13, 2016 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Evan Matteson seconded the motion. All in favor of approving the minutes as recorded (with Becky Airhart abstaining); no changes.
- ii. **Review and discuss kiosk designs, budget and locations and take any action necessary presented by Bethany Browning:** Bethany informed the group that funding of 10k has been obtained and that kiosks are being worked on with the goal of installation by May, 2017. The group mentioned that ideally, there would be 4-6 kiosks. Bethany presented a mock design, and that we would include the whole “walkable” Downtown District, and the group agreed with that approach. A question was asked about backlighting the kiosks, and LED, electric, and solar were mentioned as suggestions. Bethany said that pulling the electric may be a small challenge. Bethany asked MSAB to send her examples of possible lighting over the next few weeks. Deidra Roe from Rockwall Old Town Shoppes asked about possible locations which were discussed, and also asked about possibility of Information Center with bathrooms. Bethany mentioned that Ted Cain’s lot was purchased by the city for bathrooms and an Pocket Park. Discussion only; no action taken.

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:** The group reviewed the event calendar that Bethany put together. Deidra Roe mentioned that the focus this year was to bring more events to the Downtown District and set the calendar for the year. She mentioned that this Saturday is the sidewalk sale, which will be a semi-annual event (February/July). Live music in the plaza kicks off Thursday, May 4th, with Cinco de Mayo on the 5th featuring a mariachi band, ballet folklorico and margarita stroll. Farmers’ Market kicks off on Saturday, May 6th art and food trucks (Movers and Shakers event). Other key dates include:
- **Founder’s Day:** (5/20) with the second year of Corks & Canvas. This year, Star Transit will provide shuttle service to/from Harry Myers Park from noon – 5p.
 - **Farm to Feast:** (5/21) tickets are \$75 per person with a max of 120 seats. Tentative fall date is 9/24.
 - **Battle of the Bands:** Not on the calendar yet, to be hosted by School of Rock.

- Rib Rub: (10/7)
- Winter Wonderland: (12/16) this will be a separate event from Home Town Christmas. It will not be all day, will be of short duration and will not be free. More details to come.
- Scare on the Square: Deidra said that nothing was in mind yet for this event, but that they wanted MSAB to help run it. Claudette suggested we work together. Barb Coleson from the Special Events Committee agreed that was a great idea. Claudette said that she will start talking to Wally's and other stores.

Bethany then asked the group how they wished to do coordinate the Special Events Committee? It was suggested that the group meet separately and that Claudette as Chair of Special Events would bring back a report. Discussion only; no action taken.

- ii. **Appointment with the Rockwall Old Town Shoppes representatives to hear their recommendations regarding the 2017/2018 Main Street Advisory Board Work Plan:** Bethany said that she will send out a copy of the Work Plan. Bethany asked the Rockwall Old Town Shoppes what was important to them and referred the group to the Work Plan Recommendations – Rockwall Old Town Shoppes memo dated February 21, 2017. The group noticed that lighting, piped music and more events seemed to be a consistent theme. Also, a hotel/bed & breakfast. A member commented on the old Methodist Church and that it could be a potential destination, due to its architecture. It was asked if Art in Public Places would consider art/sculpture, and Bethany said they would consider it. The group talked about art, particularly interactive art and piped music. Bethany suggested that we put a committee together to research this and ask for funding, as budget requests would need to be submitted by May.

As far as piped music, we need to research what type, where, speakers, how far it reaches, etc. and Jeremy volunteered to participate and do the initial research. Evan, Sarah, and Bethany plan to discuss prior to the next meeting. Bethany has the light pole specs.

The group felt that lighting, such as outlining the buildings, was more complicated in nature, due to locations on private property. The MSAB will focus on Art. Discussion only, no action taken.

4. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
5. **Adjournment:** Meeting adjourned at 8:07pm, per motion made by Sarah Freed, which was seconded by Claudette Hatfield. 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 29th day of March, 2017.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting

Tuesday, March 21, 2017

1. A meeting of the Main Street Advisory Board was not held on March 21, 2017 due to lack of a quorum of members.

Rockwall Main Street Advisory Board Meeting Minutes
Development Services Conference Room, 385 S. Goliad, Rockwall, 75087
Wednesday, March 29, 2017, 6:30 PM.

1. **Call to Order/Welcome** –Evan Matteson called the meeting to order at 6:33 pm.

