

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

1. **Call to Order:** Evan Matteson, Chairman, called the meeting to order at 6:55 pm.

Board Members Present: Evan Matteson, Claudette Hatfield, Sarah Freed, Jeremy Standifer

Absent: Terry Gregory, Becky Airhart, Daniel Nichols

Staff: Bethany Browning, Main Street Manager

2. **Appointment:**

Appointment with Tammy Sharp, President of the Downtown Rockwall Association, to hear an update on association plans/upcoming events: There was no update on plans/upcoming events. Tammy participated via phone to discuss sign ordinance (discussed on Discussion/Action Items below).

3. **Discussion/Action Items:**

- i. **Approval of the January 31, 2018 MSAB meeting minutes presented by Sarah Freed, Board Secretary:** January meeting minutes were not available, and will be brought forward as an action item for the March meeting.
- ii. **Review and discuss the current sign ordinance for the DT District:** Tammy Sharp, President of the Downtown Association, attended via phone. The group agreed that both MSAB and Downtown Association cares about maintaining the appearance, façade, and the overall “look” downtown. Tammy mentioned that in the past, businesses were fewer, but with growth signage appears to be changing. An example of LED lighting was mentioned.

Tammy met with Rick Crowley, City Manager, to discuss concerns with him. She talked about the opportunity for the Downtown Association to partner with the Main Street Advisory Board to present to him potential changes to the DT district sign ordinance, with an end goal to present to City Council. It was discussed that we could research on what other downtown districts do. Bethany mentioned that other MS districts are very specific on materials, and gave an example of “blinking lights” versus metal signs. Bethany emphasized “enhancing the district and protecting the investment”. Bethany will review all of the boundaries of the “downtown district”.

Tammy asked about next steps. Bethany will send the sign ordinance, changes the MSAB board recently made to the Façade Grants program, as well as examples from other districts. It was also mentioned about Granbury having verbiage on seasons (limiting lights during specified seasons). Bethany will put together an email tomorrow and start the dialog. It was mentioned that lighting is a “hot topic” and mentioned the LED lights in the windows of several downtown businesses. Bethany also gave an example that with preservation, almost all would recommend gooseneck lighting coming down versus up. It was also stressed that we cannot regulate the logo, but can regulate the materials. It was also stressed that using lights as signage was different than seasonal decor. The group agreed that generally we did not want a strip center look with flashing signs or flashing lights in the window. It was suggested that the three

examples be: 1. Really strict (such as Granbury), 2. One that we really like and identify with, and 3. Ours. Mutual consensus is to draw peoples' attention "tastefully". The current ordinance was included, and it was agreed, that it was very vague and outdated. Discussion only, no action taken.

- iii. **Update from the Main Street Manager regarding the installation of an outdoor speaker system in the downtown area:** Bethany provided an update from Street Sounds that the peak draw is .580 amps and the average draw is .083 amps. The max is .83 amps if more speakers are added. The vendor will send us a demo system to test the poles as some of them were downgraded. Discussion only; no action taken.
- iv. **Discuss and take possible action to appoint a subcommittee to recommend nominations for the Texas Downtown Association President's Awards in July 2018.** Bethany led the discussion and idea of appointing a subcommittee to recommend nominations. Public restrooms and music was suggested as potential nominations. Jeremy, Sarah and Daniel were recommended as the Subcommittee Members; Evan made a motion to approve the Subcommittee Members, and Jeremy Seconded. All were in favor unanimously; motion carried.
- v. **Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.

Adjournment: Meeting adjourned at 7:48 pm, per motion made by Sarah and seconded by Evan. 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 20th day of March, 2018.

Board Chair, Evan Matteson:  _____