

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, April 21, 2015 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:43pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Toni Waldop, Michael Adrian, Sarah Freed

Absent: Jenniffer Norman, Kevin McCormick

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. Discussion and action related to the approval of the March 17, 2015, MSAB meeting minutes: Michael Adrian made a motion to approve the minutes as read and Evan Matteson seconded the motion. All in Favor, the motion passed 5-0.
- ii. Discussion and action related to the approval of a façade grant application for Simply Kate, 210 E. Rusk: The façade grant application was presented by Bethany Browning, MS Mgr. Michael Adrian made a motion to approve the facade grant application as follows: Reimbursement at 50% of the actual cost of repairs up to \$250 for rear exterior paint/patch holes. Toni Waldop seconded the motion. All in Favor, the motion carried 5-0.
- iii. Discussion and follow up related to 2015 work plan goals presented by Evan Matteson, Board Chair: Bethany Browning mentioned that public restrooms was a topic at a recent City Council meeting and that it was good that awareness of this issue has been raised. Evan mentioned the garage at 109 E. Washington located at the back corner of San Jacinto would be the best permanent option but it would be at least one year before any traction could be made. The board restated the interim solution of using the Community Center and Courthouse restrooms during the day Monday thru Saturday. It was asked if we could use the city owned Porto -potties as there is a spot for it beside the Parks Administration Bldg. and it was mentioned that it was potentially cost prohibitive. Bethany will follow-up with city staff.

The board discussed the Arts and the new art gallery where KE Cellars used to be. Evan mentioned the potential possibilities of art downtown such as murals, sculptures, people painting live, music, rotating art, etc. Michael volunteered to reach out to the Art League for potential partnership and share his report at the next MSAB meeting.

- iv. Discussion and action related to murals in the downtown district presented by Bethany Browning, MS Mgr.: The board reviewed Bethany's memorandum regarding murals dated April 15, 2015. She discussed that the city has asked the board to provide feedback and to make a recommendation regarding the allowance of murals in the downtown district. It was recommended that there be guidelines around appropriateness, and that the murals be artistic, versus advertising. It was suggested that the board be able to review and approve overall design and that there was potential to expand façade grant to include reimbursement of approval of murals in the future. Discussion only, no formal motion.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report.
4. **Adjournment**
Meeting adjourned at 7:47pm.

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
19 day of May, 2015.

Board Chair, Evan Matteson: 

Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, March 17, 2015 – 6:30PM.
Council Chambers Conference Room – City Hall

1. Call to Order – 6:44pm by Evan Matteson, Chairman, Main Street Advisory Board

Board Members Present: Evan Matteson, Michael Adrian, Kevin McCormick, Jenniffer Norman, Sarah Freed

Absent: Claudette Hatfield, Toni Waldop

Staff: Bethany Browning, Main Street Manager

2. Discussions/Action Items

- i. Welcome/Introduction new MSAB Board Members: Michael Adrian introduced himself to the new board members and shared his bio with the group, as he was unable to attend the February meeting.
- ii. Discussion and action related to the approval of the December 9, 2014, MSAB meeting minutes: Sarah Freed made a motion to approve the minutes as read and Michael Adrian seconded the motion. All in Favor, the motion passed 6-0.
- iii. Discussion and action related to the approval of the February 17, 2015, MSAB meeting minutes: Jenniffer Norman made a motion to approve the minutes as read and Sarah Freed seconded the motion, All in Favor, the motion passed 6-0.
- iv. Discussion and review of Rockwall's 2015 National Accreditation: Bethany Browning, MS Manager, provided an overview of the 10pt Criteria Report, which is due September 30th Annually. The board reviewed and discussed each of the 10pt criteria and discussed at length. She talked about the traditional 4 point approach and how difficult that can be with people's busy schedules and we discussed being more strategic in our planning. Evan asked about the advantages of partnering with other local organizations, such as EDC, Old Town Shops, Friends of Downtown, etc. Bethany suggested that we review our mission/vision and make it more tailored and relevant. This will be addressed as an agenda item in a future MSAB meeting. Bethany mentioned that Rockwall has received National Accreditation for 5 consecutive years and that MSAB benefits by being nationally recognized as an exemplary program which can help us earn additional points on grant applications and ensure a successful program. Bethany mentioned that there would be a short blurb in the April City newsletter about the accreditation. Review and Discussion. Future Agenda Item to review our MSAB mission/vision and consider needed updates.
- v. Discussion and action related to 2015 initiatives approved by Advisory Board Members at February meeting: Evan Matteson reiterated the need for restrooms to support Downtown Rockwall as a destination. He also suggested that we present to City Council at least once annually to raise awareness of MSAB accomplishments. Potential dates were discussed with the board members. A

motion was made by Michael Adrian to present a general overview of MSAB at the May 18th City Council Meeting, which Sarah Freed seconded. All in Favor, motioned carried 6-0.