Board Members Present: Evan Matteson, Jeremy Standifer, Claudette Hatfield, Sarah Freed, Becky Airheart

Absent: NA

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the February 21, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Jeremy Standifer made a motion to approve the minutes as written and Claudette Hatfield seconded the motion. All in favor of approving the minutes as recorded with no changes, motion passed 5-0.
- ii. **Bethany Browning, Main Street Manager, will provide an update on the kiosk project:** Bethany referred the group to the memo dated March 29, 2017, regarding Pedestrian Directional Signage/Kiosks. The group reviewed the specs, cost and initial design. The group discussed that although the modular kiosks are more expensive than standard pole and prefabricated case; the modular kiosks allow more flexibility and allow for partial repairs without having to replace the entire unit. After much discussion, the MSAB agreed with the initial design of the modular kiosks and moving forward with the project.
- iii. **Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson:** Evan began the discussion by referring the group to the memo dated March 29, 2017 regarding Mission Statement – Strategic Initiatives. We reviewed the revised Main Street Mission statement. It was mentioned that the mural was finally starting on April 4th, and that is exciting progress. Discussion only, no action taken.
- 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:** The group broke the mission statement down and agreed that we should determine how we can focus on actionable, attainable goals for our work plan. We discussed what comes to mind around these areas:
- a. Safety: The group agreed that as a “growing downtown district” how we address safety concerns, such as sidewalks (for walking and/or bicycle path). We should discuss how we can focus on actionable goals for our work plan.
 - b. Attractive: We discussed the arts, culture, music, and aesthetics.
 - c. Thriving: The group focused discussion on business grown, living with historical significance, and we coined the term, “walkable urban”.
 - d. Historic Preservation: The importance of keeping our roots, while moving forward.

e. **Cornerstone:** The group agreed that the downtown district as a “cornerstone of the community” is our overarching vision.

This was discussion only item, no action taken. Evan asked the group to come prepared to move forward on our work plan at next month’s meeting.

v. **Miscellaneous:** Jeremy Standifer provided an update regarding his research on outdoor “piped” music. He has been in several conversations, but is having trouble obtaining a quote. From his research and conversations, the system is relatively simple. The poles already have power. He will work to obtain a quote for the system and administration of it.

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 Evan Matteson, and seconded by Jeremy Standifer. All were in favor of adjourning for the evening. .

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 April, 2017.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, April 18, 2017, 6:30 PM.

1. **Call to Order**—Evan Matteson called the meeting to order at 6:44 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Daniel Nichols

Absent: Jeremy Standifer, Becky Airheart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the March 29, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Daniel Nichols seconded the motion. All in favor of approving the minutes as recorded with no changes, motion passed 4-0.

- ii. **Review and discuss the MSAB mission statement and take any necessary action, presented by Evan Matteson:** Evan began the discussion by recapping the brainstorming session from last month's meeting. The board also reviewed the previous mission and vision statements, as well as the revised vision statement adopted in 2017. Evan explained that the mission statement should be action-oriented. The group discussed safety and accessibility and the growing downtown district. After much discussion, the group came up with the following mission statement:

"The Main Street Advisory Board implements strategies that focus on accessibility within the growing boundaries of the downtown district, while supporting a thriving residential and commercial blend".

Sarah Freed made a motion to approve the above mission statement, and Claudette Hatfield seconded the motion. All were in favor, and the new vision statement was approved 4-0.

- iii. **Update on downtown sound system recommendation and take any necessary action, presented by Evan Matteson and Jeremy Standifer:** Jeremy phoned into the meeting to provide an update on research he had done pertaining to the downtown sound system, as he was unable to attend in person. Jeremy said that he never heard back from the original place he had contacted for a quote. He was referred to *Star Power* by a friend, and found out that they have a commercial division. Jeremy walked the square with them, and asked for a few quotes. One quote would address the immediate area, and one for expansion. A wireless system was recommended, as well as a public wi-fi. *Star Power* will give provide a quote with and without wi-fi. It was asked what the potential security issues might be. We should receive a quote back from *Star Power* later this week. Evan suggested we review the quotes via email and put this on next month's agenda so that we can make a recommendation and implementation timeline. Bethany mentioned that she can use List Serve to ask other folks that do this how they did it, and/or what issues that they had to overcome.

- iv. Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair: Evan recommended we postpone this agenda item for the next meeting.

Main Street Manager's Report: Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. Bethany also highlighted the Texas Downtown Association President's Awards and provided us a FAQ document to review for discussion at the next meeting.

