



Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, June 20, 2023 - 5:00 P.M.

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

Absent: Gary Cannavo, Hailee Alberti, Stephen Colon

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

Guests: Councilman Mark Moeller

1. CALL THE MEETING TO ORDER

Board Member, Geoffrey Lyons called the meeting to order at 5:02PM.

2. OPEN FORUM

There were no visitors present to address the board, forum was closed at 5:02PM.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the May 16, 2023 meeting minutes: Board Member Fogg made the motion to approve the minutes as presented, Board Member Fuqua seconded, the motion passed 4-0.

B. Main Street America Accreditation framework discussion, MS Manager, Browning: Rockwall agrees to carry out their work according to the Main Street Approach as promulgated by the National Main Street Center and agrees to incorporate the following Main Street 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 Main Street Manager (with board input/involvement) shall submit an annual accreditation report that includes an evaluation of the program implementation of the Main Street Community Accreditation Standards outlined above.

Manager asked board members to review Standard 3/Diverse and Sustainable Funding 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 as well as an assessment.

C. Committee update: Downtown Parking Committee: Board Member English stated there was no update for the board at this time. Committee Members: Kevin Lefere, Dennis Wells, Geoffrey Lyons, Grant English and Stephen Colon.

Update: Goal---To determine the feasibility of building a parking garage structure in the Downtown District.

- Geoffrey Lyons asked Councilman Moeller if their committee could set up a meeting with him to discuss next steps.

D. Committee update: Welcome Sign: Board Member Alberti was not present at the meeting. Board Member English stated there was no new information to report at this time.

E. Committee update: Downtown Music/Outdoor Speakers: Board member Fogg addressed the board and provided the following information for their consideration:

- A dedicated laptop would have to be secured to run the software for the system
- Likely housed at The Center with the first speaker set located across the street in San Jacinto Plaza
- The cost is roughly \$2k for the hub and \$2k per pole mount
- He stated the technology has advanced since the first time the group inquired in 2018
- Music licensing could run approximately \$35 per month
- He visited Downtown McKinney, who has the same system, said the sound quality was good
- Will need electric at each pole
- System is on a repeater feed
- He requested the City staff go over the checklist to ensure we can accommodate the system
- He left all of the paperwork for staff – staff to follow up on specs to ensure the system will function with current electrical or if there are further needs

F. Main Street Manager's Report:

Main Street District Activity

Available property on the square limited, off the square limited

3 inquiries for available lease space through the Main Street office

Rockwall Main Street

Board seats filled

Texas Main Street/Main Street America

Texas Main Street Professional Development - June - Denison, Texas

Not attending – planning to attend Texas DT Conference in November.

Project Status Report/Follow Ups

Additional parking sign installed at City Hall

Replacement signs for public lots are in production – 16 total. The new signs will be similar design to the attached image. They are also 24" by 30" versus the current signs which are 18" by 24".

We are also refurbishing the shared dumpster unit behind Charlie's – facing the public lot on North Fannin Street.



2023 Upcoming Events:

Farmers Market – Saturdays through September

San Jacinto Music – Friday and Saturdays through October

Please help us promote the concerts through your social media pages

4. **ADJOURN:** Board Member Fogg made a motion to adjourn the meeting at 5:45PM, Member English 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 JULY 2023.

MAIN STREET ADVISORY BOARD CHAIRMAN: GARY CANNAVO