

MINUTES
Main Street Board
Meeting Minutes of September 28, 2015

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, September 28, 2015, at 6:00 pm. in the 4th Floor Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present; Al Armistead, Albert Mack, Pamela Morris, Norman Patten, Gordon Penelton and Gary Reed. Gabriel Allred, Alice Atchison and Randy Moon were absent with prior notice. Michelle Rodriguez was absent. The following City Staff members were present: Planning Director Rod Tyler, Don Gore, Senior Planner, Erica Molett, Business Retention Manager and Patricia Bushart Tourism Marketing/Main Street Manager.

I. Call the meeting to order.

Vice Chair Albert Mack called the meeting to order at 6:03 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the August 24, 2015 Regular Meeting.

Norman Patten made a motion, seconded by Al Armistead, to approve the minutes of the August 24, 2015 Regular Meeting. The motion was approved unanimously.

III. Elect Officers.

Vice Chair Mack opened the nominating discussion for Advisory Board Chairperson. Upon completion of the discussion, Al Armistead made a motion, seconded by Norman Patten, to elect Gary Reed as Advisory Board Chair. With no additional nominations on the table, a vote was taken and approved 5-0, with one abstention by Mr. Reed.

Vice Chair Mack next opened the nominating discussion for Advisory Board Vice Chairperson. Upon completion of the discussion, Gary Reed made a motion, seconded by Gordon Penelton, to re-elect Albert Mack as Advisory Board Vice Chair. With no additional nominations on the table, a vote was taken and approved 5-0, with one abstention by Mr. Mack.

IV. Receive update of City Center Action/Implementation Plan from Planning Director, Rod Tyler.

Mr. Tyler introduced a PowerPoint that was presented to City Council in a workshop September 1, 2015, outlining the City Center Plan implementation phase. The objective of the presentation to City Council was to update the implementation actives thus far and to begin identifying Main Street's role in the plan.

The purpose of the plan is to develop a specifically desired outcome for the City Center. In order to achieve that outcome, implementation strategies must be developed and those strategies must be carried out in a pre-determined order.

Mr. Tyler reviewed the City Center vision and the plan progression to date which include:

- Concepts development
- Illustrative map
- Code audit
- Development of interim zoning plan

Next steps include:

- Develop new zoning districts
- Initiate interim zoning plan
- Conduct public hearings with Planning and Zoning Commission and City Council
- Adopt new zoning plan
- Develop historic preservation regulations that are compatible with existing and future zoning regulations

The four critical steps to successful implementation are identified as:

- Regulatory actions
 - Making plans consistent
 - Establishing ordinances and property entitlements
- Communication and marketing
 - Garnering public support
 - Creating land developer awareness
- Identifying projects
 - City initiated
 - Feasibility studies
 - Land assembly
 - Infrastructure
 - Private sector projects
- Economic and financing strategies
 - Funding of city projects
 - Incentives for private development

Mr. Tyler elaborated on some initiatives that are currently underway including:

- Regional drainage study (Public Works)
- Marketing of former Phillips' properties (Economic Development Corporation)
- Signature Park and Trail design (Parks Department)
- Road A alignment study (Planning Department)

Mr. Tyler concluded by reinforcing the City Manager's request of Main Street to help identify issues and/or impediments to moving forward with the City Center Plan and to define where the Board stands on the issues.

V. Discuss key issues of City Center Plan and prepare report.

The board reviewed the agenda item and determined that there was insufficient time to conduct a thorough and comprehensive discussion. It was agreed that the discussion would occur in a special called meeting on Monday, October 19, 2016, one week in advance of their regular meeting scheduled on the fourth Monday of each month. Board members will provide information to staff prior to the next meeting for compilation and inclusion in the September agenda.

VI. Reports from Main Street staff.

- Staff just returned from the Texas Travel Industry Association (TTIA) Travel Summit and the Texas Municipal League Annual Conference, both in San Antonio
- The kiosk sign for Pioneer Park has been received and will be installed prior to October 10th Country Day on the Hill
- Enhancements to visitcedarhilltx.com – the current slideshow on the home page is being replaced with images and links to promote upcoming events, activities and branding messages
- Calendar notices
 - Thu 10/1 – familiarization tour for strategic planning consultants
 - Thu 10/1 - City Council/EDC Strategic Planning workshop
 - Fri 10/9 – EDC meeting with potential downtown developer
 - Fri 10/9 – Old Settlers' Reunion in Historic Downtown – Pat and Boyd Bateman will be crowned the 2015 King and Queen of Country Day
 - Sat 10/10 – Country Day on the Hill
 - Sat 10/17 – Disco Party in Pioneer Park
 - Sat 10/24 – Texas Country Reporter 10th Anniversary Festival in Waxahachie – will be assisting Waxahachie Main Street and CVB managers with event
 - Thu 10/29 – Scare on the Square in Historic Downtown
 - Tue-Fri 11/3-6 – Texas Downtown Association in Waxahachie
 - Please advise if interested in attending sessions – pre-registration is required

VII. New Business.

No new business was reported.

IX. Review Action items.

- 1) Send top three (3) challenges and/or issues to successful implementation of the City Center Plan and
- 2) Top three (3) programming ideas for historic downtown to staff no later than Monday, October 12, 2016
- 3) Staff will send assignment reminder to board by close of business Tuesday, September 29

X. Adjourn.