



Rockwall Main Street Advisory Board Meeting Minutes **Rescheduled Meeting* Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, May 21, 2024 – 5:00 P.M.

Board members present: Grant English, Geoffrey Lyons, Chad Fogg, Stacy Fuqua, Jeremy Standifer, Hailee Alberti

Absent: Revi Menasche

Staff present: Bethany Browning, Main Street Manager and David Sweet, Director of Administrative Services

1) CALL THE MEETING TO ORDER

Meeting called to order at 5:05PM.

2) OPEN FORUM

No guests were present to speak at open forum, closed at 5:05PM.

3) DISCUSSION/ACTION ITEMS

A. Review and act on approving the minutes from the 4/2/2024 meeting, Browning: Member Fogg made a motion to approve the minutes as presented, Member Standifer seconded the motion, passing 6-0.

B. Nominate a board chair to serve remainder of 2024 calendar year, Browning: Vice Chair Lyons nominated Member English to serve as board chair. Grant accepted the nomination. Vice Chair Lyons made a motion to approve Member English as chair, Member Fogg seconded the motion. There was no further discussion, motion passed 6-0.

C. Discuss 2022-2023 transformation strategy and amend as needed for 2024-2025, Browning: The board discussed beautification, wayfinding for businesses located off the square.

- Goliad Street entering the district – east side of street blank
- Discussion regarding signs and murals – what is allowed by ordinance, what is not – essentially signs are allowed, murals are not at this time
- Where does the board concentrate their efforts at this time – beautification and wayfinding are important, continue discussion next month
- Slip covers on existing facades, were done in the 70's as a modernization effort, many still remain covering historic brick facades
- Should the board visit with business/property owners about façade grant incentives to paint, refurbish and update their storefronts
- Digital kiosk conversation – who would manage – agreed that many business owners would advertise on the unit and would be beneficial less stagnant

D. Main Street Manager's Report, district activity, state program and associations, project status reports, events and announcements, discussion:

Main Street District Activity:

Emerald Creek Boutique opened in the 105 W. Washington Complex – now full

Wade's Landing open

SPEAK now open for lunch

Uptown Peacock closed – Vixen Spa opened

109 E. Washington – formerly Bonafide Betties Pie Shop – activity

Lyla's Boutique open – 115 Goliad Street

Project Status Report/Follow Ups:

Speakers – tweaking software and issues with some interference on Rusk Street speakers
Council Presentation – summer schedule

2024 Upcoming Events:

Farmers Market
San Jacinto Music Series
Rib Rub Run & Roll
Scare on the Square
Holiday Home Tour
Hometown Christmas
Holiday Home Tour

4) **ADJOURN:**

Meeting was adjourned at 6:15 PM. Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, JUNE 26, 2024.
MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH