



Rockwall Main Street Advisory Board Meeting Minutes

Council Chamber Conference Room/City Hall – 385 South Goliad

Tuesday, March 21, 2023 - 5:00 P.M.

Board members present: Gary Cannavo, Hailee Alberti, Grant English, Stacy Fuqua, Stephen Colon

Absent: - Geoffrey Lyons, Open Seat

Staff present: Bethany Browning, Main Street Manager

Guests: DRA President, Tammy Sharp, Community Barbecue, Andy Chesshire

1. CALL THE MEETING TO ORDER

Board Chair Cannavo called the meeting to order at 5:06PM.

2. OPEN FORUM

Visitors introduced themselves to the board and the forum closed at 5:08PM.

3. APPOINTMENTS

There were no appointments.

4. DISCUSSION/ACTION ITEMS

A. Review and act on the February 28, 2023 meeting minutes: Board Member English made a motion to approve the minutes as presented, Member Colon seconded, the motion passed 5-0.

B. Committee update: Main Street Program Manual, English: Board Member English reported the committee had met and reviewed the document. Improved wording, the addition of more photos and the addition of the Main Street Accreditation were all recommendations. The committee will bring a final copy back to the board for their approval at the April meeting. Board Chair Cannavo thanked the committee for their work. There were no questions or general discussion pertaining to this matter.

C. Committee update: Downtown Parking Committee: Board Chair Cannavo shared the committee members names with the board, they include: Kevin Lefere, Dennis Wells, Geoffrey Lyons, Grant English and Stephen Colon. Lefere agreed to chair the committee. Goal---To determine the feasibility of building a parking garage structure in the Downtown District. Communications---The committee members should update their respective boards (DRA and MSAB) as to their progress, at their monthly meetings. Recording Secretary---The DPC should appoint one person to keep detailed notes of their meetings. Other Cities---Bethany will coordinate Zoom meetings with other Texas cities that have built parking structures in their downtown areas. Questions will include:

- How was funding established for the construction of the garage?
- Upon completion of the parking facility, how has it affected their Downtown District?
- City Council---DPC should complete their work and target a workshop presentation to the City Council for their second meeting in June....Perhaps Councilman Moeller can assist with this?

Members of the committee have been working hard to gain preliminary information and insight. There was additional discussion related to the number of employees who park in front of their business or in front of someone else's storefront and the impact it has on the reduction of open spaces for customers and patrons. There are no plans at this time to move forward with the project, this is merely a committee fact finding mission to support the need for a study and research next steps.

D. Overview of the Main Street America Accreditation requirement and framework discussion: Main Street Manager, Bethany Browning provided a brief summary of the accreditation program. She explained the assessment must be completed annually and reviewed by the Texas Main Street Program to ensure the program is operating within the framework and outlined contractual agreement made by the City of Rockwall and Texas Historical Commission. The “new” framework reporting is specific and more stringent than in years past. Chairman Cannavo stated it is imperative to review the framework with City Administration and answer any questions they have. He stated he would assist in the process. More follow up regarding the framework will come in future meetings.

E. General discussion regarding the addition of a “Welcome to Downtown” sign, Board Chair Cannavo: Chairman Cannavo presented an example of a sign from another community and asked if there was interest in pursuing. Here are some of the comments from the general discussion:

Shows pride in the district

Murals sometimes double as welcome signs

Some cities employ over the roadway welcome banners

Roof top signs – similar to the “Smile” sign in Paris, Texas

Tammy stated she would share the idea with the DRA for their input

Could it be an Art in Public Places project – if artistic in nature

All were interested in learning more about the possibility. No action was taken at this time.

F. Main Street Manager’s Report:

Main Street District Activity:

AWT relocated from 102 East Rusk Street (between Ami Kristin Studio and Enchanting Aesthetics) to 200 Block of West Washington Street (newly renovated office space at the corner of Alamo.

Monkey Doodle and Tiny Hearts of Rockwall also opened in the West Washington complex.

SPEAK is using social media to post open soon/now hiring announcements.

Rockwall Main Street

The board is currently seeking an individual to fill the open seat.

Texas Main Street/Main Street America

Main Street Now Conference Next Week – Boston – March 27-29

Project Status Report/Follow Ups:

Parking sign installation at The Center – in progress – no new information.

Main Street Manager working with downtown businesses on cardboard recycling program. Recycling enclosure is located behind Groovy’s – fronting East Washington. The primary goal is to educate businesses on how to properly dispose of the cardboard. We will have a 3-month trial period to assess participation and compliance.

2023 Upcoming Events:

Spring Fling Shopping Event – Thursday, March 23

Farmers Market/Lemonade Day – Saturday May 6

San Jacinto Music – Friday May 5

4. ADJOURN: Member Lyons made a motion to adjourn the meeting at 6:10PM, Member Fuqua seconded the motion, passing *4-0 (a board member left the meeting prior to this motion). Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 18 DAY OF APRIL 2023.

MAIN STREET ADVISORY BOARD CHAIRMAN: GARY CANNAVO