

MINUTES
Main Street Board
Special Called Meeting of April 11, 2013

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Thursday, April 11, 2013, at 6:00 pm in Conference Room D-106 of the Cedar Hill Government Center.

The following members were present; Al Armistead, Jerry Korkisch, Albert Mack, and Randy Moon. Norman Patten arrived late. Russell Read and Jami McCain were absent with prior notice. The following City Staff members were present; Don Gore, City Planner and Patricia Bushart, Main Street Manager.

I. Call the meeting to order.

Senior Board Member Albert Mack called the meeting to order at 6:09 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the February 25, 2013 Regular Meeting.

Al Armistead made a motion, seconded by Randy Moon to approve the minutes of the February 25, 2013 Regular Meeting. The motion was approved unanimously.

III. Recap and Discuss Better Block and Walk the Light Arts Festival.

Board members were provided a recapitulation document outlining the Better Block event objectives as presented to City Council January 22, 2013, and discussion topics for observation and comments.

- **PROVIDE A GLIMPSE**
 - General agreement that visual effect achieved
- **BUILD EXCITEMENT**
 - Overall responses positive:
 - General amazement that short-term improvements could have such a powerful impact
 - Awareness of historic downtown vision and objectives in need of continued marketing and promotion
 - Reactions to mural wall, root beer garden, food trucks and overall ambiance were, without exception, complimentary
 - Community includes:
 - Businesses
 - Corner Square Quilts, Artifacts, Cedar Hill Women's Center all extremely satisfied
 - Absolute Nails – not satisfied
 - Residents
 - Generally highly satisfied
 - Robles – not dissatisfied

- City Center Phase 2 Steering Committee
 - Theresa Brooks, Rob Franke, Dough Heyerdahl, Jami McCain and Russell Read extremely satisfied
- Planning
 - Rod Tyler, Don Gore highly satisfied
- *GAIN TRUST AND SUPPORT*
 - Show neighborhood, business and residential, that addition of commerce and activity is "a *GOOD THING*"
 - Artist at 708 Cedar – clearer understanding of concept
 - Corner Square Quilts – sold on concept and effectiveness
 - Advertise and promote the public investment taking place in the neighborhood to address
 - Antique Mall was catalyst/tipping point
 - Inquiries into status of vacant properties, availability
 - Existing businesses (Corner Square Quilts, Artifacts, Jessica's) initiating property improvement projects/investment
 - Enthusiasm for economic development and proposed future planning and investment in Infrastructure, streetscape improvements
 - Not very walkable
 - Need to illustrate sidewalks and bicycle lanes better next time
 - Empower businesses and residents get involved in the decision-making process
 - Created inroads into the process and possible ways to become involved
 - Request for placement on City Center 2 Steering Committee
 - Illustrate ways they can partner with the City and others to revitalize the neighborhood
 - Need a downtown merchants association
- *LEVERAGE AVAILABLE RESOURCES*
 - Benefits to include expanded partnerships with:
 - Nearby property owner west of RR track
 - Antique auction house
 - Farmers market
 - Community garden
 - Old Towne Market
 - Cupcake Co.
 - The Purple Farmhouse

Topics for observation and comments/discussion included:

- Logistics:
 - Concurrent with Walk the Light Arts Festival, access to EDC properties, right-of-way all worked well
 - Signage planted seed for wayfinding kiosk discussion
 - Circulator novelty overpowered concept
- Installations and Activities:
 - Food trucks a big hit – consider for future events
 - String lights – purchase additional, consider permanent installations