Rockwall Main Street Advisory Board Meeting Minutes
Development Services Conference Room, 385 S. Goliad, Rockwall, 75087
Tuesday, February 19, 2019
6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:34 p.m.

   Board Members Present: Evan Matteson, Claudette Hatfield, Jeremy Standifer, Priscylla Bento, Terry Gregory, Daniel Nichols and Eva Cannon
   Absent:
   Staff: Bethany Browning, Main Street Manager

2. **Discussion/Action Items:**
   i. **Review and take action on the approval of the January 15, 2019, MSAB Meeting Minutes:** Daniel made a motion to approve the minutes as presented, Claudette seconded the motion and it passed 6-0 (one board member arrived after the minutes were approved).

   ii. **Discuss the creation of a Main Street Legacy Award and the appointment of an exploratory sub-committee and take any necessary action:** Evan outlined the concept and all board members agreed this was a good initiative for the board. The board determined an annual meeting of the sub-committee would be held each January to nominate a legacy award recipient. Criteria might include years in business, volunteer hours, community contributions, innovation and investment. A scoring system will assist committee members in selecting a recipient. Board members discussed a proclamation, plaque and PR as means to honor and recognize the Legacy Award recipient. The following board members volunteered to serve on the sub-committee for 2019: Eva Cannon, Jeremy Standifer and Terry Gregory.

   iii. **Review and discuss the 2019 work plan and take any necessary action:** The following goals were completed: Increase the cultural arts in the downtown district, support existing events and support new event development in the district, façade grant program and sign ordinance. Work on all of these projects has been completed by the board. The district has enjoyed more cultural arts events, programs and installations throughout the district. The board outlined all of their cornerstone events in the first quarter of 2019 and will continue to work with the DT Rockwall Association to support their promotional efforts. The façade grant needs no further attention as the current program is serving the program well. The research and recommendations for both the sign ordinance and piped music projects are complete.

   iv. **Update and discussion regarding the 2019 DRA board and event calendar and take any necessary action:** Main Street Manager provided an updated draft calendar for the boards review. She also shared the DRA's new board positions and answered any questions the board had. There were some concerns expressed regarding conflicts with the Farmers Market and the loss of valuable parking due to a car show slated for four Saturdays between May and September. The board applauded the enthusiasm of the DRA and their hard work but noted the number of events was concerning both for volunteerism and quality. The board recognizes the number of hours involved in planning and executing events. The MSAB has spent the last 3 months outlining and adopting what it considers the City's cornerstone events: Farmers Market, San Jacinto Plaza Music Series, DT Summer Kick-Off (to include Cinco de Mayo), Rib Rub, Scare on the Square and Hometown Christmas.

3. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
   - District Activity
   - Training
   - Project Status Update
   - Upcoming Events

The group also discussed the following items be placed on the March agenda: President's Awards Committee and the Legacy Award. Any other items may be emailed to the Manager by Friday, March 8th.

4. **Adjournment:** Meeting adjourned at 8:02 p.m., per motion made by Jeremy and seconded by Claudette. All were in favor of adjourning for the evening, motion passed 7-0.

Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 23rd day of April 2019.

Main Street Advisory Board Chairman: _____