



# Rockwall Main Street Advisory Board Meeting Minutes

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

### Wednesday, February 21, 2024 – 5:00 P.M.

Board members present: Grant English, Geoffrey Lyons, Chad Fogg, Revi Menasche

Absent: Hailee Alberti, Stacy Fuqua, Open Seat

Staff present: Bethany Browning, Main Street Manager

Guests: Councilman Mark Moeller

#### 1) CALL THE MEETING TO ORDER

Board Vice Chair Lyons called the meeting to order at 5:07PM.

#### 2) OPEN FORUM

There were no visitors present to speak during open forum, closed at 5:07PM.

#### 3) DISCUSSION/ACTION ITEMS

**A. Review and act on the December 19, 2023 meeting minutes:** Board Member Fogg made a motion to approve the minutes as presented, Board Member Menasche seconded, the motion passed 4-0.

**B. Discuss and act on rescheduling the City Council presentation, Vice Chair Lyons:**

Brief discussion on April dates, settling on Monday, April 15.

Run through can take place on or prior to the regularly scheduled meeting date of March 19.

**C. Discuss and act on 2024 timeline, transformation strategy, current objectives and meeting dates, MS Mgr:**

- Board members read the example transformation strategy provided and asked applicable questions
- MS Manager explained the strategy will provide the overall goal of the MS Program, objectives will be set in each of the 4 points of the approach – promotion, org., design and economic vitality
- MS Manager asked board members to be thinking about Downtown Rockwall needs and prepare for a brainstorming session in March to identify the strategy moving forward
- Board members agreed current initiatives would not be abandoned, i.e. welcome sign, parking; but would be considered when establishing the strategy
- Some initial considerations for future strategy included, traffic flow concerns, event safety, growth, and walkability; an overall theme of transportation prevailed
- Manager discussed the possibility of omitting January/July meeting dates; no concerns were presented by the board

**D. Main Street Manager's Report, regarding the following items: district activity, state program and associations, project status reports, events and announcements, possible discussion:**

- Manager provided an update on the outdoor speaker system installation, stating additional electrical upgrades were required, specifically the outlets having power while street lights were not lit. Parks and Recreation working with electrical contractor to address. Board Member Fogg volunteered to assist with installation of the system if needed.
- Manager briefed the group on Tammy Sharp, DRA President, stepping down from her position due to health issues and time constraints. Current board members include Zanata, Enchanting Aesthetics, Hansel & Her and Divine Peace Church. Manager is assisting the group with hiring a social media consultant and event planning. DRA will continue to host promotional events, City will assume coordination of Scare on the Square and Hometown Christmas.
- Councilman Moeller stated he had contacted Jeremy Standifer about serving on the MSAB. MS Manager stated Jeremy had contacted her earlier in the day to ask questions and he said he would consider serving. Manager

shared that former Chairman Cannavo would be missed, he was a great leader and provided impeccable service to the board. Other board members shared the same. We hope he will consider serving on the MSAB again in the future.

**4) ADJOURN:**

Board Member Fogg made a motion to adjourn the meeting, Board Member Menasche seconded the motion, passing 4-0. Meeting was adjourned at 6:00PM. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, MARCH 19, 2024.**

**MAIN STREET ADVISORY BOARD VICE CHAIRMAN: GEOFFREY LYONS**