



# MINUTES | MAIN STREET ADVISORY BOARD

Book Club Cafe | 107 East Kaufman St. | Tuesday, August 12, 2025 | 5:00 P.M. – 7:00 P.M.

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

Absent: C. Fogg

Staff: Bethany Browning, Main Street Manager

Businesses: Artisan Home, Vixen Med Spa, Trevino's, Alyssa Welch, RCP, My Wealth Matrix, Fable & Fire, Lakeside Florist, Ridge Pointe Commercial Real Estate, Zanata, Grace Clinic

## 1. CALL MEETING TO ORDER

Meeting called to order at 5:09 P.M.

## 2. OPEN FORUM

Sharon Hester of RCP spoke to the board, stating she would like to see RCP become part of the Main Street District.

## 3. DISCUSSION/ACTION ITEMS

### A. Review and act on the July 22, 2025 meeting minutes, Chairman English.

H. Alberti made a motion to approve the minutes with no changes and J. Standifer seconded the motion. There was no further discussion. The minutes passed unanimously 6-0.

### B. Hear updates on Q3 events, Main Street Manager, Bethany Browning.

Updates:

- Farmers Market going through September – good attendance – 50 vendors
- San Jacinto Music going through October – good attendance
- No events planned for July, August, North Texas Giving Day slated for September
- Church: Sanctuary should be cleared by August 1, Walk-thru with Preservation Architect in August
- Cain Park Wall: Reconstruction has begun and should wrap up mid-August
- Rusk Street @ Fannin: Road repaved, new sidewalk installed on north and south sides of street from Church to daycare and from Pier 101 to Redeemer Church.

## 4. APPOINTMENT ITEMS:

### A. Appointment with Divine Peace Church, 305 S. Fannin Street, to consider and act on a façade reimbursement application in the amount of \$1,000.00, Chairman Grant English.

There was no representative present from Divine Peace, however the grant application was straightforward, requesting only to repaint the properties façade with the same paint color. J. Standifer made a motion to approve the request of \$1,000.00 and H. Alberti seconded the motion. After no further discussion the motion passed 6-0.

### B. Appointment with the Downtown Rockwall Association to discuss Downtown District goals and objectives, Bret Maikowski, DRA.

Bret provided an overview of the last meeting's discussion and plans for the SWOT exercise. He shared that the DRA would like the DRA meetings to become more strategic in nature and allow sub-committees to coordinate promotional events outside the regular monthly DRA meeting and report back to the DRA. He recognized the organizational partners and the desire of DRA to support businesses located outside the square.

EXERCISE: Jeremy led the SWOT. The following notes were taken at the meeting:

(S)trengths:

- Engaged community
- Ample restaurants
- Diverse business mix
- Activity
- Music friendly designation
- Safe & Clean
- Growing
- Locally supported/community pride
- Government supported
- Low vacancy rate
- Walkable
- Small town feel
- Indy vibes

(W)eaknesses:

- Lack of parking
- No food market
- No visitor center
- Lack of green space
- Connectivity to neighborhood district
- No hub for communication/events/etc.
- Lack of tourism
- No networking amongst businesses
- Elevated lease prices
- Property owners leasing to anyone willing to pay rent
- Lack of shared vision
- Lack of collaboration
- Inability to welcome new businesses to the downtown area

(O)pportunities:

- Visitor retention/being an all-day destination
- Fragmentation
- Tourism
- Hub for information/visitor center
- Restructuring of stakeholders/orgnanizations
- Marketing
- Welcome committee for new businesses

(T)hreats:

- Parking
- Lease prices
- Overgrowth and congestion
- Economy
- Lack of shade/cover
- State highways dissecting downtown square
- Online sales
- Outside competition from neighboring cities
- Lack of properties occupied by building owner
- School district performance
- Lack of business mix

EXERCISE: Jeremy led the BILLION DOLLAR GAME and asked all members for feedback regarding having anything you want, i.e. a wish list.

- Parking garage
- Lodging
- Late night amenities
- Roof top venues
- Better sidewalks and crosswalks for safety and accessibility
- Additional bathrooms
- Venue similar to Legacy Hall in Plano
- Expansion

Jeremy wrapped up the exercises with the groups and stated both boards would reconvene and discuss next steps. He thanked everyone for attending and suggested the boards consider holding joint meetings quarterly.

G. Lyons made a motion to adjourn the meeting at 6:35 P.M., H. Alberti seconded the motion, passing 6-0.

Minutes prepared by Bethany Browning, MS Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, SEPTEMBER 23, 2025.  
MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.**