

On January 17, 2024, the Main Street Advisory Board was called to order by Teresa Craighead, at 10:10 a.m., in the Council Chambers at City Hall, 701 Main Street, Kerrville, Texas.

Members Present:

Teresa Craighead
Sarah Lewis
Bethany Mikeska
Travis Lindner
Lanza Teague
Meredith Tilley Crook

Members Absent:

Michael Gonzalez: Ex-Officio - HDBA
Diana Howard
Katherine Howard: Ex-Officio - TIRZ

City Executive Staff Present:

Megan Folkerts, Senior Management Analyst

1. **CALL TO ORDER** Teresa Craighead called the meeting to order at 10:10 a.m.
2. **ANNOUNCEMENTS**
3. **PUBLIC COMMENT PERIOD**
4. **APPROVAL OF MINUTES**
 - 4.A. Minutes from the regular Main Street Advisory Board (MSAB) meeting held on November 15, 2023.

Meredith Tilley-Crook motioned to approve the minutes, and Bethany Mikeska seconded.
The motion passed 6-0.

5. **INFORMATION AND DISCUSSION**

- 5.A. Report Outs from "Four Pillar" Committees

- Economic Vitality – Travis Lindner, Teresa Craighead, Bethany Mikeska
 - None
- Design – Meredith Tilley-Crook, Lanza Teague, Katherine Howard
 - None
- Promotion – Diana Howard, Sarah Lewis, Bethany Mikeska, Travis Lindner, Michael Gonzalez
 - None
- Organization – Diana Howard, Katherine Howard, Teresa Craighead, Sarah Lewis
 - None

- 5.B. Downtown Walking Tour Sign Project

The Board gave a general update about the status, and interest in creating a subcommittee.

5.C. Compile Plan of Work & Committee Duties

The Board compiled ideas from the workshop to formulate their plan of work.

5.D. Downtown Beautification Projects

The Board reviewed the Draft Sponsor Letter and made corrections for the liaison to send to Katharine Boyette for their final draft.

6. **CONSIDERATION AND POSSIBLE ACTION**

6.A. Adopt 2024 Plan of Work

The board unanimously voted to adopt the 2024 Plan of Work. Meredith Tilley-Crook motioned to approve this vote, and Lanza Teague seconded. The motion passed 6-0.

7. **ITEMS FOR FUTURE AGENDAS**

7.A. Four Pillar Committee Assignments

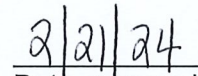
7.B. KUTS Presentation

7.C. Establishing Quarterly Workshops

8. **ADJOURNMENT** Teresa Craighead adjourned the meeting at 11:05 a.m.

APPROVED:


Teresa Craighead, Chairperson


Date approved

ATTEST:


Megan Folkerts, Senior Management Analyst