

**CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD  
COMMITTEE MEETING**

**October 21, 2020**

On October 21, 2020, the Main Street Advisory Board was called to order at 3:03 p.m. in the City Council Chambers at City Hall, 701 Main Street, Kerrville, TX.

**Members Present:**

Mary Elaine Jones  
James Clint Morris  
Anne Overby  
Lyndia Rector  
William Rector Ex-Officio/Liaison from HDBA  
Melissa Southern

**Members Absent:**

Diane Howard  
Katherine Howard Ex-Officio/Liaison from TIRZ  
Michael Wellborn

**City Executive Staff Present:**

Mark McDaniel, City Manager  
E.A. Hoppe, Deputy City Manager  
Maya Johnson, Executive Assistant

**Visitors Present:**

Delayne Sigerman

**1. APPROVAL OF MINUTES**

1.A. Approval of minutes for the regular Main Street Advisory Board meeting held on August 19, 2020.

**Mary Elaine Jones**

William Rector moved to approve minutes, Anne Overby seconded, and the motion passed.

**2. INFORMATION AND DISCUSSION**

2.A. Discussion of Board communications. (Mary Elaine Jones)

Mary Elaine Jones informed the board of the city's media outlets and requested the list be forwarded to the board via email.

2.B. Update on outdoor seating. (Mark McDaniel)

E.A. Hoppe gave an update on the Ordinance for Downtown ROW Amenities. Discussion was had on how this will aid businesses with limited occupancy due to COVID restrictions. Discussion was had on sidewalk safety requirements and maintenance responsibility. More information will be presented at the next meeting.

2.C. Update on Downtown sanitation stations and provision of masks.

E.A. Hoppe named the 6 locations with signed agreements, and stated the installation process has begun. Lyndia Rector stated her concern for determining the proximity to the building fronts.

2.D. Update on Downtown Retail Retention and Recruitment strategy.

Mark McDaniel presented Retail Coach's written update. Clint Morris reported on the "I Wish It Was" survey response. Mary Elaine Jones suggested tasking the new Main Street Manager with the creation and maintaining of a Downtown business directory database.

### **3. CONSIDERATION AND POSSIBLE ACTIONS**

3.A. Discussion and consideration of top 10 action items for Downtown out of Kerrville 2050.

Mary Elaine Jones and Mark McDaniel recapped the discussion from the previous meeting. Discussion was had on financial constraints due to the COVID pandemic, and the need to form partnerships and search for facilitator opportunities. William Rector presented the Christmas Lighting event, and a subcommittee was formed to notify downtown businesses of this opportunity. Subcommittee members were: Clint Morris, Anne Overby, William Rector, and Lyndia Rector.

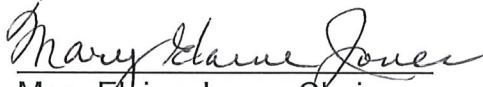
3.B. Discussion and consideration of Downtown calendar of annual events to promote or co-sponsor.

Mark McDaniel detailed the monthly list of events provided by the Kerrville Convention and Visitors Bureau. Discussion was had on maintaining the focus on partnering with other organizations and assisting where needed.

### **ADJOURNMENT**

Meeting was adjourned at 4:00 p.m.

APPROVED:

  
Mary Elaine Jones, Chair

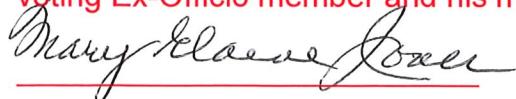
11-18-20

Date approved

ATTEST:

  
Maya Johnson, Executive Assistant

11/18/20-Mary Elaine Jones will stand in William Rector's stead. Mr. Rector is a non-voting Ex-Officio member and his motion has been struck from the minutes.



Date 11-18-20