



# Rockwall Main Street Advisory Board Meeting Minutes

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

### Tuesday, May 16, 2023 - 5:00 P.M.

Board members present: Gary Cannavo, Hailee Alberti, Grant English, Stacy Fuqua, Stephen Colon, Geoffrey Lyons, Chad Fogg

Absent: None

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

Guests: None

#### 1. CALL THE MEETING TO ORDER

Board Chairman, Gary Cannavo called the meeting to order at 5:03PM.

#### 2. OPEN FORUM

There were no visitors present to address the board, forum was closed at 5:03PM.

#### 3. DISCUSSION/ACTION ITEMS

**A. Review and act on the April 18, 2023 meeting minutes:** Board Member Lyons made the motion to approve the minutes as presented, Board Member Fogg seconded, the motion passed 7-0.

**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 2/Leadership & Organizational Capacity 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 provided an update to the board. 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.

- Board Member English reported the committee had left the last meeting with the City with the understanding that next steps would be determined by City Administration
- David Sweet, Director of Administrative Services, encouraged the committee to forge on with their work, not to be discouraged by the process, as these projects are important but take time to pursue
- He also explained the City's RFP/RFQ process

- David Sweet reiterated the City was also looking at future facility planning as well
- WGI has contacted the City regarding their process for performing parking studies, etc.
- Manager will be reviewing that information with Administration in the coming weeks
- Board Chairman Cannavo asked about the possibility of the MSAB making a presentation to City Council in the future

**D. Committee update: Welcome Sign:** Board Member Alberti provided an update to the board. Committee Members: Stephen Colon, Grant English and Stacy Fuqua. Notes from the committee’s last meeting are included below:

- Signage locations include entrances from the north, west and south.
- Need to identify location, structure and size as a prerequisite for state/city rules and regulations.
- 3 separate signs in 3 different entry locations is appropriate to ensure that we capture visitors entering the downtown area. Maximum exposure is ideal.
- Inspiration for signage: Colorado and Fort Worth Stockyards.
- Committee discussed briefly the idea of having the signage appear rustic, worn or authentic to mirror the historic nature of downtown Rockwall.
- Signage locations require discussions with either the State of Texas, TXDOT, City of Rockwall or all of the above.
- Committee discussed our desire to replicate Fort Worth’s “over-the-street” signage, but we understand that there are potential barriers such as semi-truck height requirements, safety, etc.
- The next meeting’s topic of discussion will focus on signage structure, signage words and or the size of the signage.

**E. Revisit and discuss: Downtown Music/Outdoor Speakers:** Board member Fogg inquired about outdoor music and the possibility of installing speakers within the district, as a way to create ambiance and vibrancy. Board members expressed an interest in pursuing the subject. The following points were discussed:

- Rockwall is the *Free Live Music Capital of North Texas*
- The vibrancy that music would add to an already bustling atmosphere
- Installing a system that was not difficult to control from a central location
- The possibility of a wireless system
- Stated he would explore options
- Committee was appointed to work with Chad: Members Stacy Fuqua and Hailee Alberti

**F. Main Street Manager’s Report:**

Main Street District Activity

Available property on the square limited, off the square limited  
2 inquiries for lease space - both looking for retail around 1500 sf.

Rockwall Main Street

Board seats filled

Texas Main Street/Main Street America

Texas Main Street Professional Development - June - Denison, Texas

Project Status Report/Follow Ups

Parking sign at The Center installed

Staff will be assessing public parking lot signs for updating

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 Stephen Colon made a motion to adjourn the meeting at 6:05PM, Member Lyons seconded the motion, passing 7-0. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 20th DAY OF JUNE 2023.**

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