



Rockwall Main Street Advisory Board Meeting Minutes

City Hall – 385 S. Goliad
Tuesday, January 19, 2021 - 6:30 P.M.

Board members present: Jeremy Standifer, Gary Cannavo, Craig Stoddart, Jenni Hoffman

Absent: Geoffrey Lyons, Eva Cannon, Stacy Fuqua

Staff present: Bethany Browning, Main Street Manager

1. CALL THE MEETING TO ORDER

Jeremy Standifer called the meeting to order at 6:37 PM.

2. OPEN FORUM

Seeing there were no public comments, Jeremy closed the public forum at 6:37 PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on the November 17, 2020 minutes:** Craig made a motion to accept the minutes as presented, Gary seconded the motion, passing 4-0.
- B. **Review and discuss the annual accreditation report and take any necessary action:** Jeremy led a brief discussion on the accreditation process and thanked the board and manager for their participation. The board discussed the need for by-laws and board members agreed it might be worth pursuing in the future if time permits. All board members are anxious to hear feedback regarding the creation of the transformation strategy work plan implemented mid-2020.
- C. **Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:** Bethany stated she had spoken with RCHF and they were going to share the board's plans with RCHF board members at their next meeting and would reply with their interest. Craig asked if the tour could include current business information in addition to historical data. Board members agreed QR codes would be beneficial to access the tour from various locations. Bethany to talk with City's IT Department regarding the development of the tour on the City's website. Each board member agreed to bring back 10 locations for the tour, compare notes at the next board meeting and begin development in February. It would be considered Phase 1 of the project, with additional properties added in the coming months. Gary inquired as to how many visits the current walking tour site receives through the Rockwall County Historical Foundation.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Siren Rock Brewery and Casa Mama Restaurant opening soon. Southern Roots relocating to PD-50 north of the square at 505 N. Goliad.
- Upcoming Events/Announcements: Spring Fling/DRA Business Anniversary Spotlight.
- Volunteers needed for DRA Business Anniversary Spotlight (4 hours 1 Saturday per year).
- Available Property: 102 E. Rusk, 116 E. Rusk.

5. ADJOURN

The meeting was adjourned at 7:35PM.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 16th DAY OF FEBRUARY 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes

City Hall – 385 S. Goliad

Tuesday, February 23, 2021 - 6:30 P.M.

Board members present: Jeremy Standifer, Gary Cannavo, Craig Stoddart, Stacy Fuqua, Geoffrey Lyons

Absent: Jenni Hoffman, Eva Cannon

Staff present: Bethany Browning, Main Street Manager

Council Liaison: Anna Campbell

Guest by Phone: Brittany Hardin

1. CALL THE MEETING TO ORDER

Jeremy Standifer called the meeting to order at 6:49 PM.

2. OPEN FORUM

Seeing there were no public comments, the public forum closed at 6:49 PM.

3. APPOINTMENT

A. Appointment with Brittany Hardin, owner of Bonafide Betties Pie Co., to hear a request for a façade grant for exterior improvements to 109 E. Washington Street.

Ms. Browning opened the discussion by reviewing the grant application with board members. Ms. Hardin is asking for a \$1,000 matching grant toward exterior renovation costs totaling \$5,600. Improvements include the following: prep and painting of the exterior masonry and trim and window and door replacement. The exterior masonry and trim paint color are "Waterloo". The color was reviewed and approved by the Planning & Zoning Director prior to the meeting. Ms. Hardin is aiming to open first part of April 2021. Jeremy made a motion to approve a façade reimbursement grant in the amount of \$1,000, Gary seconded the motion, passing unanimously 5-0. Ms. Hardin thanked the board and Ms. Browning stated she would be in touch with details.

4. DISCUSSION/ACTION ITEMS

A. Review and act on the January 19, 2021 meeting minutes.

Gary made a motion to approve the minutes as presented. Jeremy seconded the motion, passing unanimously 5-0.

B. Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:

Jeremy provided an overview of the project. Ms. Browning reported that she had spoken with the City's IT Department regarding capabilities. Between the IT and GIS departments, it appears an application for the tour can be constructed in house. Committee members will continue to investigate designs that are user friendly and aesthetically pleasing. The board continued their discussion on properties to include in Phase 1 (which is geographically confined to the 9-block core):

(in no particular order)

Book Club Café

Hendricks Property (Formerly Southern Roots)

Randy's Barber Shop

Kitschy Cupboard

Providence Place

Masonic Lodge

Hall Building (Hall Law/Premier Properties)

The Mercantile

Historic Courthouse

Trevino's

Ellis Building (Poe & Arrows)

Independent Bank

Councilmember Campbell shared some details about the City's diversity board and the work they had performed. The group was asked their thoughts on the inclusion of this information into the project. Board members were receptive and interested in learning more about their research.

