



**Rockwall Main Street Advisory Board Meeting Minutes**  
**Council Chamber Conference Room - 385 S. Goliad**  
**Tuesday, January 21, 2020**  
**6:30 P.M.**

1. **Call to Order:** Bethany Browning called the meeting to order at 6:32 P.M.

**Board Members Present:** Jeremy Standifer, Stuart Smith, Geoffrey Lyons, Craig Stoddart, Eva Cannon, and Jenni Hoffman

**Absent:** Stacy Fuqua

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

2. **Open Forum:** Ms. Browning opened the floor for public comment. Seeing there was none, the forum was closed at 6:33 P.M.

3. **Welcome New Board Members:** Ms. Browning welcomed new board members and asked that each provide a brief introduction. Ms. Browning stated that new board member Stacy Fuqua had a previous commitment but was looking forward to joining the group at the February training.

4. **Appointments:** Kelli Phillips presented her façade grant application for the board’s consideration. She asked for a \$1,000.00 grant to assist with expenses associated with both repainting the exterior of the property and replacing the fabric portion of the current awnings. The total expenses come to \$3992.00 for both. Ms. Browning stated the paint colors had been previously approved by the Planning & Zoning Department. Ms. Phillips provided information about the new business as well as interior renovations. Jeremy S. made a motion to approve the façade grant request in the amount of \$1,000.00, Eva C. seconded the motion. All were in favor with the motion passing 6-0. Ms. Browning reminded Ms. Phillips of reimbursement procedures.

5. **Discussion/Action Items:**

i. **Review and approve the November 19, 2019 meeting minutes:**

Jeremy made a motion to approve the minutes as presented, Eva seconded the motion. All were in favor with the motion passing 6-0.

ii. **Discussion regarding upcoming Regional Main Street Advisory Board Training to be held in Rockwall on Tuesday, February 18:**

Ms. Browning described the training to board members, emphasizing the National Main Street Four Point Approach™ of organization, design, economic vitality and promotion. She also covered transformation strategies – generated through meaningful community engagement and informed by an analysis of the district’s market position — which help guide a revitalization program’s work. An effective transformation strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination. Craig Stoddart inquired about the local board’s relationship with the staff/elected officials. Jeremy responded by saying he felt there was a collective positive relationship among the groups.

- iii. **Discuss and nominate a Board Chair and Vice Chair to serve for 2020 and take necessary action:**  
Board members discussed the fact there are so many new members recently appointed. Jeremy has served on the board four years and volunteered to serve as Chairman in 2020. Several board members stated they felt Jeremy was the best candidate for the job and praised him for his past efforts. Eva made a motion to elect Jeremy to serve as Chairman, Stuart Smith seconded the motion and it passed 6-0. Jeremy made the motion nominating Eva to serve as Vice Chair and she graciously accepted. Stuart seconded the motion and it passed 6-0. Eva has served on the board since January 2019 and all were pleased both accepted the vacant positions.
- iv. **Brief overview of the following organizations and how they work together to promote Rockwall: MSAB, Friends of DT and the DT Rockwall Association:** Ms. Browning, with help from other board members, explained how the various groups work together. The MSAB has a broader, more holistic approach, encompassing the organization, promotion, design and economic vitality of the district, as well as supporting both the Friends of DT and DRA organizations. Friends of DT is most known for their creation and management of the seasonal Farmers Market. Their volunteers run the market for 24 weeks annually, bringing an estimated 1200 weekly visitors to the venue. The DRA is a membership-based association made up primarily of DT business owners. They are responsible for marketing the district and hosting annual events and fundraisers.
- v. **Brief discussion regarding a partnership with the Rockwall County Historical Foundation to promote Preservation Month in May 2020 and take any necessary action:** Ms. Browning explained the history of Preservation Month and how it relates to the National Accreditation reporting. It is important to hold some type of event or educational component to promote awareness. Ms. Browning met with Rockwall County Historical Foundation President, Sarah Keeney to brainstorm ideas. Geoffrey Lyons volunteered to work between both organizations to help promote Preservation month efforts. Ms. Browning will reach out to coordinate a meeting.

**6. Main Street Manager's Report:**

- District Activity
- Training
- Project Status Update
- Upcoming Events

Ms. Browning provided an overview of the document. Particular emphasis was placed on the upcoming Main Street Now Conference to be held in May in Dallas. Jeremy and Eva both expressed an interest in attending. Ms. Browning will follow up. Upcoming events include Spring Fling, San Jacinto Plaza Music Series and Farmers Market.

- 7. Adjournment:** Jeremy made a motion to adjourn the meeting at 8:06 P.M., Geoffrey seconded, motion passed 6-0.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, Texas, this 18th day of February 2020.**

**Main Street Advisory Board Chairman:** \_\_\_\_\_

