

MINUTES
Main Street Board
Meeting of June 18, 2012

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, June 18, 2012, at 6:00 pm. in Administration Conference Room on the fourth floor of the Cedar Hill Government Center.

The following members were present; Al Armistead, Lois Cannady, Jerry Korkisch, Albert Mack, Jami McCain, Norman Patten and Russell Read. The following City Staff members were present; Deputy City Manager, Greg Porter, Corky Brown, Public Relations Manager, Rod Tyler, Planning Director, Don Gore, City Planner, Alva Gomez, Neighborhood Services Assistant and Patricia Bushart, Main Street Manager.

I. Call the meeting to order.

Chairman Russell Read called the meeting to order at 6:00 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Conduct Branding Interview with hck2 Partners.

Public Relations Manager, Corky Brown, introduced hck2 Partners President and CEO, Heather Capps, Account Director, Shawn Paul Wood and Creative Account Executive, Emi FitzGerald to conduct a group interview with members of the Main Street Board, staff and invited guests.

III. Receive Briefing on Better Blocks Program from Andrew Howard, Better Block Team.

City Planner, Don Gore, introduced Andrew Howard a former transportation planner and co-founder of the *Building Better Blocks Project*. The project concept is a demonstration tool that re-visions an area to show the potential to create great, walkable, vibrant neighborhood centers. The projects act as living charrettes so communities can actively engage in the 'complete streets' buildout process through the use of pop-up businesses designed to demonstrate the potential for revitalized economic activity in a given area.

Projects are designed to inspire and support the local economy using very little money, zero permanent infrastructure and generous amounts of community support typically within a 24-48 hour demonstration period.

Successful projects clearly demonstrate how a given block could be revived and improve area safety, health and economics if ordinances that restrict small business are removed and multi-modal infrastructure is adapted to provide more pedestrian-

friendly options. Many Better Block projects have resulted in the temporary infrastructure improvements and businesses made permanent.

Projects should address four primary areas:

- Safety (Real and Perceived) – the key to changing a place is addressing its perceived safety
- Shared Access – focus on is looking at ways to bring more people into the area by various modes of transportation
- Stay Power – encourage people to visit the area and have them linger, and invite their friends
- 8-80 Amenities – amenities that create invitations for children, seniors, and dog owners on a block as these groups tend to be indicators of a healthy environment that feels welcoming and attracts other people

Mr. Howard recommended a 30-45 day planning period for a 4-5 hour event including one day in advance for logistics preparation, one day installation and an additional day to dismantle. Board members were encouraged to remember that people want a reason to stay and be a part of the community.

IV. Approve the Minutes of the April 23, 2012, Regular Meeting.

Lois Cannady made a motion, seconded by Jerry Korkisch, to approve the minutes of the April 23, 2012, Regular Meeting. The motion was approved unanimously with one (1) abstention by Mr. Moon.

V. Reports from Main Street Staff.

- Baskin-Robbins/Dunkin Donut modified the original landscape plan submission to facilitate enhanced visibility from the F.M. 1382/Uptown Blvd. intersection
- Bastille in Bishop event Saturday, July 14, 2012, in the Bishop Arts district of Oak Cliff
- Old Towne Market with Christopher's Smokehouse Barbeque, Cupcake Company and Rubio's Peanuts 'n Baskets featured in May 25, 2012, *Dallas Morning News* Best Southwest neighborsgo insert – link to article from cedarhilltx.com/whatsupdowntown

VI. New Business.

- Tenant secured for 206 S. Broad St. – proposed live/work – retail store to feature jewelry, perfume, candles, apparel – August 1 opening anticipated

VII. Review Action items.

1. Request Uptown Overlay Ordinance application review by City Planning Director, Rod Tyler, for next meeting.
2. Staff to further investigate Better Blocks project and present findings at future meeting.

VIII. Adjourn.

A motion to adjourn by Al Armistead was seconded by Lois Cannady. Motion was approved unanimously. Chairman Read adjourned the meeting at 8:26 p.m.

ATTEST:

Minutes Approved on July 23, 2012

Patricia M. Bushart,
Main Street Manager

Russell Read
Main Street Board Chairman