Ms. Browning will coordinate a meeting between Jeremy Standifer and Lance Singleton (GIS Manager) to learn more about the application. Public art was also mentioned for possible inclusion. Specifics regarding how these subjects may be incorporated will be discussed in further detail at upcoming meetings.

5. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Casa Mama Restaurant opening soon.
- Upcoming Events/Announcements: DRA approved their event calendar at their February meeting

6. ADJOURN

Jeremy made a motion to adjourn at 8:15PM., Craig seconded the motion, passing 5-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 23rd DAY OF FEBRUARY 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes

City Hall – 385 S. Goliad

Tuesday, March 23, 2021 - 6:30 P.M.

Board members present: Jeremy Standifer, Gary Cannavo, Jenni Hoffman, Eva Cannon, Stacy Fuqua, Geoffrey Lyons

Absent: Craig Stoddart

Staff present: Bethany Browning, Main Street Manager

1. CALL THE MEETING TO ORDER

Jeremy Standifer called the meeting to order at 6:46 PM.

2. OPEN FORUM

Seeing there were no public comments, the public forum closed at 6:46 PM.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the February 23, 2021 meeting minutes.

Eva made a motion to approve the minutes as presented; Gary seconded the motion. The motion passed 6-0.

B. Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:

Jeremy recapped the meeting held with Lance Singleton, GIS Supervisor and Bethany Browning, MS Manager. Jeremy shared the application designs and stressed the importance of all board members working together to bring the project to completion. The application needs to be efficient and immersive for customer satisfaction. Jeremy also stressed the project needs value and buy-in – specifically for future budget requests. There was consensus among board members to move forward and gain support through the success of the project.

Next steps include: gathering historic photos, summarizing current histories, designing building identifiers and following up with Lance on final design elements. Board members volunteered for respective tasks.

Ms. Browning will coordinate a meeting between Jeremy Standifer and Lance Singleton (GIS Manager) to finalize the application, as well as send a follow up email with board assignments. Future additions could include public art and diversity.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Casa Mama, Bonafide Betties opening soon.
- Upcoming Events/Announcements: San Jacinto Music, Farmers Market, Spring Fling, Cinco De Mayo
- Social Media: encouraged board members to engage the DT district on social media platforms

5. ADJOURN

Jeremy made a motion to adjourn at 7:46PM., Eva seconded the motion, passing 6-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 23rd DAY OF MARCH 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes

City Hall – 385 S. Goliad

Tuesday, April 27, 2021 - 5:00 P.M.

Board members present: Jeremy Standifer, Craig Stoddart, Stacy Fuqua, Geoffrey Lyons

Absent: Eva Cannon, Jenni Hoffman, Gary Cannovo - Staff present: Bethany Browning, Main Street Manager

1. CALL THE MEETING TO ORDER

Jeremy Standifer called the meeting to order at 5:05 PM.

2. OPEN FORUM

Seeing there were no public comments, the public forum closed at 5:05 PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on the March 23, 2021 meeting minutes:** Jeremy made a motion to approve the minutes as presented; Craig seconded the motion. Motion passed 4-0.
- B. **Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:** Jeremy stated he'd like to see the board assist with gathering information for the website. Board members volunteered to take certain properties, collect data and perhaps visit with the current tenant if time allowed. Manager will send board members work done thus far, a template or guide to assist members in compiling data. The board discussed inviting tenants and owners to a future mix and mingle event, to provide further details and create buy-in for the project. No action was taken.
- 1) Book Club Café, Trevinos – Jeremy Standifer
 - 2) Independent Bank, Courthouse, Hall Law Firm – Craig Stoddart
 - 3) The Kitschy Cupboard, Randy's Barber Shop, East Trinity Lodge – Geoffrey Lyons
 - 4) The Mercantile Building, Providence Place – Bethany Browning
 - 5) Poe & Arrows – Jenni Hoffman
- C. **Discuss the 2021 Legacy Award and if necessary nominate a sub-committee to review nominees prior to the May board meeting:** Jeremy provided the board with some history and background on the development of the award. Geoffrey offered to lead the efforts for the board. Board members were anxious to get to work on this project and shared some great ideas for recipient recognition. No action was taken.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Casa Mama, Bonafide Betties, Sloan's Desserts opening soon. Ami Kristin Studio relocating from 106 to 102 E. Rusk (former Southern Roots location).
- Upcoming Events/Announcements: San Jacinto Music, Farmers Market, Spring Fling, Cinco De Mayo
- Social Media: encouraged board members to engage the DT district on social media platforms

5. ADJOURN

Jeremy made a motion to adjourn at 6:06PM., Craig seconded the motion, passing 4-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 18th DAY OF MAY 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes Siren Rock Brewing Company – 310 South Goliad, Rockwall Wednesday, May 19, 2021 - 5:00 P.M.

