



MINUTES

REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD

Council Chamber Conference Room – 2nd Floor | 385 S. Goliad | Tues., August 20, 2024 | 3:00 – 4:00 P.M.

Board members present: Grant English, Geoffrey Lyons, Hailee Alberti, Revi Menasche, Stacy Fuqua, Jeremy Standifer

Absent: Chad Fogg **Meeting was rescheduled to an earlier timeframe.

Staff: Bethany Browning, Main Street Manager

Guests: None

1. CALL MEETING TO ORDER

Meeting called to order at 3:00PM.

2. OPEN FORUM

No guests were present to speak at open forum. Forum closed at 3:00PM.

3. DISCUSSION/ACTION ITEMS

- A. Review and act on the July 23, 2024 meeting minutes, Chairman English:
Member Standifer made a motion to approve the minutes as presented, Member Alberti seconded the motion, passing 5-0.
- B. Gather feedback/suggestions for wording on greenery wall/screening wall slated for San Jacinto Plaza, MS Manager, Browning. Manager included a photo of a greenery wall concept the City will be installing in San Jacinto Plaza, just outside Zanata's side door. She asked for suggestions for wording for the photo opportunity wall. Suggestions will be provided to City staff for their consideration. The following recommendations were submitted: "Generations of Love, Rockwall" and "From Rockwall With Love". Jeremy Standifer stated he would solicit feedback from some of his staff. Other members were encouraged to send any suggestions through email. Manager asked they be submitted within the next three weeks. Jeremy also stated that neon signs can be replaced with a new LED lighting that is much less expensive and mimics the look of neon. Another great suggestion included a hashtag, as well as a "stand here" on the pavement.
- C. Discussion and action regarding board member participation at events as an ambassador of Main Street – to equal at least 4 hours annually. Input regarding shirts, name badges or some type of identifier for board members, MS Manager, Browning. Manager shared the following events take place annually and as board members, it might be goodwill to be present at some of the events. She asked for open discussion regarding board's feelings on this? Are members willing to serve at an event as a volunteer in some capacity? In lieu of volunteering at an event, would a board member be willing to make visits to downtown businesses to solicit feedback, etc. Any and all ideas welcome. Would a board volunteer agreement for members to read and sign be appropriate? Should volunteers know what is expected prior to serving, etc.? Board members agreed this is an area that should be explored further and that different requirements to suit board members would be needed, since many do operate downtown businesses, volunteering at events may not be feasible. Manager to find some examples of accountability forms, etc. to share with board members at the September meeting.
- D. Main Street Manager's Report, regarding the following items: district activity, state program and

associations, project status reports, events and announcements, possible discussion.

Activity:

- 204 S. Fannin – For lease
- 105 N. Goliad – Coldwell Banker Realty Office newly opened
- 112 E. Rusk – Belle Vie Bistro coming soon
- 107 S. Goliad – New business coming soon
- 109 E. Washington – Leased – no new activity
- 306 E. Washington – K & Co. Salon remodeling space
- 201 E. Washington – No new information

Status:

Parking study is underway, consultant Parkhill.

Upcoming Events:

- Farmers Market – Half way through season/6 markets remaining
- San Jacinto Music – 12 concerts remaining
- Rib Rub Run & Roll – Barbecue event held at Harry Myers Park, Breakfast Rotary Car Show held in DT Rockwall, Downtown Rockwall Association Pedal Car Race held in DT Rockwall – Oct 5-Shuttle
- Scare on the Square – Oct 26 (2-5PM)
- Holiday Open House – Nov 14 (5-9PM)
- Hometown Christmas – Dec 7 (All Day)
- Holiday Home Tour – Dec 13/14 (10-3PM)

4. ADJOURN

Meeting was adjourned at 4:20 PM. Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, OCTOBER 15, 2024. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH