



## Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, April 18, 2023 - 5:00 P.M.

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Board members present: Gary Cannavo, Hailee Alberti, Grant English, Stacy Fuqua, Stephen Colon, Geoffrey Lyons

Absent: - Open Seat

Staff present: Bethany Browning, Main Street Manager

Guests: Tammy Sharp, DRA President

### 1. CALL THE MEETING TO ORDER

Board Chair Cannavo called the meeting to order at 5:03PM.

### 2. OPEN FORUM

Visitors introduced themselves to the board and the forum closed at 5:04PM.

### 3. APPOINTMENTS

The Downtown Rockwall Association was present, but for observation only. There was no report was provided.

### 4. DISCUSSION/ACTION ITEMS

**A. Review and act on the March 21, 2023 meeting minutes:** Board Member Cannavo made the motion to approve the minutes as presented, Member Lyons seconded, the motion passed 6-0.

**B. Committee update: Main Street Program Manual, English:** Board Member English reported the committee had met and reviewed the document. Improved wording, the addition of more photos and the addition of the Main Street Accreditation were all recommendations. Board members were emailed the final version of the document for their records. Board member Lyons made the motion to approve the updated Main Street Program Manual, Member English seconded, the motion passed 6-0.

**C. Committee update: Downtown Parking Committee:** Board Member English provided an update to the board. Committee Members: Kevin Lefere, Dennis Wells, Geoffrey Lyons, Grant English and Stephen Colon.

**Update:** Goal---To determine the feasibility of building a parking garage structure in the Downtown District.

- Kevin met with City of Rockwall Administration last week.
- Administration to talk internally and will get back with us. No timeline on that but Kevin thought we would have feedback fairly quickly.
- DPC held a ZOOM call with downtown Georgetown's leadership this week. Learned the importance of having an expert conduct a parking garage study that also encompasses surveying citizens, stakeholders and business owners.
- Kevin and Grant met with Skip Wade of Wade Construction 2 weeks ago. Skip designed and constructed downtown McKinney's parking garage. Skip is putting numbers together with his team as well as some preliminary design application on the existing City of Rockwall parking lots.
- Grant has a relationship with Lori Grinnan. Lori served as Rockwall County Commissioner in the past. Working to obtain her feedback on how the process works from a funding standpoint and or how state and federal funds could potentially come into play.

**D. Main Street America Accreditation framework discussion, MS Manager, Browning:**

Rockwall agrees to carry out their work according to the Main Street Approach as promulgated by the National Main Street Center and agrees to incorporate the following Main Street Community Accreditation Standards:

1. Broad-Based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

Manager (with board input/involvement) shall submit an annual accreditation report that includes an evaluation of the program implementation of the Main Street Community Accreditation Standards outlined above.

Please take a moment to read Standard 1/Broad-Based Community Commitment and score accordingly, based on your knowledge of the local program.

- Use the grading scale of 1-5, to rate each of the key indicators.
- For example, Indicator 1/Partnerships and Collaborations, read and provide the score you think appropriate (1-5).
- The score grid is located on the last page. You will only record one number for all of Indicator 1.
- This is an exercise to familiarize board members with what is expected of the program as well as an assessment.

**E. General discussion regarding the addition of a “Welcome to Downtown” sign, Board Chair Cannavo:**

Continuation of the discussion regarding feasibility, led by Board Chairman Cannavo. At the March meeting, board members shared their thoughts and ideas related to welcome/destination sign(s) for the district. The following comments were shared by the board:

- Signage can be art
- Continuity is key
- Silo, sailboat, rooftop, monument sign ideas were all shared

Board Chair, Cannovo asked Board Member Fuqua if she might be interested in chairing, as well as Board Member Alberti. The committee will consist of Committee Chair Alberti and Board Members English and Fuqua.

**F. Main Street Manager’s Report:**

Main Street District Activity:

AWT relocated to 105 W. Washington, along with Tiny Hearts of Rockwall and Monkey Doodle Children’s Boutique.

The Roundabout, 308 N. Fannin is no longer listed, awaiting more detail.

SPEAK located at 104 N. San Jacinto has pulled a building permit for construction of a kitchen.

Rockwall Main Street:

Gary and Bethany are working with Councilmember Moeller to fill the vacant seat.

The City of Rockwall has hired a Director of Administrative Services, David Sweet.

Main Street/Art in Public Places Manager has moved to his department.

Texas Main Street/Main Street America:

Main Street Now Conference Next Week – Boston – March 27-29

Project Status Report/Follow Ups:

Parking sign fabrication at The Center – has started. Will order the sign once framing is built and installed at the monument.

2023 Upcoming Events:

Farmers Market/Lemonade Day – Saturday May 6

San Jacinto Music – Friday May 5

\*Please follow our Facebook and Instagram pages.

4. **ADJOURN:** Board Member Alberti made a motion to adjourn the meeting at 6:05PM, Member Colon seconded the motion, passing 6-0. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 16 DAY OF MAY 2023.**

**MAIN STREET ADVISORY BOARD CHAIRMAN: GARY CANNAVO**