



MINUTES | MAIN STREET ADVISORY BOARD

Council Conf. Room – Floor 2 | 385 S. Goliad | Tuesday, June 17, 2025 | 5:30 P.M. – 6:30 P.M.

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

Staff: Bethany Browning, Main Street Manager

Guests: Bret Maikowski, Downtown Rockwall Association and Meagan Wauters, Owner of Lyla's Gifts & Boutique

1. CALL MEETING TO ORDER

Meeting called to order at 5:01 P.M.

2. OPEN FORUM

Bret introduced himself and stated he was available to answer any questions regarding the Downtown Rockwall Association. Meagan was in attendance to answer any questions regarding her façade grant application.

3. APPOINTMENT ITEMS

A. Discuss and act on the approval of a façade reimbursement grant for property located at 114 East Rusk Street, presented by Meagan Wauters, owner of Lyla's Clothing and Gifts.

The board reviewed the application for assistance with the purchase of an awning for the front façade at a cost of \$3,572.00. Meagan shared her plans for the space as well as the color choice for the awning (Sage). J. Standifer made a motion to approve Meagan's façade grant request of \$1,000.00 to go toward the total cost of the project, C. Fogg seconded the motion. There was no further discussion and the motion passed 5-0 (H. Alberti and G. Lyons had not arrived when the item was approved).

4. DISCUSSION/ACTION ITEMS

A. Review and act on the April 15, 2025 meeting minutes, Chairman English.

J. Standifer made a motion to approve the minutes with no changes and S. Fuqua seconded the motion. There was no further discussion. The minutes passed unanimously 5-0. (H. Alberti and G. Lyons had not arrived when the minutes were approved).

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

Main Street Manager provided a copy of the work plans with known updates. Committee members stated they had no additions to the work plan since the April meeting. There was no further discussion by the board.

C. Discuss MSAB and DRA joint meeting and take any necessary action, Main Street Manager.

As both the Downtown Rockwall Association (DRA) and the Main Street Advisory Board (MSAB) continue to focus on the success and vitality of Downtown Rockwall, the DRA is proposing the option of holding joint meetings—date and time to be determined—in order to align efforts and ensure both groups are working toward shared goals. Each group currently meets monthly on its own, and there may be value in establishing a quarterly joint meeting to improve collaboration, increase efficiency, and minimize duplicated efforts. Since the MS Manager attends both meetings and regularly reports back to each, this would also streamline communication and reduce the need for repetitive updates. Manager asked the board for suggestions on how we might better coordinate the work of both groups while respecting their individual entities. The board asked B. Maikowski for his input. He shared that historically, the DRA meetings had been heavily event focused and that several members had expressed interest in holding more strategic meetings and cover a wider range of topics. He stated that the promotional events, i.e. Wine Walk, Spring Fling, could be handled by sub-committees of the DRA. J. Standifer also spoke about the DRA meetings stating he wished the group could focus more on business sustainability. The MSAB agreed that joint meetings should be considered and were interested in feedback from the DRA following the upcoming DRA meeting on July 10. There was no further discussion.

D. Update on the purchase of the Old Methodist Church, located at 303 E. Rusk Street, Main Street Manager Bethany Browning. The City has been meeting with tenants of the church annex this week and next. The leases will all be honored until their terms expire. HVAC and roofing professionals will be out to assess those items. The City has removed dead trees and the paid parking signs. There will be some reserved spaces for tenants, the rest will be public. No plans are set at this time, but conversations with preservation architects, etc. will likely happen in the near future

E. Walking tour of the downtown district, Manager: Chairman English asked board members to review the April minutes from the walking tour. There was no further discussion.

5. ADJOURN

H. Alberti made a motion to adjourn the meeting at 6:23 P.M., J. Standifer seconded the motion, passing 7-0. Minutes prepared by Bethany Browning, MS Manager.

PASSED AND APROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, JULY 22, 2025.

MAIN STREET ADVISORY BOARD CHAIRMAN: GRANT ENGLISH.