

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Council Chamber Conference Room - 385 S. Goliad**  
**Tuesday, October 15, 2019**  
**6:30 PM.**

1. **Call to Order:** Evan Matteson called the meeting to order at 6:32 p.m.

**Board Members Present:** Evan Matteson, Daniel Nichols, Eva Cannon and Jeremy Standifer

**Absent:** Claudette Hatfield and Priscylla Bento

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

**City Council Liaison:** Councilmember Patrick Trowbridge

2. **Discussion/Action Items:**

- i. **Review and take action on the approval of the July 16, 2019 MSAB Meeting Minutes:**

Daniel made a motion to approve the minutes as presented, Eva seconded the motion, passing 4-0.

- ii. **Update and discuss the proposed sign ordinance presented at the 8/19/19 City Council Meeting and take any necessary action:**

Daniel provided the board with a recap of the 8/19 council presentation. He stated the council had some concerns with the proposed amendments and were also concerned the downtown district property/business owners needed more notification and an additional opportunity to weigh in. The board agreed the downtown district was properly notified of the issue by City staff, a public hearing was held with only two property owners attending to speak. The DRA was the original proponent of the sign ordinance project, therefore the MSAB will reach out to the DRA and inquire about their interest in bringing this issue back before City Council. If the DRA is not in support of pursuing, the MSAB would like to table the issue until further notice. No formal action was taken on this item.

- iii. **Discuss nominations for the Main Street Legacy Award and take any necessary action:**

The board reviewed the scoring tool developed for the Main Street Legacy Award. Jeremy made a motion to approve the scoring criteria as presented, Evan seconded the motion, passing 4-0. The board discussed reviewing this item annually in April. The board will review nominations and agreed they did not have to nominate for the sake of nominating. For example, if there were no recipients in a given year, that was acceptable. Ideas for recognition included a door decal for the business, a proclamation by City Council, a plaque and to participate in the 4<sup>th</sup> of July parade (either on a float or in a car).

- iv. **Review and discuss the Main Street Community Accreditation Standards and the board's role in completing the annual report:**

The MS Manager explained how the Accreditation works in regards to completion, timeframe and requirements. The Rockwall program has received National Accreditation from Main Street America for the past 10 years of it's 11 years in the program. The board and Manger completed Sections I. and II during the meeting. It is important for the board to assist in completing the form annually, as it allows them to familiarize themselves with program requirements and program performance. The board will complete the remaining sections at their November meeting and the Manager will submit in December. The Manager suggested reviewing the final copy in December to address areas where the program scored low, to address for improvement in the coming year.

- v. **Main Street Manager will provide an update regarding board member terms:** Terry Gregory resigned from office in August. Councilman Trowbridge appointed Stuart Smith in October to fill the remaining term of January 2020, at which time he can be re-appointed. Claudette and Evan's terms will expire in January 2020 and they are not eligible for re-appointment due to serving the board for 6 years. Councilman Trowbridge stated he would begin seeking replacements for both seats. Daniel can be reappointed in January 2020. Priscylla, Jeremy and Eva's terms do not expire until January 2021.

**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

MS Manager provided an oral report, along with a hard copy for the board's review. Highlights included the new business opening on South San Jacinto Plaza, The Downing Bottles and Bites and updates on HOT funding and the TDA President's Awards program.

4. **Adjournment:** Daniel made a motion to adjourn the meeting at 8:00 P.M., Jeremy seconded, motion passed 4-0.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this 19th day of November 2019.**

Main Street Advisory Board Chairman: 