

Rockwall Main Street Advisory Board Meeting

Tuesday, January 15, 2013

Parks Administration Board Room

**I. Call to Order** – 6:44 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Chris Cameron, Sandi Whitley, and Sarah Freed

Staff: Bethany Golden, Main Street Manager

**II. Consent Agenda**

December 15th meeting minutes were reviewed. Motion was made by Sarah Freed to approve meeting minutes; motion seconded by Chris Cameron, all others approved, motion passed.

**III. Discussion/Action Items**

1. No façade grants to be considered.
2. Chairperson, Sarah Freed, offered update on the *Organization Committee*. She is ready to send email to Chamber of Commerce, to solicit speaking engagements for this year. Bethany has several stock presentations she has given in the past and she will send those to Sarah for future reference. Sarah wants to track volunteer hours by event, committee meeting, any time spent on Main Street. She suggested a sign in sheet to be collected periodically. Barb Coleson volunteered she has a spreadsheet we can use for tracking. She will bring copy to next board meeting. If committee chairs turn in sheet on monthly basis, we can begin tracking. Individual sheets could also be compiled.
3. On behalf of the *Promotions Committee*, Bethany advised that the city's public relations personnel will submit any news items we provide to her. Bethany and Lori Lawing are to meet next week to formulate the structure and needs of the information we want to get out to the community via the local newspapers.
4. Bethany presented a PowerPoint of several mural examples she located searching "best murals in Texas". The Committee discussed the aspects we did not like (bright colors, multiple subject matter in single mural) and what we did like (historic subject and sepia tone). San Angelo Historic mural website offers a lot of information, including paint types. There are numerous points we need to decide on, the most prominent being the subject matter, the message we want to convey. We need to collect pictures, decide on color, contact property owner, contact various organizations within the city to get their buy-in and get consultative advise, find an artist, determine approximate cost. Barb Coleson asked if "Art in Public Places" city funds will be available to us for use on this

project. Bethany felt it possible a certain portion of the funds might be available; she will confirm this and ask the "Art in Public Places Committee chairperson to attend February, Feb 19, or March (Mar 19) Main Street Advisory Board Meeting. Barb will contact the Art League to ask for a representative to attend; Bethany will also contact the Historical Preservation Committee and the Historical Foundation to ask for a representative attendee; Sandi Whitley will contact Kenda Culpepper (property owner) to ask for her attendance as well.

5. *Economic Restructure Committee* Chairperson, Sandi Whitley had no report.
6. Barb Coleson, Chairperson of the Special Events Committee wants to begin looking at commercial Christmas decoration catalogues. Using one that Bethany had on her computer, we were able to get an idea of how many categories and how vast the selection is. Barb and the Committee will begin review to get some ideas and pricing.

#### **IV. Main Street Manager's Report**

1. 103 S. San Jacinto, Worker Bee Studio, hopes to open in March. Owner, Denise Webb, is applying for an SUP allowing for sale of repurposed furniture.
2. Downtown improvement project to improve sidewalks, landscaping, lighting, fixtures, roads, and buildings is underway. Ad Hoc committee meeting minutes are available for review on city's website.
3. L. Trevino's Mexican cuisine is moving into old Square Point Grill's space in February.
4. Significant reinvestment being made by Perry Bowen to property on Alamo St. Prospective plans for property are still unknown.
5. Bethany continues to submit required monthly Main Street and reinvestment reports.

#### **V. Capital Improvement Downtown Project**

Sandi Whitley and Barb Coleson, of the Ad Hoc Committee, provided update on January's Meeting. They looked at pavers selection for square and San Jacinto (all the way to City Place). Committee selected pavers, along with an "aged" concrete appearance for the remainder of the downtown street pavement. As many trees as possible to be saved and will add trees and seating for the area. The existing Quonset hut will be demolished to become parking. A total of 153 parking spaces will be available in downtown, a gain of 83 spaces (inclusive of off square parking).

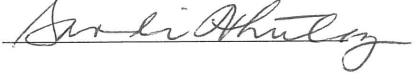
#### **VI. Adjournment**

Motion to adjourn was made by Sarah Freed seconded by Chris Cameron. All approved. Motion passed. Meeting was adjourned at 8:22PM.

- Minutes prepared by SuLaine Callaway.

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this

19<sup>th</sup> day of February 2013.

Sandi Whitley, Chairman 

Rockwall Main Street Advisory Board Meeting

Tuesday, February 19, 2013

City Council Conference Room

**I. Call to Order – 6:30 pm by Sandi Whitley, Board Chairman**

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Lori Lawing, Chris Cameron, Sandi Whitley, Sarah Freed and Michael Adrian

Staff: Bethany Golden, Main Street Manager

Guests: Jim Pruitt, property owner  
Dr. David Waller, Historical Preservation Board  
Ginny Hibbard, Rockwall Art League  
Susan Mills, Historical Preservation Board  
Tammy Sharp, Rockwall Old Town Shoppes

**II. Discussion/Action Items**

1. Sandi Whitley, Board Chairman, presented history of Rockwall's Main Street Program to acquaint guests with the Board's responsibilities and accomplishments.
2. Sandi continued with the Board's desire to have a mural painted on the south side of 110 S. Goliad St, property belonging to Jim Pruitt and Kenda Culpepper Pruitt. The vision is for the mural to be a welcoming brand to downtown and tell a story of the town's roots. Support from the property owner, and pivotal community organizations is essential to the success of the project.

Through a PowerPoint presentation, Sandi provided examples of existing murals in other Texas towns for review and input of guests and the Board.

