

MINUTES
Main Street Board
Meeting Minutes of March 28, 2016

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met Monday, March 28, 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, Pamela Morris, Norman Patten, Gordon Penelton and Gary Reed. Randy Moon was 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.

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.

- i. Agenda order was modified at this point to facilitate a presentation under Agenda Item VII. New Business
- ii. Regular agenda order was resumed immediately following the presentation.

II. Approve the Minutes of the February 22, 2016 Regular Meeting.

Al Armistead made a motion, seconded by Pamela Morris, to approve the minutes of the February 22, 2016, Regular Meeting. The motion was approved unanimously.

III. Preview Historic Downtown branding concepts presented by Kelsey Armistead.

Ms. Armistead informed the board that, due to recent development interest in Historic Downtown, specifically the EDC properties, Administration has requested we temporarily postpone committing to a Main Street-specific brand design until future development is better identified.

To that point, the board affirmed their continued pursuit of the Historic Downtown vision by:

- Moving forward with advocacy efforts
- Marketing events, activities and features that are currently available
- Increasing communication with consistent messaging
- Expanding on existing identifiers such as signage and lighting

The board will continue to revisit this topic to ensure development of a brand strategy that is appropriate for the area.

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

Due to time constraints, the discussion was postponed to a later date.

V. Discuss Cedar Hill Arts Council proposed photo blog concept.

An email account is being established for Main Street. It will be mainstreet@cedarhilltx.com. Photography can be uploaded to Dropbox via links from this address. The board is encouraged to upload any and all photos that reflect events, activities and the character of Historic Downtown and CHArts will published them via social media and other digital platforms.

Additional CHArts update:

- First Remarket of the season was held March 26th and sales were brisk despite significant competition with Easter-related activities and events
- Flyers for Cinema on the Square and the John Wayne special viewing were distributed to Remarket attendees
- Main Street participation and activities for April Remarket event were reviewed and finalized

VI. Reports from Main Street staff.

- Michelle Rodriguez-Ebanks resigned to take a position with the City as Neighborhood Services Coordinator effective March 22, 2016
- Recent audit of 2003 Bond, Proposition 4: Streetscape Enhancements, shows a balance for which the City will:
 - add another power pedestal in the 700 block of Cedar, on the north side, adjacent to the period lamp beside the former lumber yard
 - have all the period lights installed in Phase I of the original streetscape improvement, upgraded to LEDs
- City Council will conduct a workshop Tuesday, March 29, 2016, to discuss City Center Projects; Road A, downtown drainage study report and Signature Park and Trail design options – 6:00 pm 4th Floor Administration Conference Room of the Government Center
- The City's Earth Day/Arbor Day observance will take place Monday, April 11th from 5-7 pm in front of the Government Center
- Cedar Hill Creative Arts Festival presented by Walk the Light and Kids on the Hill will occur Saturday, April 16th from noon – 10:00 pm

VII. New Business.

- (this New Business presentation was made immediately following Agenda item I. Call the meeting to order.) • Village Tech Schools previewed the design of their new campus that will be constructed at 100 Carrell Street, one block south of W. Belt Line Rd. at the intersection of proposed Road A. Presenters included; David Williams, Village Tech CEO and Superintendent, IT Director, Jeremy Jameson, Forge Director, Justin Robinson and WRA Architects Keith Anderson and Robert Ramirez. The presentation included:
 - VT Snapshot
 - Overview video
 - Forge On: Student prototypes