

## **KERRVILLE MAIN STREET ADVISORY BOARD**

June 26, 2014

On Thursday June 26, 2014, the Kerrville Main Street Advisory Board meeting was called to order by Mindi Franklin, Chair, at 3:30 p.m., at Kerrville City Hall, 701 Main Street, in the Upstairs Conference Room. Mr. Bolton offered the invocation.

### **Members Present:**

Mindi Franklin, Chair  
Scott Bolton, Vice Chair  
Tami Edwards  
David Martin  
William Rector

### **Members Absent:**

Stan Cobbs

### **City Staff Present:**

Ashlea Boyle, Special Projects Manager  
Brenda Craig, City Secretary  
Hayley Morrill, City Intern

### **Ex-Officio Member Present:**

Keri Wilt, Historic Downtown Business Alliance

### **VISITORS/CITIZENS FORUM:** No one spoke.

### **APPROVAL OF MINUTES**

Mr. Rector moved to approve the minutes of the regular meeting held on May 15, 2014; Mr. Martin seconded the motion and it passed 5-0.

### **DRAWING FOR TERM EXPIRATION DATES FOR BOARD MEMBERS:**

The drawing was held with expiration on June 30 of the year indicated:

Mindi Franklin, 2016; Scott Bolton, 2017; Stan Cobbs, 2016; Tami Edwards, 2017; David Martin, 2017; William Rector, 2017; and vacant position, 2016.

### **DISCUSSION AND POSSIBLE ACTION**

#### **6A. Program of Work Committee Reports:**

Economic Restructuring: Discussed recent appraisals of downtown properties and whether appraisals hindered economic development and discussed options such as incentives and tax abatements that might be available. Jonas Titas, Executive Director, Kerr Economic Development Corporation, noted the appeals deadline had passed. Ms. Boyle noted the city filed a petition challenging the methodology of the appraisals prior to the deadline. Mr. Titas reviewed two programs, Tax Increment Financing (TIF) and Tax Improvement Reinvestment Zone (TIRZ); however, neither program would provide any tax relief to property owners nor businesses, rather, the programs would establish projects and set benchmarks and increments for achieving the projects. For example, once a project was established, the additional taxes created as a result of the specific project would be put into an escrow account to fund that project. The best outcome to determine if a program was successful would be a substantial jump in property values. If a TIF or TIRZ program was established and increased property valuations were then

challenged and rolled back, funding for the project would be limited and the project may not be successful. The board discussed asking city council to adopt TIF and TIRZ programs as soon as possible; however, before a program could be written and adopted by the council, a project had to be identified and guidelines established; potential projects discussed were: purchase of parking lot at Earl Garrett and Water Street, and downtown drainage improvements. Mr. Titas offered to help draft a TIF and/or TIRZ program. Mr. Titas noted the Chapter 380 program recently adopted by council would provide tax relief for property owners in the form of tax abatements. The board discussed the economic restructuring committee creating a defined main street program or incentive plan for those in the historic main street district for tax incentive or tax relief.

Ms. Franklin left the meeting at 3:30 p.m.; Mr. Bolton assumed the duties of chairman.

**6B. Set date, time, and location of Mardi Gras on Main 2015:**

Mr. Martin moved to keep the Mardi Gras on Main event on Fat Tuesday; Ms. Edwards seconded the motion and it passed 4-0. In addition, the consensus was to keep the same time, try to close the street earlier, and use Schreiner Museum for the VIP party.

**6C. Discuss allocation of Mardi Gras proceeds:**

The board reviewed past projects funded by Mardi Gras proceeds; in addition to public art, downtown improvements were discussed, such as bicycle racks, bicycle loan program, benches, flowers, hanging baskets, tree wells, landscaping, marketing, façade grants, and similar grants.

**6D. Approval of Letter of Interest for Art in Public Places Project:**

Mr. Martin presented a draft letter; the board felt the deadlines were too restrictive. Discussion would continue at future meetings after letters of interest were received from artists.

Mr. Martin moved to accept the letter but extend the deadline to the fall of 2014, and installation by the end of the year; with the caveat that the time may be extended by decision of the committee. Mr. Rector seconded the motion and it passed 4-0.

Ms. Franklin returned to the meeting at 4:10 p.m. and assumed the duties of chairman.

**6E. Downtown Parking Committee Discussion:**

Mr. Martin reported one meeting was held and another was scheduled in mid-late July.

**6F. Discuss Possible Revisions to the Main Street Advisory Board Bylaws:**

Ms. Boyle noted the existing bylaws were in conflict with the resolution recently adopted by city council. She would schedule this item on a future agenda and provide the existing bylaws and proposed changes to the board members.

**MONTHLY REPORTS**

**7A. Staff Reports by Ashlea Boyle:**

-Festival of the Arts event: 4,000-4,500 people attended the event held Memorial Day weekend; many positive comments were received; a letter from one vendor and many comments from downtown business owners requested that future events be held

downtown and not moved to Louise Hays Park as planned. The event organizers, LuAnn Anderson and Jackie Kayne, received recognition by city council on June 24.

-River trail update: Utilities in Louise Hays Park were completed and four miles of the trail from Riverside Nature Center to Kerrville-Schreiner Park were under construction. Construction of the fountain and interactive water feature was in progress. The contract for construction of other park improvements was awarded to JM Lowe & Company. The park improvements project came in over budget and the city council and the economic improvement corporation voted to move funds from the river trail bond to the park improvement project and not scale back the project; scheduled opening was spring 2015.

-Main Street Manager: Applications had been received and interviews were scheduled.

-Sidewalk chalk event festival, June 2015: Potential to incorporate plaza and sidewalks; will keep apprised as progresses.

-Introduced Hayley Morrill, city intern: Preparing an inventory and data base of the commemorative bricks, documenting name, location, and condition. The city would replace those bricks that were damaged or illegible.

#### 7B. Historic Downtown Business Alliance activities by HDBA President Keri Wilt:

-Next HDBA meeting would be July 10, 6 p.m. at the Red Cross office.

-Caroline Wilson, former MSAB member, accepted the marketing position at Kerr Arts and Cultural Center, and she agreed to fill the position of vice-chair position on HDBA.

-Regarding downtown property appraisals, KCAD was not accepting protests until after the city's protest was complete.

-HDBA members managed the vendors at the 4<sup>th</sup> of July event.

-Encouraged MSAB to try to have a member attend every event that involved downtown, such as the recent Rotary Casino Night.

-Met with several business owners and they felt encouraged about being downtown and were seeing good traffic and sales.

-Rumors of activity at Pampell's building; owner looking at leasing, possibly for a restaurant; Ms. Boyle reported that the owner was not providing information to the city.

#### 9. ANNOUNCEMENTS

-Kerrville's 4<sup>th</sup> On The River: Lehmann and Monroe Park, fireworks about 9:30 p.m.

-July 8, 8:00 p.m. Wounded Warriors/Motor Maids parade with about 300-400 female motorcyclists; Ms. Franklin asked for help in getting donations for the welcoming baskets for Wounded Warriors' families.

-MSAB and HDBA participating in advertising with Inn of the Hills and YO Ranch Hotel in preparation of a room guide.

-HDBA and MSAB publishing historic downtown walking tour brochure; should be available next week.

ADJOURN: The meeting adjourned at 4:34 p.m. Date approved \_\_\_\_\_

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Mindi Franklin, Chairperson

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Brenda G. Craig, City Secretary