It is important that board members, along with community representatives and the property owner support the mural idea, dimension, color, realism, along with historical and present day content. Jim Pruitt pointed out he does not own the adjacent parking lot (B. Klutz is owner), but has an agreement with the owner and that there is lighting already in place. His only criteria is a law firm location sign be on the site (one already in place). Lori Lawing suggested the mural placement needs to take in account vehicles parked on the lot.

Discussion pursued about who might paint the mural. Bethany and Barb explained we want several artists to make presentations, then narrow the selection. Jim Pruitt stated he and Kenda have met with several artists. Susan Mills painted numerous murals previously and offered her input in this process.

3. Barb Coleson led discussion of downtown holiday decorations . Presently, the thoughts are to have seasonal and holiday banners on light posts, lighted garland on the Goliad wrought iron fence and downtown light posts. The object is to have big impact rather than lots of small items. Outlining buildings in lights would be optimum – leave all year and use for events as well as holiday. Use of commercial grade decoration is imperative for long term use, so a theme may not be achievable since we know we will not have the budget to purchase everything at one time. Looking at pricing of medium grade garland, cost for 500 feet is approximately \$20/ft. Since the downtown improvements are about to begin, we do not have a firm number of light posts, making it impossible to project total cost for garland. Consensus of board is to continue with garland and lighting idea. Hopefully, we will know the number of light posts by next Board meeting (March 19).

Bethany offered input on building outline lighting from her experience in Paris, TX. Several issues such as building owner approval, types of lights used, operation, maintenance, commercial installation must all be addressed. The City of Paris had individual meters installed on each block and city paid initial installation. Building owners were approached for installation approval and maintenance. The total project took about 2 years to coordinate, fund and complete.

Bethany explained the board has approximately a 2 month window to put together a proposal for decorations, to include: garland, wreaths, lights and banners. She also explained downtown support is needed before City Council will consider purchasing decorations for the district. SuLaine suggested the board develop a 2 fold plan – the complete package and also a break-down of segmentation costs. Bethany shared that double sided, canvas banners are about \$100 each. A presentation to Council should be made prior to May 2013. A presentation for the Rockwall Old Town Shoppes should also be made in April 2013.

***Each Board member is to bring 2 banner examples for the next board meeting (1 seasonal and 1 year round) for review/discussion/recommendation.***

4. Board reviewed facade grant application for Worker Bee Studio signage (103 S. San Jacinto) and unanimously approved, with Lori Lawing making the motion for acceptance and Sarah Freed seconding.
5. Lori and Bethany are at work providing news article/pic and caption to city's PR person on monthly basis so local media outlets will be aware of Rockwall happenings.
6. Applications are now on-line for Farmer's Market Barb Coleson stated. She and Claudette Hatfield will be contacting previous vendors and considering new applicants.

### **III. Main Street Manager's Report**

1. Bethany related the National Main Street recognition article was sent to local media outlets.
2. Rockwall Main Street will be featured as "Spotlight on Main Street" in Texas Historical

Commission March, 2013 edition, which goes to all 82 Texas Main Street Managers as well as their board members and city officials. The feature article covers downtown developments over the past four years.

3. Rockwall Old Town Shoppes advertised in March issue of Texas Monthly and will again in June, 2013. Their billboard will continue to run through January, 2014 and will they will be replacing the vinyl with Hotel Motel funds.
4. No speaking engagements currently on calendar.
5. Economic activity is alive on the square.  
Worker Bee Studio planned to open in March at 103 S. San Jacinto.  
Trevino's Comida Mexicano is open at 102 N. Goliad.  
Hen's Dining and Rooster's Too is open at 102 E. Rusk.  
Expressions plans to open in April at 116 E. Rusk (entrance on San Jacinto).  
Restaurant in planning for 101 S. Fannin.  
Vacancy soon at 109 S. Goliad (Malt Shop is moving to Annex building).  
Uncertain about the future of Welcome New Neighbor located at 106 N. San Jacinto
6. Downtown Improvement Project Review Committee minutes are on City website. First Phase of the project will be parking lot construction - to begin in April/May. The parking lot will be constructed at East Washington just south of the downtown square with additional parking also added south of the Center. No other timelines have been established. Design work is in progress for San Jacinto Court. Courthouse Plaza was approved by Commissioner's Court and are waiting for a response from Texas Historical Commission regarding Courthouse Plaza design. A construction graphic/slogan are being designed to accompany all public information.
7. National Main Street conference will be in New Orleans in April and Bethany will attend. Bethany attended winter training in Llano, Texas. As a Main Street city, the Rockwall Manager is required to attend 2 approved trainings annually.
8. Bethany posed question if we would consider hosting 2014 Summer Training for all Texas Main Street Managers. The summer training would bring approximately 50-60 managers to Rockwall for one week. It requires a large amount of coordination for the week long event, including training schedule as well as evening social events.

#### IV. Consent Agenda

January meeting minutes were reviewed. Motion was made by Sarah Freed to approve minutes of January 15, 2013 meeting; motion seconded by Barb Coleson, all others approved, motion passed.

#### V. Adjournment


Motion to adjourn was made by Michael Adrian seconded by Sarah Freed. All approved. Motion passed.

Meeting was adjourned at 8:50PM.

- Minutes prepared by SuLaine Callaway.

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this

33<sup>rd</sup> day of April, 2013.