Board members present: Stacy Fuqua, Geoffrey Lyons, Eva Cannon, Jenni Hoffman, Gary Cannovo

Absent: - Jeremy Standifer, Craig Stoddart

Staff present: Bethany Browning, Main Street Manager

Council Liaison: Anna Campbell

1. CALL THE MEETING TO ORDER

Eva Cannon called the meeting to order at 5:10 PM.

2. OPEN FORUM

There were no public comments, the public forum closed at 5:10 PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on the March 23, 2021 meeting minutes:** Eva made a motion to approve the minutes as presented; Gary seconded the motion. Motion passed 5-0.
- B. **Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:** Manager sent board members the assignments they volunteered to work on at the April meeting. Board members reported on their work thus far and provided the following details. Eva volunteered to assist Geoffrey with data collection for the Masonic Lodge. No action was taken.
 - 1) Book Club Café, Trevinos – Jeremy Standifer (continuing to work on)
 - 2) Independent Bank, Courthouse, Hall Law Firm – Craig Stoddart (has made contact, looking for pics)
 - 3) The Kitschy Cupboard, Randy's Barber Shop, East Trinity Lodge – Geoffrey Lyons (in progress)
 - 4) The Mercantile Building, Providence Place – Bethany Browning – Done
 - 5) Poe & Arrows – Jenni Hoffman – Property owner declined to participate
- C. **Discuss the 2021 Legacy Award and if necessary nominate a sub-committee to review nominees prior to the May board meeting:** The board nominated Claudette Hatfield for the 2021 Legacy Award. Notes on the nomination were shared with the group and all were in favor of the nomination and agreed it was a well-deserved nomination as Claudette has given so much over the years. Discussion ensued about the best way to recognize the recipient. Ideas included a *Blue Ribbon* article, proclamation, recognition at a summer FM (TBD). Eva made the motion to award Claudette the Legacy Award, Geoffrey seconded the motion. Motion passed 5-0.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Casa Mama, Bonafide Betties
- Upcoming Events/Announcements: San Jacinto Music, Farmers Market
- Social Media: encouraged board members to engage the DT district on social media platforms
- Manager asked board members to be thinking about the next objective related to the current transformation strategies.

5. ADJOURN

Eva made a motion to adjourn at 6:15PM., Geoffrey seconded the motion, passing 5-0.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS
15th DAY OF JUNE 2021.**

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes Council Conference Room – 310 South Goliad, Rockwall Tuesday, August 17, 2021 - 5:00 P.M.

Board members present: Stacy Fuqua, Eva Cannon, Jenni Hoffman, Gary Cannovo, Craig Stoddart, Jeremy Standifer

Absent: - Craig Stoddart

Staff present: Bethany Browning, Main Street Manager

Council Liaison: Trace Johanneson

1. CALL THE MEETING TO ORDER

Jeremy called the meeting to order at 5:05 PM.

2. OPEN FORUM

There were no public comments, the public forum closed at 5:05 PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on the May 19, 2021 meeting minutes:** Craig made a motion to approve the minutes as presented; Gary seconded the motion. Motion passed 6-0.
- B. **Update from committee members and staff regarding the Historical Walking Tour and discussion for next steps:** Jeremy briefed the group on status, stating the tour was almost complete with the exception of a few details. Need to verify all owners are good with being included on the tour and having a QR Code installed. Jeremy will work on the design and bring that back to the next meeting. Most of the work on this goal has concluded and as soon as codes go up and website is live, it will be completed. Eva asked if the number icons could be deleted so that people don't feel they have to complete the tour in number order.
- C. **Discuss the transformation strategies and goal setting:** The board discussed walkability and parking and agreed these were long term goals for the district, as it continues to expand and grow both north, south and west of the downtown 9 block core area. Bethany stated she would send past goals for the board's review and consideration.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: Casa Mama, Bonafide Betties, Sloane's Desserts, Fable & Fire (new eateries set to open soon)
- Upcoming Events/Announcements: San Jacinto Music, Farmers Market
- Social Media: Continue to like and comment on the Downtown Rockwall Texas page
- New brochures were designed and distributed last month – includes entire district
- New San Jacinto Plaza Music Series banners to go up next Spring
- Applied for Texas DT Association President's Award for Drive Thru Scare on the Square

5. ADJOURN

Jeremy made a motion to adjourn at 6:15PM., Gary seconded the motion, passing 6-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 21 DAY OF SEPTEMBER 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Special Meeting - Rockwall Main Street Advisory Board Meeting Minutes Council Conference Room – 310 South Goliad, Rockwall Tuesday, August 31, 2021 - 4:00 P.M.

