

**Rockwall Main Street Advisory Board Meeting Minutes**  
**Tuesday, March 17, 2015 – 6:30PM.**  
**Council Chambers Conference Room – City Hall**

**1. Call to Order – 6:44pm by Evan Matteson, Chairman, Main Street Advisory Board**

Board Members Present: Evan Matteson, Michael Adrian, Kevin McCormick, Jenniffer Norman, Sarah Freed

Absent: Claudette Hatfield, Toni Waldop

Staff: Bethany Browning, Main Street Manager

**2. Discussions/Action Items**

- i. Welcome/Introduction new MSAB Board Members: Michael Adrian introduced himself to the new board members and shared his bio with the group, as he was unable to attend the February meeting.
- ii. Discussion and action related to the approval of the December 9, 2014, MSAB meeting minutes: Sarah Freed made a motion to approve the minutes as read and Michael Adrian seconded the motion. All in Favor, the motion passed 6-0.
- iii. Discussion and action related to the approval of the February 17, 2015, MSAB meeting minutes: Jenniffer Norman made a motion to approve the minutes as read and Sarah Freed seconded the motion, All in Favor, the motion passed 6-0.
- iv. Discussion and review of Rockwall's 2015 National Accreditation: Bethany Browning, MS Manager, provided an overview of the 10pt Criteria Report, which is due September 30<sup>th</sup> Annually. The board reviewed and discussed each of the 10pt criteria and discussed at length. She talked about the traditional 4 point approach and how difficult that can be with people's busy schedules and we discussed being more strategic in our planning. Evan asked about the advantages of partnering with other local organizations, such as EDC, Old Town Shops, Friends of Downtown, etc. Bethany suggested that we review our mission/vision and make it more tailored and relevant. This will be addressed as an agenda item in a future MSAB meeting. Bethany mentioned that Rockwall has received National Accreditation for 5 consecutive years and that MSAB benefits by being nationally recognized as an exemplary program which can help us earn additional points on grant applications and ensure a successful program. Bethany mentioned that there would be a short blurb in the April City newsletter about the accreditation. Review and Discussion. Future Agenda Item to review our MSAB mission/vision and consider needed updates.
- v. Discussion and action related to 2015 initiatives approved by Advisory Board Members at February meeting: Evan Matteson reiterated the need for restrooms to support Downtown Rockwall as a destination. He also suggested that we present to City Council at least once annually to raise awareness of MSAB accomplishments. Potential dates were discussed with the board members. A

motion was made by Michael Adrian to present a general overview of MSAB at the May 18<sup>th</sup> City Council Meeting, which Sarah Freed seconded. All in Favor, motioned carried 6-0.

Bethany mentioned that ideally restrooms would be open 7a to 10p and be near the Plaza. Any location "off the beaten path" might pose potential safety issues. Potential locations discussed: former (Ted Cain's Used Cars) on Kaufman, red brick garage building across from Parks Bldg. and the Courthouse. It was mentioned that the Historical Commission would potentially disallow certain changes. Bethany mentioned that Parks Dept. would more than likely be the dept. to provide maintenance. She mentioned they provide maintenance at Harry Meyers Park and that she would find out the hours. It was mentioned that good signage would be needed to direct people to restrooms, particularly if we used the Courthouse as a temporary solution.

Action Items agreed upon by the board to discuss/review at the next meeting include:

- a. Garage – Is the owner willing to sell and how much? Bethany will make initial contact.
- b. Courthouse – Jenniffer will go to the Courthouse and assess options, including ADA accommodations. Evan will then reach out to the County.
- c. The Center – It is open on Saturday and has restrooms. Bethany will look into options and talk to the Center contact.
- d. The board members agreed that the goal was to have a tentative plan to address restrooms by the next board meeting and then attend/discuss at the next Merchant's meeting.

Jenniffer Norman requested that we discuss options for rain cover for entertainment by the stage and the board agreed it would be discussed at a future MSAB meeting.

Discussion and action items only, no decisions made.

3. **Main Street Manager's Report:** MS Manager presented the manager's monthly report.

4. **Adjournment**

Meeting adjourned at 8:19PM.

Minutes prepared by Sarah Freed, MSAB Secretary.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this**

21 day of April, 2015.

Board Chair, Evan Matteson: \_\_\_\_\_