Sandi Whitley, Chairman 

Rockwall Main Street Advisory Board Meeting

Tuesday, April 23, 2013

Parks Administration Building Conference Room

**I. Call to Order** – 6:40 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Lori Lawing, Chris Cameron, Sandi Whitley, Sarah Freed

Staff: Bethany Golden, Main Street Manager

**II. Discussion/Action Items**

1. Sandi Whitley, started the meeting with discussion of the current status of the mural project. Her recommendation at this point is to prepare a Request for Proposal (RFP) to be circulated to prospective mural painters. Sandra asked board member Chris Cameron to spearhead the RFP composition. Factors to be included in the proposal are size, prep work, medium, guaranty, cost
2. Bethany met with a consultant regarding downtown holiday decorations. He is to prepare a plan as soon as the downtown project numbers are solidified so we will know the number and location of poles. SuLaine Callaway introduced the idea of a citizen competition for non-seasonal banners, along with a sponsor “flag” for pole. A small honorarium could be awarded to the winner. No further discussion was made.
3. The Board reviewed a new façade grant for T & T Color for painting and awning for west façade of building. Barb Coleson moved to approve \$1,000 grant. Chris Cameron seconded. All approved. Motion carried.
4. Board member Lori Lawing, reporting for the Public Relations, advised an ad was placed in the Rockwall Herald Banner for the Farmer’s Market opening May 5. The Dallas Morning News and NeighborsGo are also being alerted to the launch of the Farmer’s Market season.
5. Sandi Whitley created stellar invitations for the Farmer’s Market season ribbon cutting at 9 am, Saturday May 5. Invitations were sent to downtown merchants. Barb Coleson is excited about the possibility of the addition of Ragsdale Hydroponic Farms to the Farmer’s Market vendor list. He will provide all organic vegetables. She also reported volunteers have been identified through May, but there are still openings for future dates.

6. Barb Colson stated Just for Kids date has been set as June 15. Wally's Party Store and Michaels have yet to be contacted for prizes. Claudette Hatfield is handling the arts/crafts activities.
7. Founder's Day on May 18 still needs volunteers for Main Street booth. Rockwall Old Town Shoppes will be selling a commemorative wine glass for the Sip & Stroll. We will inform event attendees about Sip & Stroll and the wine glass purchase. Our other focus will be to be informative about downtown improvements.
8. With Historic Preservation Month being in May, the Board wants to assist the Historic Foundation in its efforts. Lori Lawing suggested a brochure for a self-conducted walking tour of downtown. Barb Coleson mentioned there was, in the past, a brochure for this. She will contact Sheri Fowler regarding permission to use it and advise Lori.
9. Sarah Freed will be meeting with a colleague to get information about EventBrite, a software package that could be used for volunteer sign-up and time tracking. She asked Barb Coleson to bring volunteer sign-up sheets for review. Sarah has set a target date of June 1 to have in place.

### III. Main Street Manager's Report

1. Bethany's report provided an update on Downtown Improvement Project, outlining Meetings with Fire Department and TX DOT on street requirements. Right of way approvals and property alteration approvals. Downtown merchant updates began in March.
2. Several real estate changes have occurred recently:  
Vacancies at 108 S. Goliad, 108 E. Rusk, and 206 N. Fannin  
New businesses, *Worker Bee Studio* and *Expressions* on S. San Jacinto,  
*Peek A Boo Avenue* on E Rusk, and *New York Life* on N. Goliad
3. Construction on a new parking lot on west side of 100 block of N. Fannin is scheduled for June/July, 2013.

### IV. Consent Agenda

February meeting minutes were reviewed. Motion was made by Barb Coleson to approve minutes of February 19, 2013 meeting; motion seconded by Sarah Freed, all others approved, motion passed.

### V. Adjournment

Motion to adjourn was made by Sandi Whitley seconded by Sarah Freed. All approved. Motion passed.

Meeting was adjourned at 8:05 PM.

- Minutes prepared by SuLaine Callaway.



PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this

21<sup>ST</sup> day of May, 2013.

Sandi Whitley, Chairman *Sandi Whitley*

Rockwall Main Street Advisory Board Meeting

Tuesday, May 21, 2013 – 6:30PM

Parks Administration Conference Room

**I. Call to Order – 7:05 pm by Sandi Whitley, Board Chairman**

**Attendees**

Board Members: Barb Coleson, SuLaine Callaway, Chris Cameron, Sandi Whitley,

Staff: Bethany Golden, Main Street Manager

**II. Discussion/Action Items**

1. Sandi Whitley, started the meeting with discussion of the current status of the mural project. Chris Cameron, Project Chair, presented a preliminary draft of the RFP (Request for Proposal). Discussion ensued about adding additional language, using the Plainwell RFP example for guidance. Bethany will contact San Angelo to obtain paint information, approximate cost to complete, and how they arrived at their RFP features and cost. Barb Coleson will contact Kenda Culpepper and discuss project with her in an attempt to uncover her vision for the mural.

2. Bethany provided an update on her meeting with Jason, Woodward with Christmas Designers.com. regarding downtown holiday decorations. He is to prepare an initial plan, focusing on lights in the trees, Christmas tree, banners, and garland. Bethany hopes to have the plan next week. The Board would like to present to the City Council as soon as possible (June 17?).

3. The Board reviewed a new façade grant for The Hall Building, 207 E. Rusk, for assistance with repair and replacement of window brick molding, seal prep, and paint for second floor of the building. Chris Cameron moved to approve \$1,000 grant. Barb Coleson seconded. Approved unanimously.

4. Board member Lori Lawing, Chair of Public Relations, was not in attendance. No Public Relations report was offered.

5. Barb Coleson apprised the Board of Special Events. Farmer's Market began its sixth year with more interest than ever. Just for Kids is slated for Saturday, June 15, 8a-12 noon). Several craft activities are scheduled. The kids will receive gift bags (donated by Michaels) to take home completed works. Two volunteers are still needed to assist with craft activities.

