



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: _____