

MEETING MINUTES



MESQUITE DOWNTOWN DEVELOPMENT ADVISORY BOARD MEETING

THURSDAY, JAN. 4, 2024

The Mesquite Downtown Development Advisory Board met Thursday, Jan. 4, 2024, at Heritage Plaza, 111 S. Broad St. Meeting commenced at 4 p.m.

Advisory Board members in attendance: Chairman Lisa Haar, Dustin Palmer, Julie Greer, Carolyn Stoddard, Belinda Epps, Jennifer Vidler, Brad Brant.

Absent: Bill Porter (excused), Art Greenhaw (excused), Helen Ethridge(excused), Kyle Berry (excused)

Staff in attendance: Beverly Abell, Downtown Development Manager; James Johnson, Downtown Development Coordinator; Toyia Pointer, Manager of Historic Preservation

Guests in attendance: Mark Stoddard; Chairman of the Downtown Design Committee

1. Welcome and Introductions

- a. Chairman Haar welcomed all in attendance and declared a quorum.

2. Minutes of Previous Meeting

- a. The board considered minutes of the Nov. 4, 2023, Advisory Board meeting. Motion to approve made by Belinda Epps; second by Jennifer Vidler. Unanimous approval.

3. 10 Minutes for Training

- a. Abell delivered a presentation on the Downtown Development Strategy booklet. Included in the booklet are the two-year goals established by the Advisory Board at the 2023 retreat. Abell reviewed the Organization section of the booklet with the Board. She noted that the organization is on track for its goals set but also to confirm that the goals, their timing and priority as decided in 2023 still applied. Following the section review, Abell noted that the other Four-Point strategies will be reviewed at January committee meetings. Staff will present completed updates at the February Board meeting.

4. Public Works Project Updates

- a. No report.

5. Four-Point Committee Reports

a. Design

- i. Design Chair Mark Stoddard reviewed activities of the Design Committee including recruitment, traffic calming, and façade grant applications.
- ii. Chairman Stoddard also noted that the next Design Committee meeting will be held at Historic Mesquite.

b. Promotion:

- i. Johnson reported on the Promotion section of the Downtown Development Strategy Book. While presenting, the Board was given a copy of the social media strategy for the year as

an example of the efforts made to meet criteria set by the board during the retreat. Johnson also acknowledged that the Promotion Committee will soon meet the strategy, but gave some talking points that would be presented at that meeting including social media, Farmers Market and holiday season events.

- ii. Abell also mentioned that promotion of the Solar Rodeo will begin soon and plans will be made to present to Board for the next meeting
- c. **Economic Vitality:**
 - i. Chairman Greer reviewed developments on upcoming businesses developments.
- d. **Organization:**
 - i. Abell encouraged Board members to further review the Strategy book on their own.

6. Program Manager Update

- a. Abell offered further details on ongoing and near-future projects, including industry-specific RFP-based recruitment, major partnerships for entrepreneur development and others.

7. Reports from Partner Departments and Organizations

- a. **Historic Mesquite:** Toyia Pointer announced upcoming Solar Rodeo programming at Opal Lawrence Historical Park.

8. Miscellaneous business

None.

9. Adjourn

- a. Motion made by Jennifer Vidler to adjourn at 5:15 p.m.; second by Carolyn Stoddard. Unanimous approval.