6. Board member Sarah Freed, Chair of Organization was not in attendance; therefore no report from this Committee.

7. Barb Coleson enthusiastically provided a Downtown improvement plan update on San Jacinto pedestrian court. The May, 2013 issue of Southern Living magazine featured a plaza in Durham, NC

(Bright Leaf Square) that is what the Board envisions for San Jacinto plaza. Barb shared the article with the plan architects, who were receptive to this idea. The board viewed photos of the square, commented on favorite highlights and whole heartedly endorsed this vision.

### **III. Main Street Manager's Report**

1. Bethany's report provided an update on Downtown Improvement Project, recent Council decisions regarding Modern Cleaners drive thru; planned demolition of 202 E. Washington property and parking lot construction and parking lot construction on N. Fannin; Council approval for issuing debt for the Downtown improvements; possibility of piped in "public music".
2. Several real estate changes have occurred recently:  
Vacancies at 109 S. Goliad, 202 E. Rusk, and 108 N. San Jacinto  
Hen's Dining relocation to 206 N. Fannin, Chateau Bistro to open at 108 E Rusk and  
DeeDee Style opening at 105 N. San Jacinto
3. Texas Historical Commission reports were submitted.
4. Bethany presented consideration to the Board to visit a neighboring city as a part of Board training. Since we did not hold a Historic Preservation event in May, we will not meet criteria for that section. The Board needs to consider planning an event in advance for May, 2014 (possible downtown walk-about)

### **IV. Consent Agenda**

April 23, 2013 meeting minutes were reviewed. Motion was made by Chris Cameron to approve minutes; motion seconded by Barb Coleson , all others approved, motion passed.

### **V. Adjournment**

Motion to adjourn was made by Sandi Whitley seconded by Barb Coleson. All approved. Motion passed.

Meeting was adjourned at 8:15 PM.

Minutes prepared by SuLaine Callaway.

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this 25<sup>th</sup> day  
of JUNE, 2013.

Sandi Whitley, Chairman

A handwritten signature in cursive script that reads "Sandi Whitley".

**Rockwall Main Street Advisory Board Meeting**

**Tuesday, June 25, 2013 – 6:30PM**

**Parks Administration Conference Room**

**1. CALL MEETING TO ORDER – 6:40 pm by Sandi Whitley, Board Chairman**

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Chris Cameron, Sandi Whitley, Lori Lawing

Staff: Bethany Golden, Main Street Manager

**2. DISCUSSION/ACTION ITEMS**

i) Discuss Mural Project and take any necessary action: Led by Chris Cameron, Committee Chair: Chris Cameron shared a RFP Draft for the board's review. First Bethany Golden, MS Mgr, shared information she had obtained from Susan Morris, Historic Murals San Angelo director. Susan emphasized that a deed easement is critical regarding the mural wall and stated she would be willing to share a copy of their easement agreements used in San Angelo projects. There was also some discussion regarding the establishment of a 501(c)3 to house donations for the mural project. At this time the board agreed that before moving forward with any plans legal agreements and wall preparations had to be addressed. Bethany will email Susan Morris to request copy of San Angelo's deed easement. Board members to meet with property owner once obtained. No action was taken at this time.

ii) Discuss Downtown Holiday Decorations: Led by Bethany Golden, Main Street Mgr: Mgr shared that the recommendations from the MSAB and ROTS had been submitted to city staff for their review. The recommendations included: lighting DT trees w/twinkle LED lights, a 24' commercial tree w/ornaments and pre-lit garland and banners for light fixtures. Mgr will report back in the coming months with updates.

iii) Discuss and take action on façade/sign grant submittals: Led by Bethany Golden, Main Street Mgr:

Main Street Mgr reported that grant/sign funds for the remainder of the 2013 fiscal year were minimal and to consider funding when approving the 2 grant submittals on the agenda.

106 North San Jacinto – Tenant: Mary Veslage of Beads, Gems and Findings: Ms. Veslage is applying for a façade and sign grant in the amount of \$1135.88. The MSAB approved the grant in the amount of \$874.13. The MSAB denied a neon window sign

but approved the other portions of the grant which included: exterior paint, building and door signage at 85% of the amount requested. The MSAB discussed the amount of funds available and agreed to approve a portion of the grant at this time based on the balance. Barb Coleson moved to approve the façade/sign grant request for \$874.13, seconded by Lori Lawing. Motion passed unanimously.

105 South San Jacinto – Tenant: Deidra Roe of DeeDee Style: Ms. Roe is applying for a façade and sign grant in the amount of \$417.28. The MSAB approved the grant in the amount of \$292.28. The MSAB tabled the façade portion of the grant until the Planning Dept could review the color chosen for the exterior. The MSAB discussed the amount of funds available and agreed to approve a portion of the sign grant at this time based on the balance. Lori Lawing moved to approve the sign grant request for \$248.44, seconded by Chris Cameron. Motion passed unanimously.

### 3. REPORTS

- i) Hear a report from Public Relations Chairperson: Lori Lawing: Lori reported that she would be contacting DMN re: listing Farmers Market in events section. She reported that she would also contact the following publications for updates: Rockwall County News, Herald Banner, Blue Ribbon News, Planet Rockwall. Mgr to forward Special Events calendar to Lori.
- ii) Hear a report from Special Events Chairperson: Barb Coleson: Barb reported that Farmers Market is going well and that Just for Kids held on June 16<sup>th</sup> was a huge success. Lots of kids attended and were able to take home crafts ranging from potted plants to painted rocks to picture frames. Tropical Sno provided free snow cones and popcorn, Wally's provided trinkets and games, New York Life hosted fingerprinting and the Texas Sand Slinger provided demonstrations throughout the morning. Planning for Rib Rub to begin next week.
- iii) Hear a report from Organization Chairperson: Sarah Freed: No report provided.
- iv) Hear a report from DT Improvements Review Committee Chairperson: Sandi Whitley: Sandi reported that a council work session was scheduled for Monday, July 1<sup>st</sup> to approve final construction plan. Design details would continue to be worked out by the committee with only 2-3 meetings left to finalize those plans. Parking lot construction set to begin summer 2013.

