



# MINUTES

## REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD

Development Services Conf. Room | 385 S. Goliad | Tuesday, Feb. 17, 2026 | 5:00 P.M. –6:00 P.M.

Board members present: G. English, M. Walker, C. Fogg, H. Alberti, J. Bietendorf, J Standifer

Board members absent: None

Staff: Bethany Browning, Main Street Manager

Guests: Janie Nichol, Owner, J10 Design

### 1. CALL MEETING TO ORDER

Meeting called to order at 5:04 P.M.

### 2. OPEN FORUM

There were no individuals to present in open forum.

### 3. APPOINTMENT

Appointment with J10 Design, 108 N. San Jacinto Street, to consider and act on a façade reimbursement application in the amount of \$1,000.00, Chairman Grant English.

J10 is seeking grant funds to sand and paint front entry doors, as well as remove rust from the metal step plate leading into the business. Janie, the new owner of J10, explained she was also having new signage installed and was making additional improvements to the store’s interior. J. Standifer made a motion to approve the grant application in the amount of \$1,000.00, C. Fogg seconded the motion, passing 6-0.

### 4. DISCUSSION/ACTION ITEMS

#### a. Review and act on the December 16, 2025 meeting minutes, Chairman English.

J. Standifer made a motion to approve the minutes with no changes and J. Bietendorf seconded the motion. There was no further discussion. The minutes passed unanimously 6-0.

#### b. Event Committee Reports:

##### Organization – Advocacy & Alignment Committee

Chair: Grant English (MSAB)

MSAB Members: Grant English, Jason Bietendorf

Report Provided By: Grant English

Grant reported that his committee has coordinated a presentation by the Mayor to the Downtown Rockwall Association for March 26 @ 9AM at Divine Peace Church. The committee will work together to establish an agenda and questions for the meeting. Goal 3: Strengthen Alignment with City Leadership. Action: Represent downtown priorities in meetings with elected officials.

##### Promotion – Marketing & Communications Committee

Chair: Bethany Browning (MSAB)

MSAB Members: Hailee Alberti

Committee Members: Dennis Wells, Lakeside Florist, Taylor Johnson, Hazel & Olive, Jackie Young, Dee Evans Group, Jen Curley, Monkey Doodle

Report Provided By: Bethany Browning

Bethany reported the committee had met twice to discuss Q1/Q2 events and begin looking at collaborative branding of DRA and MS. Both events were approved by DRA. Spring Fling is slated for 3/26 and Founders Day Wine Stroll for 5/16. The committee is seeking store participation, volunteer opportunities and sponsorships for both events. Goal 1: Activate Downtown Through Strategic Event Promotion. Action: Identify and promote a coordinated annual downtown event calendar. Goal 2: Strengthen Downtown Branding and Marketing Alignment. Action: Review existing branding and marketing efforts of DRA and Main Street.

### Design – Welcome, Engagement & Experience Committee

Chair: Amy Davis (DRA)

MSAB Members: Mary Walker, Chad Fogg

Report Provided By: Mary Walker

Mary stated she had reached out to committee chair and would be engaging with their group in the coming weeks. Bethany reported she had sent Amy a copy of all business names and addresses in the district. The committee has put together a flyer with a link to a Google form to gather business contact information. Goal 1: Strengthen Business Engagement and Grow DRA Membership. Action: Expand outreach to downtown businesses.

### Economic Vitality – Education & Business Development Committee

Chair: Jillian Fifield (DRA)

MSAB Co-Chair: Jeremy Standifer (MSAB)

Report Provided By: Jeremy Standifer

Jeremy stated the committee has booked their first education and business development presentation. Jared Guynes will be holding a Social Media Success class on February 19. The class is free for DRA members as part of their membership. The committee is looking to support members by offering opportunities. Goal 1: Provide Business Education and Professional Development. Action: Identify relevant educational topics. Offer professional development opportunities. Coordinate instructors and scheduling.

### **c. Manager Report: Bethany Browning**

Grounds and Maintenance

- Kiosk
  - Obtaining quotes to run electrical to the site
  - Analyzing WIFI
- Cain Park
  - East facing wall completely torn out, rebuilt and repainted
  - New ground material installed
  - New plant material in metal beds
  - More plant beds and plant material coming soon

City Sponsored Events:

- Rockwall Farmers Market
  - Accepting applications – online at [www.rockwallfarmersmarket.org](http://www.rockwallfarmersmarket.org)
  - Food & plant-based market
  - Roughly 60 applications submitted thus far – room for 50 -55
  - Opening day – May 2
- San Jacinto Plaza Music Series
  - Booking music now
  - 49 shows
  - Opening day – May 1

### **5.ADJOURN MEETING**

H. Alberti made a motion to adjourn the meeting at 6:00 P.M., G. English seconded the motion, passing 6-0. Minutes prepared by Bethany Browning, MS Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, APRIL 21, 2026. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.**