



Rockwall Main Street Advisory Board Meeting Minutes **Rescheduled Meeting* Council Chamber Conference Room/City Hall – 385 South Goliad Wednesday, June 26, 2024 – 5:00 P.M.

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

Absent: Stacy Fuqua, Jeremy Standifer

Staff: Bethany Browning, Main Street Manager

Guest: Revi Menasche's daughter Leya

1) CALL THE MEETING TO ORDER

Meeting called to order at 5:08PM.

2) OPEN FORUM

Leya spoke to the board members about having a more youth friendly downtown area. She currently resides in the Soho area of New York City. She used examples related to art installations, flea market sales, the types of events that might draw additional young people to the downtown area. The board thanked her for input and appreciated her taking the time to share her thoughts with the board.

3) DISCUSSION/ACTION ITEMS

A. Review and act on the May 21, 2024 meeting minutes: Member Fogg made a motion to approve the minutes as presented, Member Alberti seconded the motion, passing 5-0.

B. Take any necessary action to adopt 2024-2025 transformation strategies: The board continued their discussion from the last MSAB meeting. They discussed the following items for consideration follow-up:

- Discussed the downtown area aesthetics and beautification efforts
- Art installations
- Youth oriented events
- Murals and points of interest
- Façade improvements and grants available
- Wifi
- EV charging stations
- Welcome signage
- Additional green space areas i.e. North San Jacinto Street

C. Discuss possible short-term objectives associated with adopted strategies: The board will revisit this topic upon finalization of transformation strategies.

D. Main Street Manager's Report, district activity, state program and associations, project status reports, events and announcements, discussion:

Main Street District Activity:

204 S. Fannin – Available (formerly The Southern Porch)

105 N. Goliad – Available (formerly Elite Healthcare)

506 N. Goliad – Leased – 5013 Coffee

112 E. Rusk – Formerly Community Barbecue – No new information

107 S. Goliad – Spoke with interested tenant – offered them façade grant

109 E. Washington – Leased – work taking place inside

306 E. Washington – Leased – remodel taking place

201 E. Washington – Vacant – owner of the property recently passed away

Project Status Report/Follow Ups:

Speakers, currently working on tweaks but sound is on and playing

2024 Events:

Farmers Market – thru September 28

San Jacinto Music Series – thru September 28

Rib Rub Run & Roll – October 5 (Car Show Downtown, Pedal Car Race Downtown)

Scare on the Square – October 26

Holiday Open House – November 14

Hometown Christmas – December 7

Holiday Home Tour – December 13-14

4) ADJOURN:

Meeting was adjourned at 6:15 PM. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, JULY 16, 2024.
MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH**