

MINUTES
Main Street Board
Meeting Minutes of January 25, 2016

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met Monday, January 25, 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; Al Armistead, Alice Atchison, Albert Mack, Randy Moon, Pamela Morris, Norman Patten, Gary Reed and Michelle Rodriguez. Gabriel Allred was absent with prior notice. Gordon Penelton was absent. The following City Staff members were present: City Manager, Greg Porter and Patricia Bushart, Tourism Marketing/Main Street Manager.

I. Call the Meeting to order.

Chair Gary Reed called the meeting to order at 6:06 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the November 30, 2015 Special Called Meeting.

Norman Patten made a motion, seconded by Michelle Rodriguez, to approve the minutes of the November 30, 2015, Special Called Meeting. The motion was approved unanimously.

III. Review and Discuss revised City Center report.

The Board reviewed the revised City Center report that consolidated the data into three (3) major categories; Regulation, Infrastructure and Advocacy.

The board requested that Regulation, Streetscape, Position bullet point two;

- Plan for improving or enhancing existing streetscape/public area amenities be move to the Advocacy, Regulation, City Center Action Plan position and;

Add 'trash cans' specifically to Regulation, Streetscape, Detail with bullet point six;

- Outdoor furniture and related amenities

Staff will make the requested revisions and have available for future discussion as needed.

IV. Discuss next steps in advocacy.

Mr. Porter spoke to the board briefly to help frame the advocacy discussion. The board was encouraged to consider the following questions:

1. What do we want and why?
2. Where will it occur and when?
3. What might the first catalyst be and what might the board's role in facilitating it be?
4. What are the next steps?

Once these questions are addressed, the board should have a clearer vision on which to establish a position that can then be used to communicate and engage the community and develop a strategy for implementation.

The previous meeting's Historic Downtown Alliance discussion was reiterated, that being:

- 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.

Mr. Armistead suggested that board members might begin compiling examples, as in a photo blog, projects in other communities that illustrate the concepts and ideas desired for Historic Downtown.

V. Discuss and Draft Position Report on railroad crossing.

Chairman Reed led the discussion regarding the railroad crossing and staff updated the status of the Road A alignment study. The board recommended the report include the following criteria:

- Convey the board belief/desire that the future of downtown is west of the railroad track and therefore the crossing **must** stay open
- Condition of crossing **must** be improved
- Realignment needs to occur

A position report will be drafted and presented for board approval at the next meeting date.

VI. Reports from Main Street Staff.

- 206 S. Broad, former location of Artifaks on Broad, will open in February as the Sly Cat Gallery and Studio
- Walk the Light and Kids on the Hill will partner this year to present the Creative Arts Festival, Saturday, April 16, noon to 10 pm in and around Historic Downtown
- The Cedar Hill Race Festival produced by the Texas High School Cycling League will return to Cedar Hill State Park February 6-7
- Indesign Studio has closed their office in the Ground-Sims House as of January 1st
- Staff is currently reviewing the special events permit policy and procedures for City Council consideration, most likely in March
- An additional city-controlled power pedestal will be installed on the north side Cedar St. in the 700 block adjacent to the EDC downtown properties – this will help facilitate events and activities
- EDC has given notice to the remaining tenant of 102 S. Broad (the green building) in anticipation of future development activation

VII. New Business.