

MINUTES
Historic Downtown Advisory Board
Meeting Minutes of October 22, 2018

The Historic Downtown Advisory Board of the City of Cedar Hill, Texas, met Monday, October 22, 2018, at 6:00 pm. in the Administration Conference Room of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present: Al Armistead, Albert Mack, Randy Moon, Norman Patten, Kenna Prior, Gary Reed, Charlie Thompson and Hannah Tyler. Alice Atchison was absent with prior notice. The following City staff members were present: Russell Read, Director of Customer & Visitor Experience, Patty Bushart, Tourism Marketing Manager, and Lauren McCarty, Customer & Visitor Experience Coordinator. Board was joined by Strategic Planning Facilitator Steve Hendon.

I. Call the Meeting to order.

Chairman 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 July 23, 2018 Regular Meeting and the September 20, 2018 Special Joint Work Session – Planning Symposium.

Charlie Thompson made a motion, seconded by Norman Patten, to approve the minutes of the July 23, 2018 Regular Meeting and the September 20, 2018 Special Joint Work Session – Planning Symposium. The motion was approved 7-0, with one abstention.

III. Receive update on holiday décor.

Board received a presentation on holiday décor from Director Russell Read. Taking direction from the board, a décor package was designed befitting Historic Downtown. Prioritized elements include light poles flanking W. Belt Line Rd., signature intersections entering Historic Downtown, and Pioneer Park. Installation will begin the first week of November, with the official lighting ceremony taking place as normally scheduled on the first Thursday in December.

Questions from the board included the integrity of the décor, budget constraints, and future aspirations. Mr. Read addressed them as follows:

- Work completely outsourced to Christmas Décor
 - Ensures proper installation and replacement of damaged decor
 - Relieves labor and insurance burden from the City
- Although not feasible per the FY19 budget, inquiry would be made as to the cost of lighting the roof tops of the downtown businesses.
- Future holiday configuration may include:
 - Denser concentration of décor in Historic Downtown.
 - Decorative lighting along Uptown Blvd.

Board was requested by Mr. Read to seek donors for the 2019 holiday season.

IV. Introduce strategic planning facilitator and conduct pre-planning activities.

Steve Hendon was introduced by Tourism Marketing Manager, Patty Bushart, as the board's strategic planning facilitator.

Board, led by Mr. Hendon, engaged in a series of discussions to lay the foundation for future strategic planning meetings.

The agenda provided by Mr. Hendon was as follows:

- Facilitator introduction
 - Introduce concept of stakeholders
- Board introductions
 - Introduce yourself
 - Tell us what you do
 - How long have you served on the board?
 - What motivated you to be on this board?
- Discuss in small groups
 - What do you think are the top three shared core values of the board?
 - Besides the board, who are the stakeholders in the success of Historic Downtown?
 - What do you hope to achieve with the strategic plan?
- Initial report out
- Discuss in small groups
 - What are we most proud of as an organization (the Historic Downtown Board)?
 - What is our proudest achievement in the last year or two?
 - What other strengths do we have as an organization?
 - How do we use our strengths to get results?
 - What can we build on?
- Strengths report out
- Conclude

Norman Patten inquired of Mr. Hendon what the board could expect to gain from strategic planning. Mr. Hendon explained future meeting activities and gave insight into the resulting actionable plan, which would include:

- Identifying existing strengths, opportunities, aspirations, and desired results
- Setting obtainable goals
- Defining measurable steps toward achieving goals
- Evaluating progress periodically

Two three-hour follow up meetings would be held to develop the strategic plan. The board deliberated on possible meeting times, determining Monday, November 12, 2018 and Monday, December 10, 2018 to be the most suitable options.

V. Reports from Historic Downtown staff.