

KERRVILLE MAIN STREET ADVISORY BOARD

October 17, 2013

On Thursday, October 17, 2013, the Kerrville Main Street Advisory Board meeting was called to order by Scott Rain, Chairman, at 12:00 p.m., at Kerrville City Hall, 701 Main Street, in the Upstairs Conference Room.

Mr. Cobbs offered the invocation.

Members Present:

Scott Rain, President
Scott Bolton
Stan Cobbs
Mindi Franklin
David Martin
William Rector
Caroline Wilson
Aaron Yates

Members Absent:

Rich Schneider, Vice-Chairman

City Staff Present:

Donna Bowyer, Main Street Coordinator
Cheryl Brown, Deputy City Secretary

Visitors/Citizens Forum:

No one spoke.

Approval of Minutes:

Mr. Cobbs moved to approve the minutes of the regular meeting held on September 19, and the Mardi Gras on Main planning session held on October 4, 2013. Mr. Martin seconded, and the motion passed 8-0.

INFORMATION AND DISCUSSION

Review of Historic Downtown Business Alliance's Block Party/Wine Share Event:
Ms. Bowyer gave a review of the block party held on October 4, 2013.

Presentation of photographs of Donna Bowyer and Ashlea Boyle's trip to Georgetown, TX to observe their Main Street Program:

Ms. Bowyer had a power point presentation of various photographs of the art in downtown Georgetown, TX.

DISCUSSION AND POSSIBLE ACTION

Presentation by Mr. Ed Schulenberg with Hill Country Geoscience Group and Ms. Debbie Mimms with Kerr Arts and Cultural Center regarding fossils from the area, and displaying the fossils in the downtown area as part of the City of Kerrville Downtown Public Arts Project:

Mr. Schulenberg began his presentation by showing the board members pictures of a sculpture garden in Zhongshan, China. He had several fossils in a display for the board members to view. He stated he would like to have large sculptures of fossils from the Kerrville Area erected in the downtown area, with the first such sculpture being placed in front of the Kerr Arts and Cultural Center on Earl Garrett Street. Neither Mr. Schulenberg nor Ms. Mimms had a proposal of the cost for the sculptures, and when questioned by the board members, had an estimate of between \$5,000.00 and \$10,000.00. Discussion on the proposed project was postponed until a financial proposal was submitted by Mr. Schulenberg and Ms. Mimms. The consensus of the board was to ask Mr. Schulenberg to come back to their December meeting with the proposal.

Presentation by Mr. Marvin Willis with the Hometown Heroes program:

Mr. Willis handed out the Hometown Hero magazine that he publishes, and showed the board members his website. He offered the board a free page of advertising in the magazine in every edition. He stated he did not require any purchase from the board to qualify for the free advertisement.

Program of Work 2013

Committee Reports:

a. Economic Restructuring:

1. Business Development update
2. Database Development update
3. Downtown Vision Team update

The economic restructuring committee met and discussed the redesigning of the board's four point plan, and updating the data base. Ms. Franklin stated that contacting the downtown business owners and gathering the information for the database should be the responsibility of the Main Street Board, and not City staff. Each member is responsible for turning in the forms to Ms. Bowyer, and she would then be responsible for compiling the information into a database for the board. Ms. Franklin stated the board needs to start with the core downtown area, and then move outward as they collect the information, so the database would be a true compilation of the businesses in Kerrville.

b. Design:

1. Banner Project update: Ms. Bowyer reported that City staff is working on the hardware to hang the banners.

c. Promotions:

1. Holiday Lighted Parade: Ms. Bowyer reported that plans for the parade were proceeding. The Grand Marshal will be Randy Beamer, with News 4 San Antonio. There were several entries for floats and bands, with more expected.

2. Mardi Gras on Main: Ms. Bowyer reported that she spoke with the Bending Branch Winery, who declined to provide the signature wine for the event. She also spoke with Kerrville Winery, who agreed to provide the wine, as well as volunteering to

put the labels on the bottles at no charge. The representative with whom Ms. Bowyer spoke offered a label they already have printed as the signature wine label. Ms. Bowyer stated that the label has to be approved by TABC before it can be applied to the bottles and used for Mardi Gras. Ms. Bowyer asked the board if they would prefer a silent auction and/or a live auction at the event. Mr. Yates moved to approve a live auction, if there were two quality items. Ms. Franklin seconded, and the motion passed 8-0. The board agreed to schedule a special board meeting on 10-31-13 to discuss Mardi Gras on Main in more detail.

3. Arts and Crafts Fair: This item was not discussed.

d. Organization:

1. Website Development: Ms. Bowyer showed the website to the board, and reviewed the photos that were posted on it, as well as the different features of the site.

2. Google Glass: Ms. Bowyer reviewed the details of Google Glass. Mr. Martin moved to approve Google Glass, Ms. Wilson seconded, and the motion passed 8-0.

Holiday Window Displays: Ms. Bowyer reviewed the holiday window display contest from 2012, and asked the board if they wanted to have another contest this year, or if they wanted to simply encourage the downtown business owners to decorate their windows with a Christmas theme. Ms. Franklin moved that the board as a whole suggest to the downtown business owners that they decorate with a Christmas theme. Mr. Rector seconded, and the motion passed 8-0.

The meeting adjourned at 1:30 p.m.

Date approved _____

Scott Rain, Chairman

Cheryl Brown, Deputy City Secretary