



MINUTES

REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD

Development Services Conference Room – Floor 1 | 385 S. Goliad | Tuesday, Dec. 16, 2024 | 4:00 – 5:00 P.M.

Board members present: G. English, G. Lyons, H. Alberti, S. Fuqua, J. Standifer, C. Fogg,

Not present: R. Menasche

Staff: Bethany Browning, Main Street Manager

1. CALL MEETING TO ORDER

Meeting called to order at 4:08 P.M.

2. OPEN FORUM

There were no guests or individuals present to speak during open forum, therefore the forum was closed at 4:08 P.M.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the October 22 and October 31, 2024 meeting minutes, Chairman English.

H. Alberti made a motion to approve both sets of minutes with no changes and C. Fogg seconded the motion. There was no further discussion. The minutes passed unanimously 6-0.

B. Review, discuss and act on the 2025-2026 Transformation Strategy, Chairman English.

MS Manager distributed the following strategy statement to members for their feedback (ENHANCE THE VISITORS' EXPERIENCE WITHIN THE GROWING DOWNTOWN DISTRICT). MS Manager also provided objectives which support the strategy, including: pedestrian safety and walkability, additional parking and parking education, beautification, additional cultural and interactive programming. A lengthy discussion ensued in relation to the Texas Main Street Program (TMSP) and related benefits. Manager explained TMSP membership to the group, with requirements of employing a full-time manager, 2 professional trainings annually and adhering to the National Program standards, as evidenced in an annual report to the agency. All of the above attribute to a successful program. Members stated they would like to explore additional options for downtown revitalization and weigh the pros and cons of being in the TMSP. In addition to the TMSP, members discussed the strategy and objectives presented. All members agreed this is the most appropriate strategy for a growing, yet successful and bustling district. With a low vacancy rate, increased programming and increased population, the program will address the visitor experience. C. Fogg made a motion to adopt the transformation strategy presented and G. English seconded the motion. There was no further discussion. The motion passed unanimously 6-0.

C. Set MSAB meeting dates for 2025, Chairman English.

The board agreed to meet once monthly at the same date and time, acknowledging there could be meetings cancelled throughout the year due to lack of quorum or other conflicts. This was a discussion item only and no action was required.

4. ADJOURN

J. Standifer made a motion to adopt the transformation strategy presented and G. English seconded the motion. Meeting was adjourned at 5:00 P.M. Minutes prepared by Bethany Browning, MS Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, JANUARY 21, 2025. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.