### 4. CONSENT AGENDA

- i) Chris Cameron made a motion to approve the May 21, 2013 MSAB minutes, Barb Coleson seconded the motion. Motion passed unanimously.

5. **MANAGERS REPORT**

- i) DT Improvements: No new information, Sandi Whitley covered details in her report previously.
- ii) Economic Activity: Vacancies at the following locations: 109 S. Goliad, 202 E. Rusk, 118 E. Rusk. New businesses set to open: Beads, Gems & Findings 106 N. San Jacinto, Family Table 101 S. Fannin and DeeDee Style 105 S. San Jacinto.
- iv) Texas Historical Commission: No new information at this time.

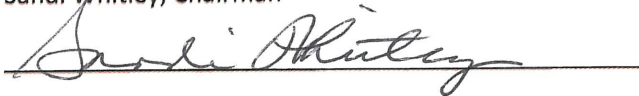
6. **ADJOURNMENT** - Motion to adjourn the meeting at 8:30PM was made by Chris Cameron and seconded by Lori Lawing, all approved, motion passed.

Meeting was adjourned at 8:30PM.

Minutes prepared by Bethany Golden, Main Street Mgr

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this 16<sup>th</sup> day of July, 2013.

Sandi Whitley, Chairman



## Rockwall Main Street Advisory Board Meeting Minutes

Tuesday, July 16, 2013 – 6:30PM

Parks Administration Conference Room

### 1. CALL MEETING TO ORDER – 6:37 pm by Sandi Whitley, Board Chair

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Chris Cameron, Sandi Whitley, Lori Lawing,

Michael Adrian. Absent: Sarah Freed

Staff: Bethany Golden, Main Street Manager

### 2. DISCUSSION/ACTION ITEMS

i) Discuss Mural Project and take any necessary action: Led by Chris Cameron, Committee Chair: Chris Cameron reported that a draft RFP had been composed and he was waiting on the arrival of a copy of a deed-easement agreement provided by San Angelo Historic Murals. The deed-easement agreement will serve as a tool for formulating a similar agreement for the Rockwall mural. Some discussion was held regarding the significance of the adjacent parking area owned by the Klutts Family. MSAB members expressed concerns regarding any development/activity in the parking area that could potentially cover up/obstruct the view of the mural. A mural is expensive and has to remain visible for many, many years. A motion was made by Chris Cameron to discuss the deed-easement agreement at the August MSAB meeting, seconded by Lori Lawing. Motion passed 6-0.

ii) Discuss, follow up and take action on June façade/sign grant submittals: Led by Bethany Golden, Main Street Mgr: Main Street Mgr. reported there is sufficient façade/sign grant monies available to fund approved Beads, Gems and Findings and Dee Dee Style grants at 100% vs. 85%.

106 North San Jacinto – Tenant: Mary Vehslage of Beads, Gems and Findings: Ms. Vehslage's façade request and a portion of the sign request were approved by the board at the June meeting. A motion was made by Barb Coleson to approve 15% of the grant in the amount of \$154.26 to fund the approved portions of the grant request at 100% - bringing the total to \$1028.39. The motion was seconded by Chris Cameron. Motion passed 6-0. To recap, Ms. Vehslage's applied for a façade/sign grant in June. The neon window sign portion of the grant was not approved.



105 South San Jacinto – Tenant: Deidra Roe of DeeDee Style: Ms. Roe’s sign request was approved by the board at the June meeting at 85%. The façade portion of the grant was tabled pending a report from the City of Rockwall Planning Director regarding appropriateness of trim color. A motion was made by Lori Lawing to approve the additional 15% of the sign grant in the amount of \$43.84 and to deny the façade request of \$125.00. The motion was seconded by Barb Coleson. Motion passed 5-1 with Chris Cameron abstaining.

- iii) Discuss establishing by-laws for the Main Street Advisory Board: Led by Sandi Whitley, Board Chair: Sandi explained the board had been existence since 2009 and the need for by-laws to address board responsibilities, terms, absences, etc. She stated she would be looking at example bylaws and putting together a draft to report on and discuss at the August MSAB meeting.

### 3. **REPORTS**

- i) Hear a report from Public Relations Chairperson: Lori Lawing: Lori Lawing indicated she had no new information to share with the board. Barb Coleson reported that the Rockwall Farmers Market was included in the Wednesday edition of the DMN.
- ii) Hear a report from Special Events Chairperson: Barb Coleson: Barb reported that Farmers Market is going well and planning is underway for the Rib Rub and Scare on the Square, both scheduled in October.
- iii) Hear a report from Organization Chairperson: Sarah Freed: Absent, no report provided.

### 4. **CONSENT AGENDA**

- i) Barb Coleson made a motion to approve the June 25, 2013 MSAB minutes, Lori Lawing seconded the motion. Motion passed 5-0, with 1 abstaining due to absence.

### 5. **MANAGERS REPORT**

- i) DT Improvements: Main Street Mgr. shared updated parking information with the board. Structures on E. Washington and N. Fannin have been demolished with work slated for new parking lots in those locations in August. New acquisitions for parking lots include the west corner properties at the intersection of S. Fannin and E. Washington . Demolition and construction of parking lots in those locations is not scheduled at this time. A net gain of 130 parking spaces is slated upon completion of the DT Improvements.
- ii) Economic Activity: \$51k in private/public reinvestment in Q2; 3 new businesses; 326 volunteer hours = \$6200; 5 former office/professional spaces converted to retail; MS budget submitted to City Staff for review; HOT application submitted June 28<sup>th</sup>

- iv) Texas Historical Commission: Monthly and quarterly reports submitted to THC. Main Street Mgr had lunch in McKinney with new CEO of the National Main Street Center Patrice Frey as she visited North Texas on a 'listening tour.' She is trying to visit as many states with Main Street coordinating programs as possible and to talk with local managers. She plans to follow up her listening tour with a formal national survey later this year sent to local programs.

