



**Rockwall Main Street Advisory Board Meeting Minutes**  
**City Hall – 385 S. Goliad**  
**Tuesday, September 15, 2020 - 6:30 P.M.**

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Board members present: Jeremy Standifer, Stacy Fuqua, Geoffrey Lyons, Gary Cannavo and Eva Cannon  
Absent: Jenni Hoffman, Craig Stoddart  
Staff present: Bethany Browning, Main Street Manager

**1. CALL THE MEETING TO ORDER**

Jeremy Standifer called the meeting to order at 6:35 PM.

**2. OPEN FORUM**

Seeing there were no public comments, Chairman Standifer closed the public forum.

**3. DISCUSSION/ACTION ITEMS**

A. Review and act on the August 18, 2020 meeting minutes.

Chairman Standifer made a motion to accept the minutes as presented, Board Member Cannavo seconded.  
Motion passed 4-0.

B. Present the 2020-2021 transformation strategies adopted at the August meeting and brainstorm objectives to accomplish outcomes.

Chairman Standifer stressed the importance of solidifying plans, presenting a unified message and articulating goals to the public and other community organizations. He explained the strategies were included in the packet along with space for the board to take notes. Definitions of the 4 points and how they correlate to the strategies was also included.

The board discussed:

Strategy #1: INCREASE VISITOR TRAFFIC DOWNTOWN BY PROMOTING THE DISTRICT'S ASSETS AND HISTORY.

Discussion: Board Member Stoddart to contact RCFC to speak at an upcoming meeting to share history and begin collaborating efforts for historic walking tour.

Walking Tour Notes:

- o QR Code
- o Identifier at each location
- o Geocache
- o Work with DRA to promote
- o Linear tour versus numerical
- o App on phone
- o Website to start
- o RISD students might be able to build the technology/program
- o Referenced Boston historical walking tour as great example
- o Need to define the area – is it walkable – can/should drivable locations be added
- o Content
- o Ads to assist with cost of app

Strategy #2: SUPPORT RESIDENTIAL DEVELOPMENT EFFORTS AND INCREASE DISTRICT USAGE BY THE EXISTING NEIGHBORHOOD DISTRICT.

Discussion Highlights:

- Ask a Planning and Zoning staff member or representative to attend a meeting
- Growth of the district outside the Courthouse square
- Importance of hotels for vitality
- Importance of residents to support downtown business
- Importance of a good business mix to support residents
- Brochures or marketing materials for AIRBNB's

C. Update board members on the completed light pole banner project.

Jeremy shared the banner designs and explained the decision to remove the word RELAX and replace with LIVE, which represents the board's current goals. He also changed "Rockwall" to match the coloring in the kiosks and brochures for branding. The addition of the service banner will recognize businesses who do not fall under retail/restaurant category. Overall, he felt the banners reflect the leisure lifestyle of the community.

#### 4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: No new information
- Texas Main Street: No new information
- Project Status Report: Mural refresh and researching the purchase of a sleigh for holiday photos
- Upcoming Events/Announcements: FM, SJPMS, Rib Rub Run & Roll and Scare on the Square


#### 5. ADJOURN

The meeting was adjourned at 7:45PM.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS,  
THIS 20<sup>th</sup> DAY OF OCTOBER 2020.**

**MAIN STREET ADVISORY BOARD CHAIRMAN:**



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