3. Adjournment:

Meeting adjourned at 8:16 pm, per motion made by Evan Matteson, and seconded by Sarah Freed. All were in favor of adjourning for the evening.

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 16th day of May, 2017.

Board Chair, Evan Matteson: _____



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, May 16, 2017, 6:30 PM.

1. **Call to Order/Welcome** – Evan Matteson called the meeting to order at 6:34 pm. The Team welcomed new member, Terry Gregory.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Daniel Nichols, Jeremy Standifer, Becky Airhart, Terry Gregory

Absent: NA

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- **Approval of the April 18, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Claudette Hatfield made a motion to approve the minutes as written and Daniel Nichols seconded the motion. All were in favor of the minutes as recorded with no changes, passed 7-0.
- **Review and take action on the MSAB mission and vision statements, presented by Evan Matteson, Board Chair:** Evan began the discussion by referring to the Mission and Vision Statements memo dated May 16, 2017, which included both the revised versions (of both) that the MSAB members have been working on over the past few months, as well as the current ones for reference. Daniel Nichols made a motion to accept both new Mission/Vision statements as written in the May 16th memo; Jeremy Standifer seconded the motion. All in favor 7-0; motion carried.
- **Discuss strategies for the 2017/2018 work plan, presented by Evan Matteson, Board Chair:** Evan reviewed the prior year (2016/17) work plan as described in the March 16, 2017 “Initiatives” memo. Below, is a summary of the items discussed (no action taken):
 - ♦ **Lights outlining downtown building facades:** This would be difficult to manage due to maintenance/power and logistics challenges. There is also the question of what, if any ROI there would be in taking this on? Evan suggested that we bring this up again in Sept/Oct related to the Christmas season as it requires deeper conversations with the Downtown Shops. It was also suggested that any effort be a city effort. Bethany mentioned the project that was done in Paris—the city installed the lighting and paid for the power.
 - ♦ **Outdoor Sound System:** We received a quote for \$63k which does not include public wifi. It can tie in with the EMS system (which is a safety component). We reviewed the provided map. We would start with a phased approach, Phase I being the immediate square. The expense is primarily the upfront install cost. It was also asked if the musicians can plug into system, and the group agreed that they most likely could. It was clarified that the request would have to be budgeted. It was also mentioned that the “difficulty” is deciding on the music format, announcements. Bethany will reach out to some of her peers that have done similar projects. Terry mentioned the vendor, Street Sounds.

- ♦ **Dog Friendly Park:** The group discussed both San Jacinto and Cain's Corner Park and agreed this initiative was met for the most part.
- ♦ **Events:** We cannot really do anymore. It would be on the Downtown Shops. The need for the shops to have extended hours was mentioned.
- ♦ **Parking:** No one knows what is public, and what is not, could provide some additional public education.
- ♦ **Art/Sculpture:** Already in Progress.
- ♦ **Hotel:** Not an initiative the MSAB would take on but would support.
- ♦ **Directional Signs:** We have a billboard on I30. Anything additional is most likely not going to happen.
- ♦ **Water Feature:** Potentially an Art Project.
- ♦ **Other Miscellaneous items:**
 - Need more nightlife
 - Parking education
 - More live music
 - Vintage Shop
 - Record or bike shop

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

4. **Adjournment:**

Meeting adjourned at 7:59 pm, per motion made by Evan Matteson, and seconded by Sarah Freed. All were in favor of adjourning for the evening.

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 July, 2017.

Board Chair, Evan Matteson:



Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, June 6, 2017, 6:30 PM.

1. **Call to Order**—Evan Matteson called the meeting to order at 6:30 pm.

Board Members Present: Evan Matteson, Daniel Nichols, Jeremy Standifer, Terry Gregory

Absent: Sarah Freed, Claudette Hatfield, Becky Airheart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items**