From Debra Farst, State Coordinator for THC Main Street: I will be with Patrice and her husband (he is the city manager of Evanston, Ill) most of next week in the Dallas area visiting several Main Street communities to tell her all about the programs in Texas (the BEST in the country, of course!)

6. **ADJOURNMENT** - Motion to adjourn the meeting at 7:35PM was made by Barb Coleson and seconded by Chris Cameron, motion passed 6-0.

Minutes prepared by Bethany Golden, Main Street Mgr

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this 20<sup>th</sup> day of Aug, 2013. Sandi Whitley, Chair Sandi Whitley

Rockwall Main Street Advisory Board Meeting

Tuesday, August 20, 2013

Parks Administration Building Conference Room

I. **Call to Order** – 6:40 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, SuLaine Callaway, Chris Cameron, Sandi Whitley, Lori Lawing,  
Michael Adrian Absent: Sarah Freed

Staff: Bethany Browning, Main Street Manager

II. **Consent Agenda**

July 16, 2013 meeting minutes were reviewed. Motion was made by SuLaine Callaway to approve the minutes; motion seconded by Barb Coleson, all others approved, motion passed.

III. **Discussion/Action Items**

1. Chris Cameron, Committee Chair of Mural Project, gave an update on the project. He received the requested copy of mural deed-easement agreement from San Angelo that will serve as an example for creating a similar agreement for us. Chris has a meeting tomorrow, August 21, with Jim Pruitt and Kenda Culpepper to apprise them of the board's findings and to get their feedback about the mural. He will inform the Board at next month's meeting of the outcome of this meeting.
2. There were no new façade grants presented for review.
3. MSAB Chair, Sandi Whitley led a discussion of proposed by-laws for the Main Street Advisory Board. After discussion of several by-law templates, Sandi will consolidate them into a draft document for the Board's review at the September meeting. Bethany will review city guidelines for Board appointments and inform the Board of such. She will also find out when each Board members' terms expire. Prior to the September meeting, SuLaine will forward a copy of the current Main Street Advisory Board Application to the Board for review of additional language regarding the Board's posture as a working Board. Discussion of possible additional language will be included in the September agenda. No action was taken concerning by-laws; discussion was tabled for discussion next month.
4. Bethany suggested structuring the Board Economic Restructure Committee to incorporate ongoing activity with the Rockwall Economic Development Corporation (REDC). Sandi Whitley, ERC chair, will look into the possibility of allowing a Main Street Advisory Board member to attend REDC board meetings in order to meld the city's economic activities into one 'package'.

5. Promotions committee report, led by Barb Coleson, outlined plans are underway for Scare on the Square. The Fifth Annual Rockwall Rib Rub Run and Roll is scheduled for the first Saturday in October. This year will include a car show (the "Roll") and beer tasting, featuring sales of a commemorative pilsner similar to the Sip and Stroll.
6. Board member Michael Adrian made suggestion of name tags for Board members and volunteers. Board, overall, likes the idea. No action was taken, awaiting further discussion.
7. Board member Sarah Freed, Chair of Organization was not in attendance ; therefore no report from this Committee.

### III. Main Street Manager's Report

1. Bethany's Manager's Report mentioned possible retail opening in 109 S Goliad.
2. The Londoner Pub is already at work to remodel the former Coyote Rojo location, 308 N. Fannin.
3. Rockwall Beads, Gems, & Findings owner, Mary Vehslage will begin offering beading classes, 106 N. San Jacinto.
4. Restaurant, The Family Table, is open in previous county office at 101 S. Fannin.

### V. Adjournment

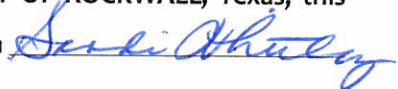
Motion to adjourn was made by Chris Cameron seconded by Michael Adrian. All approved. Motion passed. Meeting was adjourned at 8:00 PM.

- Minutes prepared by SuLaine Callaway.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this**

10<sup>th</sup> day of Sept, 2013.

Sandi Whitley, Chairman



Rockwall Main Street Advisory Board Meeting

Tuesday, September 10, 2013

Parks Administration Building Conference Room

1. **Call to Order** – 6:52 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, Chris Cameron, Lori Lawing, Sarah Freed

Absent: Sulaine Callaway, Michael Adrian

Staff: Bethany Browning, Main Street Manager

2. **Consent Agenda**

August 20, 2013 meeting minutes were reviewed. Motion was made by Barb Coleson to approve the minutes; motion seconded by Chris Cameron, all others approved, motion passed 5-0.

3. **Discussion/Action Items**

i. Mural Project:

Chris Cameron reported that the committee was awaiting a response from Mr. Pruitt regarding a conversation with Mr. Klutts (property owner of adjacent parking lot). The committee is apprehensive in moving forward with the mural project (\$30K+) based on the uncertainty of development in the adjacent lot. Until a conversation is held with Mr. Klutts, the committee is not comfortable moving forward. Chris Cameron to follow up with Mr. Pruitt (future mural property owner).

ii. Façade/Sign Grant Submittals:

The MSAB discussed a façade/sign grant application submitted by Elle Moisdon, owner of Chateau Bistro located at 108 E. Rusk. A discussion was held regarding the request for an awning (containing signage for Chateau Bistro). The board agreed the awning becomes a sign once the business name is printed upon the awning. This particular property received sign grant funds less than 1 year from the date of this application (9-5-13). Since the sign grant eligibility is based on property/not ownership, the property is not eligible for sign grant funds at this time. A motion to approve the façade grant for an awning without the business name in the amount of \$1,000 was made by Sarah Freed. The motion was seconded by Lori Lawing. The motion passed 5-0.

