



MINUTES | MAIN STREET ADVISORY BOARD

Council Conf. Room—Floor 2 | 385 S. Goliad | Tuesday, April 15, 2025 | 4:30–6:15 P.M.

Board members present: G. English, S. Fuqua, J. Standifer, G. Lyons, C. Fogg

Not present: H. Alberti

Staff: Bethany Browning, Main Street Manager

1. CALL MEETING TO ORDER

Meeting called to order at 4:31 P.M.

2. OPEN FORUM

There were no guests or individuals present to speak during open forum, therefore the forum was closed at 4:32 P.M.

3. DISCUSSION/ACTION ITEMS

A. Review and act on the March 18, 2025 meeting minutes, Chairman English. G. Lyons made a motion to approve the minutes with no changes and J. Standifer seconded the motion. There was no further discussion. The minutes passed unanimously 4-0. (S. Fuqua had not arrived when the minutes were approved).

B. Hear updates on Transformation Strategy Objectives, Chairman English.

- Content for kiosks: Jeremy and Geoffrey met on April 10, 2025. Included is a summary from their meeting. Content could include 1) a short video of the history of downtown with QR code to start the historical walking tour 2) upcoming events accompanied by video/local election information 3) short videos of live shots of past San Jacinto Music Series with QR code to show future dates and performances 4) Short videos of Farmers Market and short clips and interviews with vendors QR code to all vendors and information 5) business highlights, interviews and short videos of the businesses and what they offer 6) citizen highlights, interviews with local people and their thoughts on why they love downtown 7) what are you in the mood for and an interactive menu that you could say what you're in the mood for i.e. breakfast and it would show you the breakfast spots around Main Street 8) tell the city what you think, give people a chance to suggest things they would like to see 9) sales and specials on Main Street with coupons for shops 10) 2 quick multiple choice survey questions that we could use to get feedback, with incentives for participation, like a free drink at Book Club or a 20% off at a shop, then have an invitation for a lengthy survey with a chance for a monthly raffle for a gift card or something.
- Research events for content, attendance, cost: Grant and Hailee met via email in April, below is a summary of their meeting:
Hailee's Event Ideas: 1) Rockwall Uncorked: grape stomp, vendor sponsorships, brings thousands, \$50-\$300/ticket based on various types of tickets, outsourced to Uncorked (Lauren Valentine: \$150,000 is the cost to the city) 2k people minimum, sponsors pay for a lot of it, the event area is throughout downtown, local downtown businesses can get involved, typically on Saturday, streamlined, host it every year, branded "Rockwall Uncorked". 2) Rock-chella: 3 day festival, Downtown and Harry Myers, ferris wheel, bands, major event, carnival rides, VIP passes that get special food/beverage or retail shopping items, possibly April, Music series meets Founders Day (Snoop Dog/Post Malone/Pit Bull/Craig Hall) Hailee has resources.
Grant's Event Ideas: 1)Chili Cook Off 2)Annual Downtown Gala 3)Rockwall County Rodeo 4)Food Truck Festival 5)Napa Valley Mustard Celebration 6)Chefs for Farmers
Additional Notes: Can City commit time, resources and budget? Rockwall County Rodeo – high school rodeo/Rockwall County Fair. Google music and mustards event that 40 wines by the glass Sunday from 1 – 4 pm, Kevin mentioned that is in Napa Valley or spending like that. Annual Downtown Gala – nicer event for adults, nice wine, nice band or orchestra small set, set up the nice large tents in the plaza that stretches into courthouse area or by book club have different areas.

- Chili Cook-off with closed off streets, ticketed event with wineries and breweries and cook-offs bring massive numbers from a crowd standpoint. Other event ideas include: Jazz Festival/Blues Festival/Teepee Festival/Bluesfest/Flower Festival/Art Car Parade/The Rock Wall Rock Fest/Mardi Gra Festival/Taste of Rockwall/Hoop Fest – transform downtown into a 3 V 3 basketball court tournament
- Set up a meeting with the Rockwall Art League to discuss opportunities for art in the district, such as exhibits or shows. Stacy met with the Rockwall Art League on April 2, 2025. Below is a summary of the meeting. They asked her to let the board know they have an exhibit/silent auction at Springhill suites (next to Culpepper’s) benefiting the Children’s Advocacy Center. It is Thursday, April 3 from 5 to 8P. They are really excited to partner with the MSAB and have a relationship with the Main Street Manager. She was very impressed with the RAL.

C. Updates related to any scheduled events taking place downtown in Quarter 2, 2025, Manager: Rockwall Farmers Market and San Jacinto Music kick off first weekend in May. Founders Day takes place May 17, events planned that day include the Festival at Harry Myers, Wine Walk, Farmers Market and Art Show Downtown.

D. Walking tour of the downtown district, Manager: The MSAB walked downtown to complete the meeting with a walking tour. Highlights from the tour included the following observations and ideas

- Mosaic artwork on top of the existing sidewalk that stretches from City Hall all along the existing walking path that ends at Bin 303. The mosaic tiling could potentially tell a story all along the way. Story could include historical facts regarding Downtown Rockwall or perhaps just pretty images that reflect the culture and life of Downtown Rockwall, Rockwall County in general. There is a local mosaic artist that Geoffrey Lyons mentioned who lives in M.C., has a studio, etc.
- Lighting in the trees at Kaufman and San Jacinto. This pocket is very dark at night. Trimming back the trees at this intersection could go a long way but ideally wrap the major tree with lighting or place spot lights that light up the intersection below.
- Add 15 volt plug ins at the light poles
- Update the paint at the restroom next to Conner Stewart dentistry to a bright white or a color that draws attention to the restrooms so that folks are more aware that it exists and creates a pattern of historic with new and modern. Perhaps just paint the awnings at restroom a brighter color.
- Beautification project on Cain’s building and courtyard at Kaufman and San Jacinto. Mounted/bolted mural on Cain’s building. Painted mural wouldn’t hold for the long term due to condition of the historic property. Turf Cain’s courtyard/sitting area at Kaufman and San Jacinto.
- Water features throughout downtown. Sounds good, looks good. Recycles water within the fountain. Pretty outdoor water fountains create a courtyard vibe that folks want to sit next to, etc.
- Connect walking trail that starts at Wade’s Landing to Harry Myers, currently dead ends to S Clark Street.

4. ADJOURN

Meeting was adjourned at 6:15 P.M. Minutes prepared by Bethany Browning, MS Manager.

PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, MAY 20, 2025.
 MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.