- i. **Approval of the May 16, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:**
May minutes were not available for review and approval.
- ii. **Review and take action regarding a recommendation for piped music in the downtown district, presented by Evan Matteson:** Evan asked Jeremy to review his latest findings regarding an additional quote for an outdoor sound system. The new bid came in at approximately \$21,000.00 for the entire system. Jeremy shared that the company had installed the same equipment in 6 other cities throughout the United States. The wireless speaker units could be installed by City staff and would remote back to a main hub for programming. XM, Pandora, Spotify or playlists could be programmed from the main hub, which would allow City staff to program different days of the week, hours, etc. Jeremy also indicated the system would run through a laptop system that the vendor could then remotely log into and address any potential issues. The speaker system comes with a 5 year warranty. The board asked Jeremy to inquire about the following: interference, wireless microphone capabilities and pre-recorded advertisements. Jeremy will report back to the committee via email. No action was taken at this time.
- iii. **Review and discuss the drafted 2017-2018 strategic initiatives, presented by Bethany Browning.**
Bethany Browning reviewed the previous work plan with the board members, siting kiosks and public restrooms as goals that had been completed and asking the board if they agreed that increasing cultural arts awareness and supporting downtown events should remain in the plan. The board agreed. Bethany also shared the board's desires to focus on parking management/education, walkability for the nearby neighborhood of Old Town as well as the public parks, Lofland and Harry Myers. Also of interest was the board's desire to look at the current façade grant program and examine its effectiveness and relevance from 2009.
- iv. **Review façade grant applications and take any necessary action, presented by Bethany Browning.**
The board reviewed two façade grants at this evenings meeting. The first was submitted by Janice Hill, owner of Texas Traditions, located at 114 E. Rusk. She asked the board to consider replacement of her rear façade as well as the center awning on her front façade. Both awnings are of the same material and color scheme as currently installed. Daniel Nichols made a motion to approve the façade reimbursement in the amount of \$635.97 to cover 50% of the costs for both awnings. Terry

Gregory seconded the motion, with all others in favor. Motion passed 4-0. The second grant was submitted by Janice Reyes, owner of Alante Salon & Boutique, located at 301 N. San Jacinto. She asked the board to consider a new awning to the front façade of her building, a former single family residence located at the north end of the downtown district. The board asked Main Street Manager to email Ms. Reyes for clarification on the following items: exact dimensions of the awning, pattern and frame material. Ms. Browning stated she would email Ms. Reyes on Wednesday, June 7th and follow up by email with the board members. No action taken.

Main Street Manager's Report: Bethany Browning, Main Street Manager, presented the Manager's Monthly Report. Bethany also highlighted the Texas Downtown Association President's Awards.

3. Adjournment:

Meeting adjourned at 8:00 pm, per motion made by Evan Matteson, and seconded by Daniel Nichols. All were in favor of adjourning for the evening.

Minutes prepared by Bethany Browning, Main Street Advisory Board Secretary.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 18th day of July, 2017.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, July 18, 2017, 6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:33 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Daniel Nichols

Absent: Jeremy Standifer, Becky Airhart, Terry Gregory

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

- **Approval of the May 16, 2017 and June 6, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** For the May minutes, Daniel made a motion to accept as written, which was seconded by Evan. For the June minutes, Claudette made a motion to accept as written and Daniel seconded the motion. All voted in favor of approving both the May and June minutes as recorded with no changes. Motion passed 4-0.
- **Update and discuss HOT Funds Application, presented by Bethany Browning:** Bethany began the discussion by stating that she would file the application for funding at the end of this month. She discussed that funds would be used for advertising, and that may include targeting other markets as well. The plan is for a combination of billboard, print advertising, including Living Magazine and County Line. She also mentioned that Downtown Rockwall Business Association would be applying for event funding as well. Discussion only, no action required.
- **Appointment with Deidra Roe from the Downtown Business Association to hear an update regarding events and other planned activities:** Deidra began the discussion by mentioning the sidewalk sale coming up at the end of the month. She also highlighted the following upcoming events:
 - ♦ **September 30th:** Last Farmer's Market of the year
 - ♦ **October 1st:** Farm to Feast
 - ♦ **October 7th:** Rib Rub Run & Beer tasting
 - ♦ **October 28:** CASA Superhero 5k (AM) and Scare on the Square (PM)
 - ♦ **November 25th:** Shop Small
 - ♦ **December 1st & 2nd:** Hometown Christmas

Deidra also mentioned that there is a online survey regarding Night Owls. The early results show that 75% of association members prefer to have Night Owls on Friday (versus Thursday). This aligns with Thursday night being the weakest night in terms of attendees for the San Jacinto Plaza Music Series. The survey results will be shared at the August meeting. Discussion only, no action needed.