The MSAB discussed a sign grant application submitted by Catherine Hall, owner of Hall Building located at 207 E. Rusk. A discussion was held regarding the request for 3 signs. The board agreed to fund 1 business sign per property and decided the refurbishing of the “Hall Building” sign most appropriate. Lori Lawing made a

motion to approve the refurbishing and reinstallation of the “Hall Building” sign in the amount of \$287.50. The motion was seconded by Barb Coleson. The motion passed 5-0.

The MSAB discussed a façade grant application submitted by Shoreline Restaurant Group, business owner of The Fatted Calf located at 112 E. Rusk. A discussion was held regarding the request for an awning (containing signage for The Fatted Calf) as well as paint, lighting, windows and doors. The board agreed the awning becomes a sign once the business name is printed upon the awning. The board agreed to fund all the other components of the grant application and to forego funding the awning portion of the grant. The property owner may apply for a permit and erect the awing with the business name printed on the awning; however, the MSAB will not fund that portion. A motion to approve the façade grant for the installation of doors, windows, lighting and paint in the amount of \$1,000 was made by Barb Coleson and seconded by Chris Cameron. The motion passed 5-0.

- iii. By-laws:  
Sandi Whitley asked that the bylaws discussion be held at a later date.
- iv. MSAB Terms:  
Sandi Whitley asked that the MSAB terms discussion be held at a later date.

#### 4. Reports

- i. Special Events Committee: Barb Coleson  
Barb provided a report on Farmers Market which season ends Saturday, September 21<sup>st</sup>. A volunteer sign-up sheet was passed around for the Annual Rib Rub Run & Roll.
- ii. Main Street Manager’s Report: Bethany Browning
  - Vacancies
    - Vacancy at 108 S. Goliad
    - Vacancy at 106 S. Goliad
    - Vacancy at 102 E. Rusk
  - Coming Soon
    - Genuine Jake – 109 S. Goliad
  - Reinvestment
    - Façade grants have increased over the past year as businesses are updating and new businesses are opening in the district.
  - THC Reports
    - August Monthly Report submitted.
  - THC Training/Resources
    - Texas Downtown Association Conference first week of November.
    - MS winter professional development series first week of February.

#### 5. Adjournment

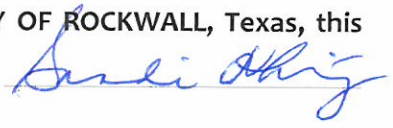
Meeting was adjourned at 8:15 PM.

- Minutes prepared by Bethany Browning, Manager.

PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this

29<sup>th</sup> day of Oct, 2013.

Sandi Whitley, Chairman



Rockwall Main Street Advisory Board Meeting

Tuesday, October 29, 2013

Parks Administration Building Conference Room

1. **Call to Order** – 6:35 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, Lori Lawing, Sarah Freed, Michael Adrian, Sulaine Callaway

Absent: Chris Cameron

Staff: Bethany Browning, Main Street Manager

2. **Consent Agenda**

September 10, 2013 meeting minutes were reviewed. Motion was made by Barb Coleson to approve the minutes; motion seconded by Michael Adrian, all others approved, motion passed 4-0 (Sulaine C. and Lori L. were present after the minutes were approved).

3. **Discussion/Action Items**

- i. Façade and sign grant application: Sandi W. led a discussion regarding the current façade and sign grant application. Board members agreed that removing the sign portion of the grant freeing up more funds for façade improvements was appropriate and beneficial to property owners/tenants in the downtown district. However, the board agreed that signs that were fixtures of the building – such as those identifying the original building name or year built were to be treated as part of the façade and not as a “commercial business sign”. The board also determined that façade grant work should be completed within 90 days from approval by the board and that reimbursement paperwork should be submitted to the Main Street office within 6 months from the approval by the board. It was also recommended that applicants acknowledge that they agreed to the terms set forth in the application. No action was taken at this time. Main Street Manager to bring façade grant application back with recommendations for board review at the December meeting.
- ii. Façade and sign grant submittals: Main Street Manager stated that some inquiries were made but that no applications were submitted for review at the October meeting. A board meeting is not scheduled for November, however, if grants are submitted the board will call a special meeting to discuss and take action in an effort to accommodate property owners/tenants.
- iii. Main Street work plan: Sandi W. led a discussion regarding the current work plan and listened to recommendations by board members for the 2014 plan. A lengthy discussion was held regarding the 4 committees, goals of each committee and monthly meetings. The board agreed that individuals were attending multiple meetings. Currently there are monthly Main Street Advisory Board Meetings,



monthly Downtown Association Meetings and Special Events Committee Meetings. Several volunteers attend all 3 meetings. Currently the Design Committee, Organization Committee and Economic Restructuring Committee do not meet monthly. The board discussed combining some of the meetings for more efficient use of volunteers' time. The board also discussed setting 1-2 goals for each committee and working with the Downtown Association more closely. Possible goals for 2014 include: downtown improvements PR/keeping businesses open during construction and grants. The board plans to revisit special events as well to evaluate success of established events as well as the construction plans and their impact.

#### 4. Reports

- i. Special Events Committee: Barb Coleson  
Barb provided a brief report on Scare on the Square and Rib Rub Run & Roll, both held in October. Overall the events were successful. She reported that an in depth review of all events would take place in the coming months and information would be presented to the Advisory Board.