Board members present: Stacy Fuqua, Gary Cannovo, Craig Stoddart, Jeremy Standifer

Absent: - Eva Cannon, Jenni Hoffman, Geoffrey Lyons

Staff present: Bethany Browning, Main Street Manager

1. CALL THE MEETING TO ORDER

Jeremy called the meeting to order at 4:12 PM.

2. OPEN FORUM

There were no public comments, the public forum closed at 4:12 PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on façade grant applications for the Main Street District:** Dr. Joe Miglaccio shared his grant application with the board and requested funds in the amount of \$1,000 to replace the board materials on the front façade of his property. The grant does not include any signage. The property will house a small office and serve as parking for his practice. He did state that FM could use the parking lot on Saturdays because their practice is closed. Jeremy made a motion to approve the grant application as presented, Craig seconded the motion. It passed by a vote of 4-0. Dr. Miglaccio stated he is clear on the process for submission and will start work as soon as the contractor is able to schedule.

ADJOURN

Meeting was adjourned at 4:25 PM.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 21 DAY OF SEPTEMBER 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____



Rockwall Main Street Advisory Board Meeting Minutes Council Conference Room – 385 South Goliad, Rockwall Tuesday, September 21, 2021 - 5:00 P.M.

Board members present: Stacy Fuqua, Eva Cannon, Gary Cannovo, Craig Stoddart, Jeremy Standifer

Absent: - Geoffrey Lyons, Jenni Hoffman

Staff present: Bethany Browning, Main Street Manager

Council Liaison: Trace Johanneson

1. CALL THE MEETING TO ORDER

Jeremy called the meeting to order at 5:06 PM.

2. OPEN FORUM

There were no public comments, the public forum closed at 5:06 PM.

3. DISCUSSION/ACTION ITEMS

A. **Review and act on the August 17 and August 31, 2021 meeting minutes:** Jeremy made a motion to approve the minutes as presented; Craig seconded the motion. Motion passed 5-0.

B. **Discuss establishing a project pipeline and brainstorm ideas for 2022 objectives, specifically chalk board art and welcome to downtown signs. The board will also discuss walkability and parking issues and strategize short term related objectives and take any necessary action:** The board shared ideas, strengths, opportunities, threats and weaknesses. Jeremy explained any and all ideas were welcome, as it is a brainstorming session. He encouraged the board to think “big picture”. The following ideas were shared:

- **Electric charging stations**
- **Sky bridge over 205 and 66 for pedestrian crossing**
- **Welcome to downtown signage**
- **Art fair**
- **Year-round markets**
- **Outdoor music**
- **Wifi**
- **Interactive art/chalkboard art**
- **Water feature**
- **Bike friendly**
- **Lodging**

4. MAIN STREET MANAGER'S REPORT

Main Street District Activity:

- Casa Mama – Remodel in Progress – Repaved Parking Lot - 108 S. Goliad Street
- Bonafide Betties – Remodel in Progress -109 E. Washington
- Fable & Fire – Demo Permit Pulled - 116 E. Rusk
- East Trinity Masonic Lodge – Design Assistance Requested – 104 S. Goliad Street

Texas Main Street/Texas Downtown Association:

- Texas DT Association Conference – Denton, Texas – November 2021

Project Status Report/Follow Ups:

- Main Street Manager to speak at Rotary on October 21. I'd very much appreciate a volunteer attending or helping with the material. I thought about sharing the Downtown Texas.org website and walking them through our website. Ideas are welcome.
- Downtown Dollars program is active. Purchase an e-gift card and spend at participating businesses.
- Upcoming Events:
 - Volunteer Reception – Thursday, September 30 – Please come if you can
 - Thru September – This Saturday is the last market
 - Thru October – San Jacinto Plaza Music Series
 - Rib Rub Run & Roll/DRA Beer Stroll – October 2
 - Scare on the Square – October 23
 - Applied for Hotel Occupancy Funds
 - Applied for Texas DT Association Award for Scare on the Square Drive Thru Event
 - Closing out FY 2021 – awarded 2 façade grants

5. ADJOURN

Jeremy made a motion to adjourn at 6:25PM., Craig seconded the motion, passing 5-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 16 DAY OF NOVEMBER 2021.

MAIN STREET ADVISORY BOARD CHAIRMAN: _____