

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Council Chambers Conference Room, 385 S. Goliad, Rockwall, 75087**  
**Tuesday, March 20, 2018**  
**6:30 PM.**

1. **Call to Order:** Evan Matteson, Chairman, called the meeting to order at 6:39 pm.

**Board Members Present:** Evan Matteson, Claudette Hatfield, Sarah Freed, Terry Gregory, Daniel Nichols

**Absent:** Jeremy Standifer

**Staff:** Bethany Browning, Main Street Manager

2. **Appointment:**

**Appointment with Tamara Desierto, Owner of M.R. Apparel, located at 112 N. San Jacinto Street, to discuss a façade reimbursement grant and take necessary action:** The board reviewed the invoice and pictures Tamara presented and discussed the request. She selected Mulberry as original choice for exterior and in discussions with the City Planning Team, selected an alternate color. Terry Gregory made a motion to approve the \$1,000.00 façade grant reimbursement upon completion and subject to approval of color by the City Planning Department. Daniel seconded the motion, which was approved unanimously, 5-0.

3. **Discussion/Action Items:**

- i. **Approval of the January 31, 2018, and February 20, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** Daniel made a motion to approve both January and February minutes as read, seconded by Evan Matteson. Motion carried 5-0.
  
- ii. **Receive an update from the sign ordinance sub-committee and hold a board discussion regarding their conclusions and possible recommendations, presented by Daniel Nichols:** Daniel began the conversation by mentioning that other downtown districts are very specific, unlike the current very general ordinance. He recommends that we propose a Downtown District Sign Ordinance. He recommended that the main (or base) colors be earth tones and neon or non-earth tones be an accent. He mentioned that other districts have specific guidelines related to lighting. Evan suggested that we define that we want to stay away from “strip center” and have Main Street Guidelines that lighting have a “warm tone”; recommend the goose neck lighting that illuminates down versus spotlighting upwards. It was suggested that “acceptable lumens/wattage” might help prevent rope lights or anything too bright. No “flashing” lights, marquis lighting or plastic box signs were examples of what we do not want. It was also suggested that we have a clause for Seasonal Decor/Lighting with start/end dates. The question was also asked if lighting should be kept on during designated times. He also mentioned that animation should be considered, not just LED screen but revolving signage. A general statement was made that “store fronts are part of signage”. We also discussed whether we would limit to historic downtown area and expand as needed. We discussed the monument signs down Goliad, and if there was already an ordinance pertaining to that area. It was also recommended that we leverage the verbiage similar to McKinney code which states that “exceptions will be considered on a case by case basis”. After much discussion, Evan clarified

the goal of having our recommendation by May at the latest (with MSAB consensus) so that we can present to the Downtown Shops for a combined discussion and present to City Council soon after. Discussion only; no action taken.

- iii. Discuss and take possible action to appoint a member(s) of the Downtown Rockwall Association to serve in conjunction with the MSAB subcommittee to recommend nominations for the Texas Downtown Association President's Awards in July 2018. Bethany mentioned that the applications will be out some time in May. Tammy Sharp, Downtown Rockwall Association President said she would like to nominate herself for this subcommittee. Sarah made a motion to appoint Tammy to the subcommittee representing the Downtown Rockwall Association; Evan seconded the motion, which carried unanimously.
- iv. Discuss agenda items for presentation at the upcoming Downtown Rockwall Association meeting as well as delegation of a board representative to present the information, requested by Bethany Browning: Tammy mentioned that the next meeting was April 4<sup>th</sup> at 8:30am, at the Independent Bank Conference Room. She asked for a bullet point overview of what we are working on, our Mission Statement/Purpose, accomplishments. Evan said he could potentially attend/present, but he may have a conflict. Sarah said she could potentially present if he was unable. Discussion only.
- v. Miscellaneous Items:
  - i. MSAB Board Applicants: City Council Member, Dana Macalik, presented several applications for MSAB. The Board recently learned of the resignation of Becky Airhart. The group reviewed resumes and prioritized applicants. Discussion only; no action taken.
  - ii. Street Crossing: Daniel mentioned that he would like to add as an agenda item for future meeting the street crossing by Cafe 29 and Pier 101.
- vi. Main Street Manager's Report: Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

**Adjournment:** Meeting adjourned at 8:09 pm, per motion made by Daniel and seconded by Sarah. All were in favor of adjourning for the evening.

Minutes prepared by Sarah Freed, Main Street Advisory Board Secretary.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this**

17<sup>th</sup> day of April, 2018.

Board Chair, Evan Matteson: 