Bethany mentioned that ideally restrooms would be open 7a to 10p and be near the Plaza. Any location "off the beaten path" might pose potential safety issues. Potential locations discussed: former (Ted Cain's Used Cars) on Kaufman, red brick garage building across from Parks Bldg. and the Courthouse. It was mentioned that the Historical Commission would potentially disallow certain changes. Bethany mentioned that Parks Dept. would more than likely be the dept. to provide maintenance. She mentioned they provide maintenance at Harry Meyers Park and that she would find out the hours. It was mentioned that good signage would be needed to direct people to restrooms, particularly if we used the Courthouse as a temporary solution.

Action Items agreed upon by the board to discuss/review at the next meeting include:

- a. Garage – Is the owner willing to sell and how much? Bethany will make initial contact.
- b. Courthouse – Jenniffer will go to the Courthouse and assess options, including ADA accommodations. Evan will then reach out to the County.
- c. The Center – It is open on Saturday and has restrooms. Bethany will look into options and talk to the Center contact.
- d. The board members agreed that the goal was to have a tentative plan to address restrooms by the next board meeting and then attend/discuss at the next Merchant's meeting.

Jennifer Norman requested that we discuss options for rain cover for entertainment by the stage and the board agreed it would be discussed at a future MSAB meeting.

Discussion and action items only, no decisions made.

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

4. **Adjournment**

Meeting adjourned at 8:19PM.

Minutes prepared by Sarah Freed, MSAB Secretary.

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

21 day of April, 2015.

Board Chair, Evan Matteson: _____



Rockwall Main Street Advisory Board Meeting Minutes
Tuesday, May 19, 2015 – 6:30PM.
Council Chambers Conference Room – City Hall

1. **Call to Order** – Chairman, Evan Matteson, called the meeting to order at 6:36pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Toni Waldop, Kevin McCormick, Sarah Freed (via phone-abstained from voting)

Absent: Jenniffer Norman, Michael Adrian

Staff: Bethany Browning, Main Street Manager

2. **Discussions/Action Items**

- i. Discussion and action related to the approval of the April 21, 2015, MSAB meeting minutes: Claudette Hatfield made a motion to approve the minutes as read and Kevin McCormick seconded the motion. All in Favor, the motion passed 4-0.
- ii. Discussion and follow up related to 2015 work plan goals presented by Evan Matteson, Board Chair:
- a. Public Restrooms – Board is awaiting Jenniffer’s update on her observation of the courthouse. Claudette mentioned the potential of using part of the Methodist Church (Legacy Shoppes). Bethany said she did not know if the owners are open to the idea. Evan asked about the Awards building vacancy. Bethany has attempted to make contact with the owner, but has been unable to make contact. It was mentioned that a small part of that building would be ideal. The garage is on hold for now.
- b. Arts – It was mentioned that Michael made contact with the Art League President, and plans are in the works for them to meet and discuss opportunities for Arts downtown. Evan mentioned consensus that the evening music on the weekends in the square was going well. Claudette mentioned that there is a promotions meeting on 6/3 and that she and/or Bethany will bring a report back to next month’s meeting.
- c. MSAB City Council Presentation – Bethany mentioned the next City Council meeting is June 1st. Bethany will be there to field questions and asked the MSAB board to be in attendance. Evan asked if we needed to reach out to the Downtown Business Association. Bethany suggested extending a personal invitation for them to attend. Toni said she would reach out to the downtown business owners for support and would follow up with Bethany for details. Evan suggested we present status bi-annually going forward. Evan walked the board thru the format of the presentation and solicited feedback. Toni asked if the board can do the presentation for the Rockwall Chamber of Commerce. Claudette mentioned that she and Barb spoke to the Realtors in the past, and Evan mentioned that he would look into the opportunity.

During the presentation, it was stressed to keep the focus on special events, and desire to keep the shops open later, ex. 7:00pm, to keep people downtown. Bethany asked that MSAB add a future agenda item regarding how to reserve and/or whether or not to charge for using the square. Bethany also mentioned that beginning in August there would be one full time attendant from Parks and Rec assigned to downtown.

3. **Main Street Manager's Report:** Bethany Browning, MS Manager, presented the manager's monthly report.
4. **Adjournment**
Meeting adjourned at 7:37pm, per motion made by Claudette, which was seconded by Evan. 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

30 day of June, 2015.

Board Chair, Evan Matteson:

