

**CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD MEETING**  
**November 20, 2024**

On November 20, 2024, the Main Street Advisory Board was called to order by Chair Bethany Mikeska, at 8:59 am, in the Upstairs Conference Room at City Hall, 701 Main Street, Kerrville, Texas.

**Members Present:**

Bethany Mikeska - Chair  
Dr. William Rector, Vice-Chair  
Sarah Lewis  
Delayne Sigerman  
Howard Taylor  
Jim Mullins

**Members Absent:**

Katherine Howard: Ex-Officio - TIRZ

**City Executive Staff Present:**

Michael Hornes, Assistant City Manager  
Anello Zanoni, Management Analyst

- 1 **CALL TO ORDER:** Chair Mikeska called the meeting to order at 8:59 am.
- 2 **PUBLIC COMMENT PERIOD:** Schreiner graphic design majors' presentation. They created Flyers for Christmas Artisan market, half page paper ad and stickers personalized for different shops downtown. Debbie Wilson agreed to pay for it. Cost for the ad is around \$600.

3 **APPROVAL OF MINUTES:**

- 1.A [Minutes from the regular Main Street Advisory Board \(MSAB\) meeting held on November 20, 2024.](#)

Delayne Sigerman motioned to approve the minutes as presented, and Vice-Chair Dr. William Rector seconded. The Motion passed 6-0.

4 **INFORMATION AND DISCUSSION:**

- 1.A **Overview of Downtown Projects:**

**Downtown Parking Garage-**

Dalayne went over the results of the parking garage promotion.

Discussed the lack of usage at the parking garage and future renovation ideas.

Howard Taylor brought up a signage idea for the sky bridge.

Dr. William Rector discussed coupon idea to promote parking garage for downtown merchants.

Talked about interior lighting and QR code for coupons.

Grand reopening of parking garage.

Move the Free Parking sign further down the street to make it more visible.

Dr. William Rector to talk to merchants about 10% coupon.

Discussed plants for the planter boxes.

December 14<sup>th</sup> next date for Garage promotion.

Facebook page.

Schreiner Students to help with social media.

Discussed TikTok and Instagram

### **Downtown Business Owners-**

Dr. Rector said he has about 99% of all the downtown business owners on the list.

They want to make a centralized list.

Discussed redacting certain information.

Sarah Lewis is going to work on the list.

### **Downtown Walking Tour Sign project-**

Delayne suggested to move it to 2025 and have a designated board member to head it.

Delayne suggested to have a workshop for this project.

They want to make a committee for this project.

Dr. Rector suggested having a core downtown.

Howard Taylor requested a workshop for December.

Dr. Rector asked about Main Street boundaries.

Downtown cultural district application due January 31<sup>st</sup>

December 11<sup>th</sup> TIRZ meeting was brought up.

Table the Walking Tour Sign Project until next meeting

Discussed the parameters of the project.

### **Main Street Newsletter-**

Tabled for next meeting.

Goal to have their own newsletter.

Discussed the Facebook page and Newsletter outreach.

Share Garage promotion.

## **5 CONSIDERATION AND POSSIBLE ACTION:**

Art Festival to occur October 25, 2025

Walking Art with Farmers Market

Water Street Festival as new name

Delayne makes a motion for Festival Committee to create a committee from Main Street,  
Dr. William Rector Seconded; motion approved 60.

### **Designation for Cultural Arts Foundation Application-**

Howard Taylor discusses the application and its process

Michael Hornes brought up the Downtown portion of the 2050 Comp Plan

## **6 ITEMS FOR FUTURE AGENDAS:**

- Main Street Newsletter
- Downtown Walking Tour Sign project
- Downtown Business Owners
- Going over the procedure of downtown road closures.
- Name tags

7 ADJOURNMENT. Chair Mikeska adjourned the meeting at 10:14 am.

Minutes Approved by Main Street Advisory Board:

12/18/2024

Approved By: Bethany Mikeska

Chair Bethany Mikeska

Attest: Anello Zanoni

Management Analyst, Anello Zanoni