- ii. Main Street Manager's Report: Bethany Browning

##### Downtown Improvements Report

- Hill & Wilkinson has begun work in the following parking areas with a projected completion date of December 31, 2013.
  - 200 Block of East Washington
  - 300 Block of South Goliad (behind The Center)
  - South of City Hall
  - 100 Block of North Fannin
- Demolition of the following properties is slated to begin before 12.31.13.
  - DMV – S. Fannin @ E. Washington
  - Retail Strip – S. Fannin @ E. Washington
- Phase 2 is slated to begin January 2014.
- The DT Improvements Committee meets again to finalize work in 1.2014.

##### Economic Activity

###### Vacancies

- Vacancy at 108 S. Goliad (Former AVA)
- Vacancy at 106 S. Goliad (Former Kim Hoegger Home)
- Vacancy at 102 E. Rusk (Former Hens & Roosters)

###### Now Open

- Genuine Jake at 109 S. Goliad (Former Candy Jar Malt Shop)

###### New Ownership

- The Family Table is now Route 66 BBQ and Grill.

###### Coming Soon

- The Londoner Pub.

##### Texas Historical Commission

###### Reports

- September Monthly Report submitted.
- 3rd Quarter Reinvestment Summary submitted.

Training/Resources

TX DTA Conference first week of November.

MS winter professional development series first week of February – Seguin, Texas.

**5. Adjournment**

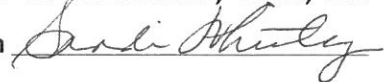
Meeting was adjourned at 8:15 PM.

- Minutes prepared by Bethany Browning, Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this**

17<sup>th</sup> day of December, 2013.

Sandi Whitley, Chairman



Rockwall Main Street Advisory Board Meeting

Tuesday, December 17, 2013

City Hall Council Conference Room

1. **Call to Order** – 7:00 pm by Sandi Whitley, Board Chairman

Attendees

Board Members: Barb Coleson, Sulaine Callaway, Chris Cameron, Sulaine Callaway, Michael Adrian

Absent: Sarah Freed, Lori Lawing

Staff: Bethany Browning, Main Street Manager

2. **Consent Agenda**

October 29, 2013 meeting minutes were reviewed. Motion was made by Barb Coleson to approve the minutes with the correction of Michael Adrian seconding minutes of the October meeting and not Chris Cameron. Sulaine Callaway seconded the motion to approve October minutes with the noted change, all others approved. Motion passed 5-0.

3. **Discussion/Action Items**

- i. Façade and sign grant application: Sandi W. asked for a motion to approve the recommended changes discussed at the October meeting. The following changes were recommended: removal of sign grant portion; work to be completed within 90 days of approval; paperwork for reimbursement to be submitted within 6 months of approval; preference given to projects with rear façades facing North San Jacinto, East Washington and Alamo Streets. Barb Coleson made a motion to approve the recommended changes to the façade grant application and Sulaine Callaway seconded the motion, all others approved. Motion passed 5-0.
- ii. Façade and sign grant submittals: Main Street Manager stated no applications were submitted for review for the December meeting.
- iii. Main Street Manager new job responsibilities: Main Street Mgr. led a discussion regarding the new job responsibilities of the Mgr. It was explained that the City of Rockwall will keep their current membership with the Texas Main Street Manager and employ a full-time manager but the following duties would be assigned: retail retention and recruitment for the city, Art in Public Places, branding and marketing of the city as needed. With those new responsibilities the City has assigned Main Street special events over to Parks and Recreation. At this time the Mgr. is unable to discuss details of the transition of events. Once the special events committee meets in January and the 2014 calendar is approved, the Mgr. will meet with Parks and discuss an action plan. Details and transitions must be worked out in the coming

months. Mgr. reassured the board that the City's Main Street/Downtown commitment has not changed.

- iv. Main Street Work Plan: Main Street Mgr. led a discussion regarding the work plan for 2014. Mgr. stated 2014 goals need to be relevant to identified needs of the board as well as downtown stakeholders. Mgr. asked DTA members to submit their desired goals to the Main Street Office. At this time the Main Street Office has not received any feedback from the DTA. Sandi W., board chair, recommended a fewer number of goals instead placing emphasis on the downtown construction. Board members agreed that keeping downtown commerce strong throughout construction should be the board's top priority. The board also agreed that fine tuning the special events and offering quality events over quantity of events was crucial. Board members and volunteers are stretched very thin with the current slated events. Mgr. reminded the group that Aspasiens 2X annually, Founders Day, Rib Rub and the Seasonal Farmers Market, is a good mix of events for the downtown area. The board will finalize the work plan at their regularly scheduled meeting in January 2014.

#### 4. Reports

- i. Main Street Manager's Report: Bethany Browning
  - Downtown Improvements Report
    - Parking lots are finished at East Washington, North and South of City Hall and at North Fannin. Should be available for parking within the week.
  - Economic Activity
  - Vacancies
    - Vacancy at 108 S. Goliad (Former AVA)
    - Vacancy at 106 S. Goliad (Former Kim Hoegger Home)
  - Interest
    - Women's clothing shop interested in space, have checked with Kim Hoegger, are exploring options.
  - Texas Historical Commission
  - Reports
    - October and November monthly reports submitted.
  - Training/Resources
    - MS winter professional development series first week of February – Seguin, Texas.

#### 5. Adjournment

Meeting was adjourned at 8:30 PM.

- Minutes prepared by Bethany Browning, Manager.

**PASSED AND APPROVED BY THE MAIN STREET BOARD OF THE CITY OF ROCKWALL, Texas, this**

18th day of February, 2014.

Sandi Whitley, Chair 