

MINUTES
Main Street Board
Meeting Minutes of November 30, 2015

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, November 30, 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; Gabriel Allred, Al Armistead, Alice Atchison, Albert Mack, Randy Moon, Pamela Morris, Norman Patten, Gordon Penelton, Gary Reed and Michelle Rodriguez. The following City Staff members were present: Patricia Bushart, Tourism Marketing/Main Street Manager and Erica Molett, Business Retention Manager.

I. Call the Meeting to order.

Chair Gary Reed called the meeting to order at 6:05 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the September 28, 2015 Regular Meeting and October 19, 2015 Special Called Workshop.

Norman Patten made a motion, seconded by Albert Mack, to approve the minutes of the September 28, 2015 Regular Meeting and the October 19, 2015 Special Called Workshop. The motion was approved unanimously with one abstention.

III. Review and Discuss Main Street workshop report to City Council.

The Board was advised that a comprehensive review of the workshop report to City Council was not yet completed. Discussion of how to consolidate the data into a more concise report resulted in identification of three (3) major categories; Regulation, Infrastructure and Advocacy.

Within each of the issues, review of the board position was discussed, edited and prioritized.

With regard to infrastructure, specifically the railroad crossing at Cedar, the board would like to draft a position statement to recommend:

1. Repair of the current crossing.
2. Consideration of future design and/or improvements to include:
 - a. Retaining the at-grade crossing on Cedar Street
 - b. Adjust the street alignment
 - c. Inquire into feasibility of combining the Cedar St. and W. Belt Line Rd. crossings to function as one

Staff will make inquiries and schedule future discussion with Public Works if warranted.

The programming report was deferred to a later discussion.

Staff was asked to revise the report as described and provide for the next meeting.

IV. Receive update of Historic Downtown Alliance activities from EDC Business Retention Manager, Erica Molett.

Ms. Molett reported on the most recent Coffee on the Hill meeting that took place Tuesday, November 24, 2015, at the Cedar Hill Chamber office. The group discussed ways to enhance vitality and raise awareness of the district. Working with Visual and Social Media Coordinator, Kelsey Armistead, they identified four (4) major areas of concentration; Experience, Branding, Ambiance and the Business Mix.

Near-term initiatives will include creating ways to enhance the visitor experience and adapting the district brand from the City Center Plan to more appropriately convey the desired message.

Long-term goals will be to encourage development of a business mix that creates a destination with a memorable and distinctive ambiance.

The Alliance will work with Mss. Molett and Armistead to develop a plan to raise district awareness and exposure through social media.

V. Reports from Main Street Staff.

- Slideshows on Visiting and City website landing pages are now being utilized to promote events and activities
- 206 S. Broad, former location of Artifaks on Broad, has been sold and will be renovated to house an art gallery and studio
- DanceWear has relocated from S. Dallas to 405 W. Belt Line Rd., the Rose Plummer House
- Holiday on the Hill is Thursday, December 3, 2015, 6 pm in Pioneer Park

VI. New Business.

- Cedar Hill Arts is looking into business pop-ups as a way to attract potential new business to town

VII. Review action items.

- 1) Prepare revised issues list for next meeting.

VIII. Adjourn.

A motion made by Al Armistead to adjourn was seconded by Norman Patten. The motion was approved unanimously. Chair Reed adjourned the meeting at 7:42 p.m.

ATTEST:

Minutes Approved on January 25, 2016

Patricia M. Bushart,
Tourism Marketing & Main Street Manager

Gary Reed,
Main Street Board Chair