

**MINUTES**  
**Main Street Board**  
**Meeting Minutes of February 22, 2016**

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*The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met Monday, February 22, 2016, at 6:00 pm. in the 4<sup>th</sup> Floor Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.*

*The following members were present; Gabriel Allred, Al Armistead, Albert Mack, Randy Moon, Pamela Morris, Norman Patten, Gordon Penelton and Gary Reed. Alice Atchison and Michelle Rodriguez were absent with prior notice. The following City Staff members were present: Kelsey Armistead, Visual and Social Media Coordinator and Patricia Bushart, Tourism Marketing/Main Street Manager. The board was joined by guest, Shanita Cleveland.*

**I. Call the Meeting to order.**

Chair Gary Reed called the meeting to order at 6:07 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

**II. Approve the Minutes of the January 25, 2016 Regular Meeting.**

Randy Moon made a motion, seconded by Norman Patten, to approve the minutes of the January 25, 2016, Regular Meeting. The motion was approved unanimously.

**III. Receive branding update presented by Kelsey Armistead.**

Ms. Armistead previewed a video designed to convey the city's branding message and presented each member with a branding kit. She explained the purpose of the video and kits and illustrated how they will help to engage the community and reinforce a consistent message and easily identifiable visual brand image.

The board questioned timing of the campaign, expressed concern about the portrayal of historic downtown as old, the historic markers and the theory behind the color-coding of the tabletop tent. Ms. Armistead responded to their comments and agreed to return at a later date to determine the board's desired direction for Historic Downtown-specific branding.

**IV. Consider draft railroad crossing memorandum.**

The board reviewed the memorandum and requested the following edits:

- Include the City Manager, Public Works Director, Economic Development Corporation Director and Planning Director as recipients
- Add board member names to the close

Al Armistead made a motion, seconded by Norman Patten, to approve submission of the memorandum as presented, subject to the aforementioned edits, at earliest possible date. The motion was approved unanimously.

**V. Discuss next steps in advocacy.**

Chairman Reed led the discussion regarding advocacy and possible charge, direction, goals and responsibilities for the board using Mr. Porter's suggested considerations in the January 25, 2016 meeting. The following submissions were reviewed:

Submission 1:

1. 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.
2. Work toward community and private sector support.
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. Advise the Economic Development Corporation Board and Planning and Zoning Commission with our vision to maintain the historic heritage of our city in new development and the rehabilitation of existing properties and structures.
5. Apprise city administrators on the financial needs of historic downtown.

Submission 2:

1. Affirm and be an advocate for the Vision Statement for Historic Downtown Cedar Hill.
2. Be a Citizen sounding board for all City staff and departments when considering regulations, codes, projects, and events for the Historic Downtown district.
3. Present program and event ideas to the City staff or other boards for implementation.
4. Actively seek to involve current businesses and residents to speak up and participate in programs and events.
5. Establish position statements as may best represent the businesses and residents as preservation and development projects are proposed.
6. Establish and implement marketing plans and strategies for ideas and programs related to downtown.
7. Make budget suggestions to City staff related to Downtown events and projects.

Submission 3:

This advisory board is responsible for organizing and maintaining a community effort to revitalize Cedar Hill's historic downtown. The Main Street Development and Preservation Board serves the community by assisting and often taking the charge on redevelopment activities, such as special events, beautification, public education and any other components that will help to create a vibrant downtown. The overall goal is to become a community where diverse businesses prosper while respecting Cedar Hill's communities and its historical significance.

Key Components:

- Should be actively working with City of Cedar Hill partners (City Council, ED, other boards, etc.)
- Should be making recommendations to the partners listed above
- Should be representative of the community