- **Miscellaneous:**

- ♦ Evan provided a brief update regarding outdoor “piped” music in the square. Street Sounds submitted a lower quote than the previous vendor, but that the speakers were not very aesthetically pleasing (size-wise). The vendor seemed more “plug and play” and aligned to more what we are looking for. More details to follow, per Evan. 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 7:15 pm, per motion made by Sarah, and seconded by Daniel. All were in favor of adjourning for the evening.

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 August, 2017.

Board Vice Chair, Claudette Hatfield: Claudette Hatfield

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, August 15, 2017, 6:30 PM.

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

Board Members Present: Jeremy Standifer, Terry Gregory, Daniel Nichols, Claudette Hatfield, Becky Airhart, Sarah Freed

Absent: Evan Matteson

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

1. **Approval of the July 18, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:**

Daniel made a motion to accept the July MSAB minutes as written, which were seconded by Becky. All voted in favor of approving as recorded with no changes.

2. **Update on Upcoming events presented by Claudette Hatfield and Rockwall Downtown**

Association: Claudette reminded the group that Rib Rub Run & Roll will be held Saturday, October 7th, and Scare on the Square will be Saturday, October 28th. The group welcomed Tammy Sharp and Deidra Roe from the Rockwall Downtown Association. Deidra shared the first "Friday" Night Owls would be held on Friday, September 8th, and that it would be held every 2nd Friday thereafter with shops staying open until at least 8pm. She also mentioned that the Facebook site had been updated to "Night Owls Shop Late". They mentioned also that Shop Small Saturday will be held on Saturday, 11/25, and that it would be relatively the same as last year. They asked for volunteers for the event, and Becky and Sarah both volunteered to help man the booth. Discussion only, no action taken.

3. **Discussion and possible action regarding proposals for an outdoor sound system, presented by**

Evan Matteson and Jeremy Standifer: Jeremy led the discussion, as Evan was unable to attend the meeting. He mentioned that Street Sounds bid was 20k versus 60k bid from the initial vendor. The group then discussed items previously mentioned:

- **Speaker Size:** Jeremy explained that the vendor (Street Sounds) mentioned there were other options, when discussing the board's concern about the size of the speakers and requirement that they be "aesthetically pleasing". Jeremy said that he could have the vendors draw up another proposal, and that the vendor was open to a conference call with the MSAB board.
- **Management of the System/Playlist:** Jeremy mentioned that the system is essentially a PA system, and that anything can be played through it. Bethany mentioned that the management of the system, many times, is municipally run.

- **Content Delivery:** The group was reminded that royalties would have to be paid on the music played.
- **ROI:** There are too many variables when trying to determine if a type or genre of music influences spending. The question was asked as to what studies might exist on music and demographics; specifically playlist and impact in public areas (including retail stores). It was also mentioned that we would not want to exclude any demographics unintentionally.

The group agreed that the question is, "What are we playing, and who is in control?" Deidra suggested that this be added as an agenda item for the next month's Downtown Shops Association Meeting. Discussion only, no action taken.

4. **Kiosk presentation and input from the board regarding possible third location, presented by Bethany Browning:** Bethany presented a Viewer Map that illustrated the slated locations, as well as possible locations. It was reiterated that TXDOT will not approve kiosk locations in the right of way, which limits placement. The group talked briefly about foot traffic. The group discussed future locations might be: 4. Olive & San Jacinto, near Hazel & Olive and Alante 5. At Rusk, in between Alamo and Goliad area. After much discussion, a motion was made by Daniel to approve the slated locations (#1 and #2 on the viewer map) as well as #3 location (South possible location on viewer map, by Pier 101 and Hansel and Her). Becky seconded. All in Favor,

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

4. **Adjournment:** Meeting adjourned at 7:42 pm, per motion made by Sarah, and seconded by Daniel. All were in favor of adjourning for the evening.

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
24th day of October, 2017.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, October 24, 2017, 6:30 PM.

