



# MINUTES

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## REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD

Council Chamber Conference Room – 2<sup>nd</sup> Floor | 385 S. Goliad | Tues., October 22, 2024 | 3 – 4:00 P.M.

Board members present: G. English, G. Lyons, H. Alberti, C. Fogg, S. Fuqua, J. Standifer

Absent: R. Menasche

Staff: Bethany Browning, Main Street Manager

Guests: None

### 1. CALL MEETING TO ORDER

Meeting called to order at 5:05PM.

### 2. OPEN FORUM

No guests were present to speak at open forum. Forum closed at 5:05PM.

### 3. DISCUSSION/ACTION ITEMS

- A. Review and act on the [August 20, 2024](#) meeting minutes: Member Fogg made a motion to approve the minutes as presented, Member Lyons seconded the motion, passing 6-0.
- B. Update on greenery wall slated for San Jacinto Plaza, MS Manager, Browning. Parks Department ordered materials to build the greenery wall. Wording submitted by the MSAB “From Rockwall With Love” is under consideration. Browning thanked the board for their recommendation.
- C. Review 2024 Transformation Strategy: *INCREASE VISITOR TRAFFIC, USAGE AND OVERALL EXPERIENCE THROUGH PROMOTION OF THE DISTRICT'S ASSETS AND RICH HISTORY*, objectives, changes, amendments and take any necessary action, Chairman English.  
Discussed current strategy and need for it to remain big picture with objectives supporting the overall goal. Recent discussions included the district being relevant to younger generation, providing more artistic and cultural opportunities. Keeping mobility and growth challenges will also make sense moving forward. Review of past year’s initiatives:
  - Outdoor speaker system - COMPLETED
  - Pedestrian crosswalks at HWY 66 – various locations. – ON HOLD
  - Parking solutions, garage – IN PROGRESS
  - EV Charging Station – ON HOLD
  - Welcome Signage (variation) – IN PROGRESS

Board member Standifer asked if there was an event coordinator for the City. MS Manager explained it was a joint effort, i.e., the Parks and Recreation Department coordinates Rib Rub and Founders Day, whereas it is a combined planning process for Scare on the Square and Hometown Christmas, with the MS Manager involved in the planning of the latter two events taking place in downtown. There was some brief discussion regarding Rockwall Farmers Market and San Jacinto Music Series – can those seasons be altered to not include hot summer months. Most of the board agreed attendance is lower in those months but for continuity should remain fluid with no gap in programming. The board discussed the possibility of an interactive digital kiosk and supported the idea. Manager to investigate options. The board brought up again the possibility of LED festoon lighting over the 100 block of North San Jacinto – to tie together and extend the current festoon lighting in South San Jacinto Plaza.

- D. Review the Q3 Texas Main Street report submitted October 10, 2024 with MSAB members and answer any questions, MS Manager, Browning.  
\$45k in private reinvestment was reported in the district, which included commercial roof repairs and a patio remodel. There is another project in the PD-50 North Goliad portion of downtown, a new construction project valued at roughly \$800k. One business close, 3 openings and one relocation for a net gain of 2 new businesses. MSAB had 20 volunteer hours reported for the quarter, Friends of DT had 216 volunteer hours and DRA had 10 for a total of 246 this quarter.
  
- E. Update the board on upcoming events and solicit volunteer opportunities for Scare on the Square, October 26 and Holiday Open House on November 14, Chairman English.  
Member English passed around a spreadsheet with volunteer opportunities for board members interested in volunteering at Scare on the Square, Holiday Open House, Hometown Christmas and Holiday Home Tour. MS Manager will follow up with volunteers who signed up to help.

#### 4. ADJOURN

Meeting was adjourned at 6:30 PM. Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, DECEMBER 17, 2024. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH