

KERRVILLE MAIN STREET ADVISORY BOARD

January 13, 2014

On Thursday, January 13, 2014, the Kerrville Main Street Advisory Board special meeting was called to order by Vice-Chair Mindi Franklin at 3:01 p.m., at Kerrville City Hall, 701 Main Street, council chambers.

The invocation was offered by Stan Cobbs.

Members Present:

Mindi Franklin, Vice-Chair
Scott Bolton
Stan Cobbs
David Martin
William Rector
Caroline Wilson

Members Absent:

Scott Rain, Chair
Aaron Yates

City Staff Present:

Donna Bowyer, Main Street Coordinator
Ashlea Boyle, Special Projects Manager
Cheryl Brown, Deputy City Secretary

Planning Session for Mardi Gras on Main Event:

Ms. Bowyer reported that the Main Street office applied for a temporary liquor permit from the Texas Alcoholic Beverage Commission (TABC) for the Mardi Gras on Main event.

Mr. Bolton moved to direct staff to purchase the temporary liquor license for \$231.00 from TABC for the Mardi Gras on Main event. Mr. Cobbs seconded, and the motion passed 6-0.

Ms. Bowyer suggested the board lower the admission price to the event to \$15.00 per person, and sell tokens for the patrons to purchase the alcoholic beverages. A price of \$5.00 for 5 drinks was suggested. There was a period of discussion of ticket prices, and the board asked Ms. Bowyer to prepare a cost analysis of the different ticket prices that were suggested and present that at their next meeting. After the board reviews the cost analysis, they will make a decision on the entry fee/drink price, and be prepared to have tickets printed. The consensus of the board was to tentatively agree to charge \$20.00 per ticket and \$5.00 for 5 drink tokens.

There was a suggestion to have only one booth for the alcoholic beverages, and not several booths.

The board also directed staff to contact wholesale liquor dealers and get some prices for both beer and wine.

The consensus of the board was that they would choose two red wines and two white wines to purchase for the event.

Mr. Yates stated he was checking with the graphic designer regarding the posters, and should have more information by the next board meeting.

Ms. Bowyer reported that when she spoke with Mr. Rain, he told her he had not spoken to the spouses of the Mardi Gras Court. Ms. Wilson stated she would go with Mr. Rain when he visited the Court nominees.

Ms. Bowyer reported that there were two necklaces in her office that were left from last year's auction, and she would make sure they were included in the auction for this year's event.

The board discussed other possible auction items.

Ms. Bowyer reported that she had contacted several bands, and was waiting to hear back from their representatives. She hoped to have a band in place before the next board meeting.

Ms. Bowyer stated that, although they still had some decorations left from prior events, she thought they still needed to purchase some things, such as lights for the trees.

Ms. Wilson said she will bring pictures and prices for glasses for the beer and wine to the next board meeting. She would research prices for both glass and plastic, as well as glasses that light up in different colors when filled. She also will bring more information regarding wrist bands.

The venue for the event is the downtown streets if the weather was good, and the first floor of the parking garage in case the weather is inclement.

The VIP/sponsor gathering would be in the Schreiner Mansion.

Mr. Yates will take photos at the event.

Ms. Bowyer reported that she spoke with So Fast Printing, and they agreed to print the programs for the event. Mr. Rector asked Ms. Bowyer to contact Joe Herring to see what his price would be to print the programs.

Ms. Bowyer reported that three area restaurants had signed written commitments to have food booths at the event, and several others had committed verbally. She would contact the rest of the restaurants to get a written commitment from them as well.

There was discussion regarding gift baskets for the VIP/Sponsors of the event. These had historically been delivered after the event, but if the baskets contained only wine and glasses, they could be delivered prior to the event.

Mr. Rector suggested that a survey of the attendees could be conducted to gauge the community's reaction to the event.

The meeting adjourned at 4:10 p.m.

Date approved _____

Mindy Franklin, Vice-Chair

Cheryl Brown, Deputy City Secretary