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

Board Members Present: Evan Matteson, Terry Gregory, Daniel Nichols, Claudette Hatfield, Sarah Freed

Absent: Jeremy Standifer, Becky Airhart

Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**

i. **Approval of the August 15, 2017 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to accept the minutes as written, which were seconded by Terry. All voted in favor of approving as recorded with no changes.

ii. **Update on Upcoming events presented by Claudette Hatfield and Rockwall Downtown Association:** Claudette reminded the group that Rib Rub Run & Roll will be held Saturday, October 7th, and Scare on the Square will be Saturday, October 28th. Shop Small Saturday will be on Saturday the 28th. There was a brief discussion regarding volunteers, and Sarah and Becky volunteered to help with Manning the booth on Shop Small; Sarah volunteered to help with Scare on Square. Discussion only, no action taken.

iii. **Follow up discussion from the September "Drink Tank" meeting sponsored by the Rockwall Downtown Association, presented by Daniel Nichols:** Below, is a summary of the feedback from that discussion presented by Daniel:

- i. **Best thing about Downtown District:** People, Variety, Diversity, Bathrooms, Plaza, Small-town Feel, Gathering Place, Music
- ii. **Challenge/Solution (How would you solve):**
- iii. **Parking:** Sponsored Trolley for Major Events, Shuttle, Valet, Something Unique and branded like a Double-decker bus, golf carts
- iv. **Communication issues related to Parking:** We have more parking than we ever have. We could help this with education such as signage with web link.
- v. **Garbage:** Municipalities not picking up or some merchants' employees not being tidy. Bethany mentioned that there have been issues before. She reported that on Washington Street an 8 yard unit was replaced with 12 yards (6 yard units x2).
- vi. **Promotions/General Advertising:**
 1. **Social Media:** Mentioned and Sarah volunteered to see if someone from Southwest Airlines Social Media Team might be able to conduct a workshop.
 2. **Targeted Marketing:** Merchants are responsible for that.
- vii. **Ideas that another MS District is doing that might work in Rockwall Downtown District:**
 1. **Live Music Venue:** Dedicated Private Venue; It was mentioned that there may be noise issues. 2 venues were suggested—The Historic Courthouse and the First Methodist Church, which a National Historic Site which is limited.
 2. **Farmers' Market:** Extending to Year-round; Merchants don't have to do anything and the small pool of volunteers are already overwhelmed. It was suggested that maybe doing events one per quarter, extending Farmers'

Market hours on the weekends and/or doing more than one day might help, but there has to be a commitment and agreement on a 6 month trial. Focus on quality of events versus quality.

3. **Bike Trails/rentals:** It was mentioned that Harry Meyers Park to Londoner and potential Parks & Rec or City Hall might be an option. It was recommended that "Go Outside and Play" could end at Downtown District.
4. **Music Broadcast:** The "idea" was accepted with open arms. Research shows that the tempo of the music does increase/decrease pace and time spent in a store; also, softer volume."
5. Food Trucks/More Restaurants
6. "Green" (Environmentally Friendly)
7. Pedestrian Friendly
8. "Night Life"

viii. Immediate:

1. Parking Education
2. Music (noise Issue)
3. "Night Life"

- iv. Discuss and consider adding the following items to the Board's Annual Work Plan: Establishing Selfie Spots thru-out District; Targeted Courting business to support the Downtown District Mixed Use concept: Presented by Daniel Nichols: Daniel began the discussion by saying "Things are Going on that are Attracting People". The Board discussed the potential items to be added to the Work Plan (summary below). There was no formal action taken.

- a. Store hours needs to adjust (Suggestion was made to potentially bring in a Consultant that knows Retail, such as Peak Hours, Days, etc.)
- b. Social Media Photo Op (Like Dallas BIG ; Selfie Spot; Talk Selfies with intentional Hashtag
- c. Be more "targeted" with "courting" for Open Space

- v. Discussion and possible action related to the installation of an outdoor speaker system piping music throughout tie Downtown District, Presented by Evan Matteson: Evan summarized the current status by discussing high level system overview and the cost for Proposed Phase I, and the associated cost of just under 21K. Phase II proposed at 12 k. We reviewed the diagram of recommended speaker placement broken out by phase. The group recommended moving 5&6. It was also mentioned if we spread out the speakers on Phase I, we might not need Phase II. We may also want to consider installing equipment internally to cut costs. It was also mentioned that the system would work over the web connecting to a Server, and that the location of the placement of the Server was TBD. The Team determined the following next steps:

- i. Make sure the Poles can handle the equipment
- ii. Music format
- iii. Stats
- iv. Do we have to send out request for Bid

Evan made a motion to approve speaker location (diagram to be updated to include the move 5&6 (updated diagram to be attached to minutes). Sarah Seconded; and the motion passed unanimously.

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

Adjournment: Meeting adjourned at 8:10 pm, per motion made by Evan and seconded by Sarah. All were in favor of adjourning for the evening.

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 20th day of February, 2018.

Board Vice Chair, Claudette Hatfield: 