



**Rockwall Main Street Advisory Board Meeting Minutes \*Rescheduled Meeting  
Council Chamber Conference Room/City Hall – 385 South Goliad  
Tuesday, April 2, 2024 – 5:00 P.M.**

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

Absent: Revi Menasche, Hailee Alberti

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

**1) CALL THE MEETING TO ORDER**

Meeting called to order at 5:06PM.

**2) OPEN FORUM**

No guests were present to speak at open forum, closed at 5:06PM.

**3) DISCUSSION/ACTION ITEMS**

**A. Review and act on approving the minutes from the 4/21/2024 and 3/4/2024 meetings, Browning:** Member Fogg made a motion to approve both sets of minutes as presented, Member Standifer seconded the motion, passing 5-0.

**B. Review and discuss the draft City Council presentation, Browning:** Board agreed to wait until June or July to make the presentation. David stated the presentation would be good educational tool for the board and council.

**C. Review and discuss 2022-2023 transformation strategy and amend as needed for 2024-2025, Browning:** The board began the discussion with their opinions regarding the strengths and weaknesses in the district.

- Strengths: diversity, lively atmosphere, lots of foot traffic, easy to walk in the core, lots of events, beautiful Plaza and Cain's pocket park, charming, hometown feel.
- Weaknesses: some of the discussion focused on properties in need of fresh paint or new awnings, lack of lighting, lack of tourist-based businesses and the perception there is no parking.

Some of the board members commented that there is a lack of visitor information for Rockwall. When an individual Googles Rockwall, not much comes up in the search? This is a good starter conversation for developing strategies for the upcoming year. Manager asked the board to be thinking about the May meeting and come prepared to discuss new strategies.

**4) ADJOURN:**

Meeting was adjourned at 6:07 PM. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, MAY 21, 2024.  
MAIN STREET ADVISORY BOARD VICE CHAIRMAN: GEOFFREY LYONS**