

**MINUTES**  
**Main Street Preservation and Development Board**  
**Meeting of August 21, 2000**

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*The Main Street Development and Preservation Board of the City of Cedar Hill, Texas met on Monday, August 21, 2000, 6:00 p.m. City Hall Conference Room, City of Cedar Hill, Texas.*

*Present: Chairman Steve Phillips, Vice Chairman Kenna Prior, members, Celeste Faro, Amanda Hall, Norman Patten, Ann Permenter, Wes Pool, and Phyllis Stewart.*

*Absent: Sheri Borth.*

**I. Call the meeting to order.**

Chairman Phillips called the meeting to order at 6:35 pm, declaring it an open meeting, which a quorum was present and the meeting notice was duly posted.

**(Secretary's Note: Meeting did not start until 6:35 because Pat Johnson provided a meal.)**

**II. Approve the minutes of the August 7, 2000 meeting.**

A motion was made by Phyllis Stewart and seconded by Celeste Faro to approve the minutes of August 7, 2000 meeting as presented. The motion was approved by all.

**III. Staff Report from Main Street Manager Rusty Brewer.**

Main Street Manger Rusty Brewer presented a brief report on old business and information pertinent to the Board. The various reports were:

1. Mr. Brewer asked that Board members to return their zoning comments back to him as soon as possible. Packets of information concerning future zoning changes were passed out at the August 7, 2000 meeting. Once these packets are turned in, Mr. Brewer will compile the results and present them at the September 7, 2000 meeting.
2. Mr. Brewer requested that zoning issues be discussed at the next meeting. The zoning issues discussed will involve where the Main Street Development and Preservation Board boundaries will be drawn.
3. Mr. Brewer reported that sub-committee applications are available at the Chamber of Commerce. A notice went out in the Cedar Hill Today concerning the applications. Mr. Brewer also asked all Board members to refer people to pick up applications.
4. Mr. Brewer reported that no contact was made with the Wiley family or the First Baptist Church concerning the possible paving of the area next to Southwest Corner Gallery. Chairman Phillips asked Mr. Brewer to set a meeting with representatives from the church.

After this report, Chairman Phillips said he would draft a letter to send to the Wiley family in hopes of setting a meeting to discuss issues of downtown Cedar Hill.

**IV. Discussion and possible action concerning the mission and definition of the Main Street Development and Preservation Board.**

Chairman Phillips led a discussion of the Board concerning the mission of the Main Street Development and Preservation Board. Each member read a mission statement that they had prepared. From there, the Board participated in a lengthy process of selecting a mission statement. Several key words that were in multiple mission statements were written on a dry erase board. The Board then began to draft a mission statement that encompassed

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the words and ideas that were already presented. After a long editing process, the Board agreed on a final mission statement. The mission statement read: "To preserve and enhance the unique character and community of historic Cedar Hill."

At this point Chairman Phillips asked that the vote for the mission statement be held off until after the goals and objectives of the Board were discussed.

Following the drafting of the mission statement, the Board participated in a listing of the strengths and weaknesses of the Board. Various members stated what they thought were strengths and weaknesses. The final list read as follows:

Strengths:

- City Staff
- Quality design and architecture
- The expansion of Beltline Rd.
- Positive momentum
- Commitment from property owners
- City Council
- Railroad tracks
- Tax Credits
- Country Day
- Interest from the State
- Rich history
- Vacant Land
- Close proximity to lake and Dallas

Weaknesses:

- Lack of money
- Lack of architectural guidelines
- Reputation
- Bedroom community
- Lack of building mass
- No historic education
- Non-committed land
- Being off Beltline
- Community awareness
- Lack of accurate historical information
- Infrastructure
- No focal point

With these strengths and weaknesses in mind, the Board ended discussion of agenda item IV and moved on to a discussion of agenda item V.

**V. Discussion and possible action on the goals and objectives of the Main Street Development and Preservation Board.**

Chairman Phillips led the Board in a discussion of the goals and objectives for the Main Street Development and Preservation Board. The Board called out different goals that they should have. The goals that the Board stated are as follows:

Develop architectural guidelines	Recruit new businesses
Develop the core area of town	Find money
Step up beautification	Compete with Dallas
Increase advertising	Bring families downtown
More special events downtown	Educate the community
Develop downtown owners association	Create legislation and guidelines for downtown
Mark boundaries of Main Street Board	Create incentives for new businesses

From this conversation, the Board narrowed its focus to create a condensed list of five (5) goals. These goals encompassed the goals that were previously listed. The five (5) goals that were agreed upon are listed as follows:

1. Design
2. Land Use
3. Funding
4. Promotion
5. Economic Development