

MINUTES
Main Street Board
Meeting Minutes of July 27, 2015

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, July 27, 2015, 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, Albert Mack, Randy Moon, Pamela Morris, Norman Patten, Gordon Penelton, Russell Read and, Gary Reed. Michelle Rodriguez was absent with prior notice. Alice Atchison was absent. The following City Staff member was present: Erica Molett, Business Retention Manager.

I. Call the meeting to order.

Vice Chair Albert Mack called the meeting to order at 6:04 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the June 22, 2015 Regular Meeting.

Norman Patten made a motion, seconded by Randy Moon, to approve the minutes of the June 22, 2015 Regular Meeting. The motion was approved unanimously.

III. Receive presentation of Catalyst Commercial Pitch Book.

The board viewed a PowerPoint representation of the pitch book prepared for the Economic Development Corporation (EDC) by Catalyst Commercial. The board expressed concern with generic content, lack of site specificity, inadequately defined and, in some instances, insufficient source attribution and text too heavily weighted toward eateries. Main Street board members requested additional information for the next meeting.

IV. Receive update of business retention visitations in Historic Downtown presented by Erica Molett.

Ms. Molett reported meeting with Frances Reed, owner of Distinct Elegance Bridal and Special Occasion Dresses, to begin formation of a downtown business alliance. Working with Main Street Board member, Michelle Rodriguez of the Cedar Hill Chamber of Commerce, invitations have been extended to downtown area business owners for *Coffee on the Hill*, 9:00 a.m., August 7, 2015, in the Chamber office conference room located at 300 Houston Street.

The meeting is intended to initiate engagement, gather input, introduce business alliance concepts and establish means for continuation as a business-led initiative. City and Chamber support of the initiative will come in the form of facilitation, hosting venue and notification assistance.

Additional outcomes might be to develop an inventory of current and potential property locations as a tool to promote future business opportunities.

V. Receive Downtown Development sub-committee report.

The downtown development sub-committee, represented by Al Armistead, Norman Patten and Gary Reed, reviewed Article 3. Zoning Districts; Section 3.13 OT-Old Town District. of the Cedar Hill Code of Ordinances. Suggested revisions were highlighted and dealt primarily with the definition of *development* and its applicability as criteria for approval.

Additional discussion occurred regarding Article 2. Zoning Procedures & Administration; Section 2.6.1 Site Plan Review: B. Applicability. The suggestion was made to revise Article 2.6.1 B.3. *Any development with two (2) or more buildings per platted lot – by;*

- 1) removing the phrase “two (2) or more buildings” or;
- 2) adding “nonresidential” before development, thereby narrowing the applicability to exclude development for which a secondary building might simply be a detached garage or accessory unit.

Further discussion of Article 2.6.1 B.6. *Any modification to a site that involves increased parking requirements or a change in the front or side wall footprint –* included the suggestion to remove the phrase “or a change in the front or side wall footprint.” The net action may be to eliminate residential property from Applicability within this article altogether.

The sub-committee would like to craft a recommendation on behalf of the Main Street Board for Planning and Zoning Commission consideration.

VI. Discuss programming strategies for historic downtown and Economic Development Corporation (EDC) properties.

Staff briefly recapped some of the policy changes and events that have occurred in historic downtown over the past 12 months that precipitate the need for discussion of a programming strategy going forward. Among them:

- Adoption of the City Center Plan and subsequent presentation to the City Council of the proposed implementation strategy to include:
 - Regulatory actions that will affect zoning throughout the district
 - Economic and financing strategies
 - Communications and marketing
 - Capital projects that may occur with new development
- Forwarding of recommendations of the Main Street Board to the Planning & Zoning Commission regarding historic preservation
- Disposition timeline of development on the EDC properties

A presentation of the City Center Action Plan by Planning Director, Rod Tyler, was proposed for a subsequent meeting.

VII. Reports from Main Street staff.