



## Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, July 18, 2023 - 5:00 P.M.

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

Absent: Hailee Alberti, Stephen Colon

Staff present: Bethany Browning, Main Street Manager

Guests: Councilman Mark Moeller

### 1. CALL THE MEETING TO ORDER

Board Chair Cannavo called the meeting to order at 5:08PM.

### 2. OPEN FORUM

There were no visitors present to address the board, forum was closed at 5:08PM.

### 3. DISCUSSION/ACTION ITEMS

**A. Review and act on the June 20, 2023 meeting minutes:** Board Member Lyons made the motion to approve the minutes as presented, Board Member Fogg seconded, the motion passed 5-0.

**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 4/Strategy-Driven Programming 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. Committee update: Downtown Parking Committee:** Board Member English stated he and the committee had met with Councilman Moeller to provide an update on their work.

- Board Chair Cannavo asked if funding for future studies – such as facilities – parking – etc. could be asked for in the budget separately?
- Bethany Browning to follow up with WGI to inquire about cost for parking study.
- Committee urged the board to also consider looking at pedestrian crosswalks for SH66 due to future business expansions and increased foot traffic in the area.

DT Parking Committee Members include: 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.

- 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 since the last meeting.
- E. **Committee update: Downtown Music/Outdoor Speakers:** Bethany Browning provided an update on electrical upgrades needed for the installation, as well as updates on locations. The board agreed the music would be a nice addition to the district. Board Member Lyons made a motion to recommend the Airnetix outdoor speaker system installation in the downtown district in the 100-200 blocks of San Jacinto, 100-200 blocks of Rusk and 100 block of Kaufman. Board Member Fogg seconded the motion, passing 5-0. Bethany to follow up on costs, installation and forwarding findings to City Administration for their review. Board Chairman Cannavo thanked Chad and his committee for all their work on the project.
- F. **Appoint a committee to work with the Manager on designing replacement holiday banners for the downtown district, preferably a MSAB member and a downtown business owner:** Board Chairman Cannavo recommended Stacy Fuqua and business owner Jeremy Standifer to head up the committee. Stacy accepted and she or Gary will reach out to Jeremy. Board Member Fogg made a motion to appoint Stacy and Jeremy, Board Member Lyons seconded, the motion passed 5-0.

**G. 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  
 Board Member English provided an update on property located at 308 N. Fannin Street, stating it would be remodeled and a new restaurant would open soon.

Rockwall Main Street

Board seats filled

Texas Main Street/Main Street America

Texas DT Conference in November – Nacodoches, TX.  
 Q2 activity report for THC is due in July.

Project Status Report/Follow Ups

Parking sign information has been shared in the City newsletter included in resident’s water billing statements, both June and July.  
 New public parking lot signs were recently installed in all public lots.  
 DPC continuing to meet to investigate parking study.  
 Hotel Occupancy Tax Application Due August: Applying for funding for I-30 billboard, kiosk updates, brochure updates, advertising/marketing, San Jacinto Music series  
 Holiday Replacement Banners: Will be asking for funds in upcoming budget cycle to replace current holiday banners.

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 Lyons made a motion to adjourn the meeting at 5:45PM, Board Member English 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 15th DAY OF AUGUST 2023.**

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