

KERRVILLE MAIN STREET ADVISORY BOARD

December 19, 2013

On Thursday, December 19, 2013, the Kerrville Main Street Advisory Board meeting was called to order by Scott Rain, President, at 12:01 p.m., at Kerrville City Hall, 701 Main Street, in the Council Chambers.

Mr. Bolton offered the invocation.

Members Present:

Scott Rain, President
Mindi Franklin, Vice President
Scott Bolton
Stan Cobbs
David Martin
William Rector
Caroline Wilson
Aaron Yates

Members Absent:

City Staff Present:

Donna Bowyer, Main Street Coordinator
Cheryl Brown, Deputy City Secretary

Visitors/Citizens Forum:

No one spoke.

Approval of Minutes:

Mr. Rector moved to approve the minutes of the regular meeting held on November 21, and the Mardi Gras on Main planning session held on December 10, 2013. Mr. Cobbs seconded, and the motion passed 8-0.

DISCUSSION AND POSSIBLE ACTION

Kerrville Economic Development Corporation

Mr. Titas presented an update on the KEDC activities. He reviewed the possibility of Mooney International re-opening, and reported that the owner of Mooney is also considering a city in California, with a final decision expected in the near future. He also reported that he is working on the economic development policies for the City of Kerrville.

Program of Work 2013

Committee Reports:

a. Economic Restructuring:

- 1. Business Development update**
- 2. Database Development update**

Mr. Bolton reported that the committee did not meet in November, due to schedule conflicts. He reminded the board members that they all needed to complete their required public relations forms from their contacts with local

businesses, which the board agreed to turn in a total of 45 forms per month, and turn those in to Ms. Bowyer. He reported that he and Ms. Bowyer and Ms. Franklin have been contacting business owners to increase the database, and planning possible receptions for the business owners to get to know each other, and the Main Street staff.

Ms. Bowyer reported that there were two permits pulled for new businesses, but she was not able to get the specific information about them.

There was also a report that a new Thai cuisine restaurant was going in the old steakhouse building next to the history center.

b. Design:

1. Banner Project update

Ms. Bowyer reported that she spoke with Mr. Matthews, Parks Director, and he indicated that as the banners were done, they would be installed. Mr. Rain stated that next year, the banners should be changed for each holiday or season. He asked that the board discuss that at a later meeting after the first of the year. The consensus of the board was that the design committee would meet after the first of the year, and determine which banners to order for each season or holiday, and order them.

c. Promotions:

1. Holiday Lighted Parade

Ms. Bowyer reported that there were 50 participants in the parade, which was down from the original 114 who registered, but 64 participants pulled out because of the inclement weather. The Grand Marshall, Randy Beamer from News Channel 4 in San Antonio did a good job, and he stayed afterwards to take pictures and video, which he showed it on the news broadcast several days later. Ms. Bowyer reported that several of the people who cancelled their entry in the parade indicated that they would like to use the entry fee they paid for this year's parade for next year. Ms. Bowyer has a list of those people, and will use the entry for the 2014 Holiday Lighted Parade. Twelve people asked for their entry fee to be refunded. There was an estimated 2,000 people who viewed the parade.

2. Mardi Gras on Main

Mr. Rain asked for a recap of the options for the facility for the VIP gathering for the sponsors. Ms. Bowyer stated one option was the Schreiner Mansion, which would cost \$250.00. The other option was the River's Edge Gallery, which was being offered by the owner free of charge. There was some discussion regarding the options.

Ms. Franklin moved to hold the VIP gathering in the River's Edge Gallery. Mr. Bolton seconded. The vote was 2 in favor, and 6 against. Ms. Franklin and Mr. Bolton voted in favor, and Messrs. Rain, Cobb, Rector, Martin and Yates; and Ms. Wilson voted against.

Mr. Yates moved to hold the VIP gathering at the Schreiner Mansion. Ms. Wilson seconded, and the motion passed 6-0, with Messrs. Rain, Cobb, Rector, Martin and Yates; and Ms. Wilson voting for, and Ms. Franklin and Mr. Bolton voting against.

Ms. Bowyer reported that she had received in excess of \$7,000.00 in sponsorships for the event.

Singing Waters Vineyards, from Comfort, Kerrville Winery, and Bending Branch Winery agreed to participate.

Ms. Bowyer reported that there were plenty of plates in storage for the event. She also reviewed the supplies that were also in storage.

There was some discussion regarding the street closures for the event.

There was some discussion regarding the different options of wristbands.

3. Arts Festival

Ms. Bowyer reported that there was a meeting set for January to discuss the arts festival. There was a funding request being submitted to the Economic Improvement Corporation in the amount of \$20,000.00.

d. Organization:

a. Website Development

Ms. Bowyer reported that the website was up and functioning.

PHOTO SESSION

The photo session was held after the meeting adjourned.

ITEMS FOR FUTURE AGENDAS

ANNOUNCEMENTS

ADJOURN

The meeting adjourned at 1:25 p.m.

Date approved _____

Scott Rain, Chairperson

Cheryl Brown, Deputy City Secretary