

MINUTES
Main Street Board
Meeting Minutes of May 23, 2016

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met Monday, May 23, 2016, 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, Norman Patten, Gordon Penelton and Gary Reed. Randy Moon and Pamela Morris were absent with prior notice. The following City Staff member was present: Patricia Bushart, Tourism Marketing/Main Street 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 April 18, 2016 Special Called Meeting.

Norman Patten made a motion, seconded by Al Armistead, to approve the minutes of the April 18, 2016, Special Called Meeting. The motion was approved unanimously.

III. Discuss Remarket survey results.

Ms. Morris posed the question, "What changes (if any) would you like to see in Downtown Cedar Hill?" to attendees of the March 26, 2016, Remarket. She received 36 responses and they were provided to the board in an email dated April 5, 2016. Overall responses were positive and the event was deemed a success.

Recommendations for future Remarket events included:

- Being prepared with better signage
- Consider a large-format banner

Al Armistead added the following with regard to the event:

- There were 52 vendors at the April event
 - Row will be added on Houston Street in May to accommodate additional vendors
 - Increased vendor interest creates opportunity to be more selective in the future
- Final event for spring will be Saturday, May 28, 2016, 10 am – 2 pm
- Fall series will run September through November with proposed hours extended to 3 pm
- Remarket vendor, S.A.C. Gardens, has signed lease in Olde Town Market, 107 S. Main, in space previously occupied by HMC Embroidery

Board requested organizing responses in report for sharing at future meeting.

IV. Consider Main Street Board charge, direction, goals and responsibilities.

The board reviewed a previously compiled list of 19 concepts they considered within their purview. Of this list, the board chose the following for consideration, the first as being of foremost importance, with the remaining items listed in no particular order:

1. Affirm and be an advocate for the Vision Statement for Historic Downtown Cedar Hill.
2. Maintain the historic heritage in order to continue the commitment to maintain and connect future development in such a manner that any development blends old historic appearances and purposes to the new development.
3. Provide outcomes to the city administrators on how various downtown projects will have a positive impact and benefit the city, making our downtown a center of activities and services for the community.
4. Establish position statements as may best represent the businesses and residents as preservation and development projects are proposed.

In addition to these specific goals, topics for future discussion include:

- District-specific branding campaign to coincide with City Center marketing
- District identifiers such as lamp banners and street sign toppers/panels
- Organized marketing led by downtown merchants and stakeholders
- Social media campaign to promote district

Ms. Atchison agreed to coordinate fine-tuning of goals and responsibility concepts, condensing them to 4-5 items.

V. Reports from Main Street staff.

- Fairfield Inn and Suites site plan will be on City Council agenda for consideration on May 24, 2016
- Fred Fraijo of Waste Management has been contacted regarding status of commercial hand-collect in Historic Downtown
- Ribbon cutting for Ruiz Financial Solutions, Ltd., 701 W. Belt Line Rd., was held May 12, 2016
- 2003 Streetscape bond update:
 - All period lighting in Historic Downtown has been upgraded to LEDs
 - Power pedestal is being installed on north side of Cedar Street, adjacent to period light, in 700 block west of Broad
 - Scouting location to install stanchion for cross-street banners on Belt Line Rd. which must fall within boundary of Historic Downtown
- Requested quote for installation of lighting for Pioneer Park kiosk sign
- City special events policy is currently under review
- Insane Inflatable 5K scheduled Saturday, May 28th, 8:30 am at Valley Ridge Park
- *Authentic Texas Magazine* summer edition will feature Babe's Cedar Hill as Eats and Drinks destination

VI. New Business.