



Rockwall Main Street Advisory Board Meeting Minutes
City Hall – 385 S. Goliad
Tuesday, July 21, 2020 - 5:00 P.M.

In lieu of attending in person, the meeting was held virtually through ZOOM.

Board members present: Jeremy Standifer, Craig Stoddart, Stuart Smith and Jennifer Hoffman.

Absent: Eva Cannon, Stacy Fuqua and Geoffrey Lyons

Councilmembers present: Anna Campbell, Council Liaison

Staff present: Bethany Browning, Main Street Manager

1. CALL THE MEETING TO ORDER

Jeremy Standifer called the meeting to order at 5:18 PM.

2. OPEN FORUM

Seeing there were no public comments submitted by email, Jeremy Standifer closed the public forum.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the June 23, 2020 meeting minutes.

Jeremy S. made a motion to accept the minutes as presented, Craig Stoddart seconded the motion. Motion passed 4-0.

B. Continue discussion regarding the adoption of the following transformation strategies: *Increase Out of Town Visitor Traffic and Enhance Worker and Residential Opportunities in the District* and take any necessary action.

The board discussed increasing visitor traffic and asked the Manager for an inventory to include restaurants, retail, service, office professionals, etc. The board felt this information would assist them in further identifying specific objectives. The board moved on to discussing the City's history and ultimately decided to shift the focus to history and telling the story – revisiting tourism at a later date. The board would like to invite representatives from the Rockwall County Historical Foundation and County Historical Commission to a future meeting to discuss collaborative efforts. Jeremy suggested including the Downtown Rockwall Association as well. Some initial ideas shared included, incorporating the town's history at events like Founders Day, adding docents to standing events and highlighting the old County jail facility located on the top floor of the Historic Courthouse. The board is looking forward to working with community organizations to explore and recognize the City's history. At this time the board chose to table the strategy related to enhancing worker and residential opportunities. At this time no formal action was taken by the board with members agreeing to reconvene in the future with other community organizations.

C. Discussion and updates pertaining to the impact of COVID 19 on the downtown district.

Jeremy opened the conversation by asking fellow downtown business owner Jenni Hoffman, what her experiences had been lately? Jenni stated that most patrons wore masks, but not all. She agreed with Jeremy that wearing masks was important, primarily because neither wanted to see another shut down that would negatively affect their businesses. Jenni noted many visitors still do not know they are in

San Jacinto Plaza because it's not identified with any type of signage. The group agreed that was true and something they had not previously considered. An archway was suggested as a possible solution. Jeremy also suggested signage in the kiosks emphasizing the need to wear a mask anytime visiting a downtown business. Manager was unclear at that time if the kiosks could be used for the signage. Most of the board agreed that a positive graphic regarding the wearing of masks might be a good way to communicate the message. Stuart Smith asked the Manager to follow up on zoning for PD-50 the residential/commercial district located just north of the downtown square.

4. MAIN STREET MANAGER'S REPORT

- Main Street District Activity: 104 N. San Jacinto for Lease
- Texas Main Street: Weekly or Monthly COVID 19 Conference Calls with Peers
- Project Status Report: No new information to report.
- Upcoming Events/Announcements: Farmers Market and San Jacinto Plaza Music Series

5. ADJOURN

Jeremy made a motion to adjourn the meeting at 6:15PM., Stuart seconded the motion. All were in favor with the motion passing 4-0.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS,
THIS 18th DAY OF AUGUST, 2020.**

MAIN STREET ADVISORY BOARD CHAIRMAN: _____

