

KERRVILLE MAIN STREET ADVISORY BOARD

June 20, 2013

On Thursday, June 20, 2013, the Kerrville Main Street Advisory Board meeting was called to order by Rich Schneider, at 12:00 p.m., at Kerrville City Hall, 701 Main Street, Upstairs Conference Room.

Members Present:

Rich Schneider, Vice Chairman
Stan Cobbs
David Martin
Leticia Perez
Caroline Wilson

Members Absent:

Scott Rain, Chairman
Aaron Yates

City Staff Present:

Todd Parton, City Manager
Donna Bowyer, Main Street Coordinator
Ashlea Boyle, Main Street/Special Projects Manager
Cheryl Brown, Deputy City Secretary
Mary Reyes, Executive Secretary

Visitors/Citizens Forum

No one spoke.

Minutes:

Mr. Cobbs moved to approve the minutes of May 23, 2013. Ms. Perez seconded, and the motion passed 5-0.

Program of Work 2013

Kerrville Economic Development Corporation:

Mr. Titas reported he was working with a local winery regarding the possibility of bringing vineyards to this area, as well as a design team and contractor regarding the possibility of creating a water park near the river.

Committee Reports:

Economic Development:

- Business Economic Updates-Ms. Boyle reported that permits were pulled for Crenwelge, and several offices in the city.
- Database Updates-Ms. Bowyer reported that on June 27, 2013, she was going to undergo database training. There was to be an intern from the Downtown Alliance in the Main St. office the latter part of July to gather pertinent information regarding the downtown area, and input that information into the city's computer files.

- Downtown Vision Team Update-Mr. Parton met with the team, regarding a downtown marketing strategy. One of the key components was suggestions from a local vineyard regarding marketing concepts.
- Public Art Project- Ms. Bowyer stated that had been postponed indefinitely, due to only one project being submitted. She was going to continue to speak with River's Edge, who showed some interest in this project. Mr. Parton stated he spoke to the Women's Chamber, who planned to put two art projects outside the Butt Holdsworth Memorial Library, which were to be bronze sculptures of two children reading a book.
- Wayfinding signage-Ms. Boyle reviewed the three types of signs that were to be erected throughout the city, as well as on the state highways in Kerrville.
- Banner Design Update-Mr. Martin stated that Mr. Yates was to provide artwork to go on the back of the banners, and he was not able to do that yet. Mr. Martin would get that to staff when he has them, and he would send them to the manufacturer. Ms. Boyle offered the help of staff to facilitate the completion of this project.

Holiday Lighted Parade:

Ms. Bowyer reported that staff was considering changing the date of the parade from before Thanksgiving to sometime in the middle of December, to make it more cohesive with the Christmas season. Ms. Wilson would check with the person in charge of the County tree lighting event to confirm that there was no conflict on the dates discussed for the parade. There was further discussion regarding suggestions for a Grand Marshall for the parade. The discussion for a VIP area for the parade was postponed until the July meeting.

4th of July Update;

Ms. Boyle reported that plans were in place for the event. It will be a day-long event, with entertainment for both children and adults, culminating with the free concert beginning at 4:00, with the main act ending at 9:30 p.m. The fireworks would begin at 9:30 p.m.

Mardi Gras on Main:

Ms. Bowyer stated city staff would like to bring the event back downtown, with streets being closed off, and the entire event being held in the downtown area. She said she would like to begin forming committees and discussing the details of the event at the next meeting of the board. The board decided to name the chair and members of the Mardi Gras committee. Ms. Wilson volunteered to co-chair, but not to be the only chair. After further discussion, it was the consensus of the board for each of the board members to work with city staff to plan the event, rather than have one committee.

Organization:

- Website Development Update-Ms. Bowyer reported she is meeting soon with the person who was helping the board to create a website, and she would get a progress report from him regarding the domain name for the website. She would

report to the board at their next meeting. It was the consensus of the board that a “stand alone” website would be preferable, as well as the board having a link to their page on the City’s website. Ms. Boyle was to meet with the city’s IT director to find out what they needed to provide the link.

Announcements:

Mayor Pratt made an announcement regarding the Wounded Warrior event that was planned for July 10, through July 13, 2013.

The meeting adjourned at 1:20 p.m.

Date approved 08-15-2013

/s/
Scott Rain, Chairman

/s/
Cheryl Brown, Deputy City Secretary