



MINUTES

REGULAR MEETING OF THE MAIN STREET ADVISORY BOARD ***Rescheduled from 7.16.24*

Council Chamber Conference Room – 2nd Floor | 385 S. Goliad | Tuesday, July 23, 2024 | 4:30 – 5:30 P.M.

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

Absent: None

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

Guests: Councilman Mark Moeller

1. CALL MEETING TO ORDER

Meeting called to order at 4:32PM.

2. OPEN FORUM

No guests were present to speak at open forum, closed at 4:32PM.

3. DISCUSSION/ACTION ITEMS

- A. **Review and act on the June 26, 2024 meeting minutes, Manager, Bethany Browning:**
Member Fogg made a motion to approve the minutes as presented, Member Standifer seconded the motion, passing 7-0.
- B. **Discuss objectives and goals of the Rockwall MS program, Chairman English:** Recap of items discussed at the June 26 meeting: Beautification Efforts, Art Installations, Support of Youth Oriented Events, Additional Green Space
 - Discussed the downtown area aesthetics and beautification efforts
 - Art installations: several MSAB members submitted images via email, Manager shared those images with the group and some discussion was held, specifically stated was the desire to bring youthful engagement opportunities, such as photos, art and the like
 - Youth oriented events encouraged
 - Murals and points of interest are of interest if allowed within the district
 - Façade improvements and grants available
 - Wifi
 - EV charging stations; not much discussion regarding stations
 - Welcome signage – on going discussion but emphasis has shifted to art installations in the short term, board to revisit
 - Additional green space areas i.e. North San Jacinto Street: members stated they still liked the idea of additional green space with lighting, turf and possibly kids play areas. One board member mentioned the downtown Garland play area as a good example. Board members liked the idea of additional green space but did acknowledge parking concerns.
- C. **Update on façade grant program, HOT occupancy application and downtown art initiative, Manager, Bethany Browning:** Manager sent an email to downtown business/property owners encouraging them to apply for the façade grant reimbursement program. Hotel occupancy tax application is due August 2. Manager will be applying for funds for advertising, San Jacinto Plaza Music Series. Downtown Rockwall Association will be applying for funds to assist with paying a social media manager for their Instagram and Facebook accounts. Board members asked about the possibility of a digital kiosk for San Jacinto Plaza. Manager will look into options.
Main Street Manager attended the July Art Commission meeting and discussed the MSAB's desire

for additional downtown art.

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

Activity:

- 204 S. Fannin – For lease
- 105 N. Goliad – For lease/have seen activity but no CO has been filed
- 112 E. Rusk – No activity/Manager inquired about the rear façade and outside storage and general clean-up of the area.
- 107 S. Goliad – For lease; one board member stated the property was leased. Manager offered new tenant façade grant information a few months ago via email/phone call.
- 109 E. Washington – Leased
- 306 E. Washington – Leased
- 201 E. Washington – No new information/front parking lot is clean

Status:

Parking study is underway, consultant Parkhill, is gathering information to begin study.

Upcoming Events:

Farmers Market – Half way through season/10 markets remaining

San Jacinto Music – 20 concerts remaining

Rib Rub Run & Roll – Barbecue event held at Harry Myers Park, Breakfast Rotary Car Show held in DT Rockwall, Downtown Rockwall Association Pedal Car Race held in DT Rockwall – Oct 5

Scare on the Square – Oct 26

Holiday Open House – Nov 14

Hometown Christmas – Dec 7

Holiday Home Tour – Dec 13/14

4. ADJOURN

Meeting was adjourned at 6:00 PM. Minutes prepared by Bethany Browning, Main Street Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, AUGUST 20, 2024. MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH