



# Rockwall Main Street Advisory Board Meeting Minutes

## Council Chamber Conference Room/City Hall – 385 South Goliad

### Tuesday, October 17, 2023 - 5:00 P.M.

Board members present: Grant English, Stacy Fuqua, Geoffrey Lyons, Chad Fogg, Board Chair Gary Cannavo

Absent: Stephen Colon, Hailee Alberti

Staff present: Bethany Browning, Main Street Manager, David Sweet, Director of Administrative Services

Guests: Councilman Mark Moeller, Jeremy Standifer

#### 1. CALL THE MEETING TO ORDER

Board Chair Cannavo called the meeting to order at 5:05PM.

#### 2. OPEN FORUM

There were no visitors present to speak during open forum.

#### 3. DISCUSSION/ACTION ITEMS

**A. Review and act on the August 15, 2023 meeting minutes:** Board Member Fogg made a motion to approve the minutes as presented, Board Member English seconded, motion passed 5-0.

**B. Main Street America Accreditation framework discussion, MS Manager, Browning:** Rockwall agrees to carry out their work according to the MS Approach as promulgated by the National MS Center and agrees to incorporate the following MS Community Accreditation Standards:

1. Broad-Based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

The MS Manager (with board input/involvement) shall submit an annual accreditation report that includes an evaluation of the program implementation of the Community Accreditation Standards outlined above. Manager asked board members to review Standard 6/Demonstrated Impact and Result and score accordingly, based on their knowledge of the Rockwall program. This is an exercise to familiarize board members with what is expected of the program.

**C. Staff update: Downtown Music/Outdoor Speakers, MS Manager Browning:** Ms. Browning shared the following information with board members: interference testing completed, marginal interference detected, additional antennas will address and some minor tweaking may be needed upon installation. City staff is working to get them ordered and installed.

**D. Staff update: Downtown Parking Study, MS Manager Browning:** The parking study will be part of the Facilities Study RFP. The date for issuing RFP is unknown. The board discussed a trial trolley program. Board member English volunteered to research and bring details back to the board in the coming months.

**E. Committee Update, Downtown Holiday Banners, MSM Browning:** Jeremy brought preliminary designs. Jeremy stated they needed the dimensions/turnaround time. Board members were in favor of the designs and look forward to a follow-up email with final designs.

- F. **Discussion related to employee parking initiatives, Board Member Alberti:** Board Member Alberti was unable to attend the meeting. Chairman Cannavo stated the board would revisit at November meeting.
- G. **Discussion and action regarding the nomination of a promotions committee, MSM Browning:** A brief discussion was held regarding promotions, hotel occupancy funding and current marketing. MSM asked for a committee to assist with researching media outlets for advertising for the coming year. The goal is for the committee to help with current efforts and make recommendations for the 2024 budget year. Grant E., Geoffrey L. and Jeremy Standifer volunteered to serve as committee members.
- H. **Discussion regarding the implementation of a bi-annual or annual City Council activity report/presentation, Chairman Cannavo:** Gary expressed the need for the board to meet and share with City Council, their current efforts as well as upcoming goals and objectives. At this time, the board agreed that an annual presentation was ideal. A few dates were discussed with the board and Council Liaison Moeller, all determining January 2024 as the target date for presentation. Chairman Cannavo will begin working on an outline and follow-up with board members to discuss details.

I. **Main Street Manager’s Report:**

Main Street District Activity

Old Methodist Church located at Fannin and Rusk is for sale by owner at \$13M.  
204 North Fannin is available for lease.

Rockwall Main Street

3 board seats will be open for re-appointment in January 2024.

Texas Main Street/Main Street America

Texas DT Conference in October – Nacodoches, TX.

Project Status Report/Follow Ups

Outdoor music program in progress. Holiday banners in progress. Brochures and kiosks updates are in progress. Board Member Fogg volunteered to research holiday décor and bring back findings after the new year.

2023 Upcoming Events:

- San Jacinto Music – Friday and Saturdays through October
- Scare on the Square – October 28
- Holiday Open House – November 9
- Shop Small Saturday – November 25
- Hometown Christmas – December 2
- Holiday Home Tour – December 8-9

- 4. **ADJOURN:** Board Member Lyons made a motion to adjourn the meeting at 6:15PM, Board Member Fogg 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 16th DAY OF NOVEMBER 2023.**

**MAIN STREET ADVISORY BOARD CHAIRMAN: GARY CANNAVO**