

KERRVILLE MAIN STREET ADVISORY BOARD

February 20, 2014

On Thursday, February 20, 2014, the Kerrville Main Street Advisory Board meeting was called to order by Mindi Franklin, Vice-Chair, at 12:03 p.m., at Kerrville City Hall, 701 Main Street, in the Council Chambers.

Mr. Cobbs offered the invocation.

Members Present:

Mindi Franklin, Vice-Chair
Scott Bolton
Stan Cobbs
Tami Edwards
David Martin
William Rector
Aaron Yates

Members Absent:

None

Visitors Present:

Jonas Titas, Director, KEDC
Keri Wilt, liaison from the Historic Downtown Business Alliance
Traci Carlson
Scott Rain
Caroline Wilson

City Staff Present:

Ashlea Boyle, Special Projects Manager
Cheryl Brown, Deputy City Secretary

Visitors/Citizens Forum:

No one spoke.

5. ELECTION OF OFFICERS

Mr. Cobbs nominated Ms. Franklin for the position of Chairperson. Mr. Bolton seconded, and the motion passed 7-0.

Ms. Franklin nominated Mr. Bolton for the position of Vice-Chairperson. Mr. Martin seconded, and the motion passed 7-0.

6. DISCUSSION AND POSSIBLE ACTION

6A. Consider a funding request through the Main Street Projects fund in an amount not to exceed \$5,500 for the creation of a permanent fossil statue at the Kerr Arts and Cultural Center. (Ted Schulenberg, Hill Country Geoscientists)

Mr. Schulenberg spoke regarding his request for funding. He explained in detail his plans to install statues of fossils in the downtown area. He responded to several questions from the board.

Mr. Cobbs moved to decline approval of the funding request. Mr. Bolton seconded, and the motion passed 7-0.

6B. Program of Work 2013 Committee Reports:

a. Economic Restructuring (Scott Bolton)

Mr. Bolton reported that the committee had not met since the last board meeting.

b. Design (David Martin)

Mr. Martin reported that the design committee had met, and discussed the different types of art they were considering for the art in public places program.

The committee also discussed various state programs, and the banners that were installed in the downtown area.

c. Organization (Aaron Yates/Stan Cobbs)

Mr. Yates reported that the organization committee had been focusing on Mardi Gras on Main.

d. Promotions (Mindi Franklin)

Ms. Franklin reported that the promotions committee had been meeting weekly, and they were focusing on Mardi Gras.

6C. Discuss individual committee workshops to develop the 2014 program of work.
(staff)

The consensus of the board was that the committees should all meet on a regular basis, and report back to the board at the monthly meetings.

Ms. Boyle stated that the program of work needed to be submitted to Texas Main Street. She did not have a deadline, but reported that she received a request from Ms. Drescher requesting the program.

Ms. Franklin asked that members of all of the committees diligently seek and recruit volunteers.

6D. Discuss a strategic plan workshop. (staff)

Mr. Yates moved to schedule a strategic planning workshop on March 24, 2014 beginning at 12:00 noon. Mr. Cobbs seconded, and the motion was approved 7-0.

6E. Open discussion of event details for Mardi Gras on Main to be held March 4, 2014.
(MGOM committee/staff)

Ms. Boyle reported that the donor reception to be held at the Schreiner Mansion would be open to all levels of donors.

Mr. Yates reported that the band for the event had been hired, and they requested that they would be allowed a staging area. There were several possible locations mentioned, with Ms. Boyle offering the upstairs conference room at City Hall. Servers for the wine and beer booths were designated as City staff.

Mr. Rain reported that there were 8 kegs and 2 generators. There were 10 tents that would need electricity.

Mr. Cobbs reported that there was currently just under \$15,000.00 in sponsorships.

The gift baskets for the sponsors were discussed, with several board members volunteering to deliver them on February 25, 2014. Ms. Boyle would coordinate the deliveries. Each sponsor would receive a bottle of the signature wine. The board and committee members agreed to set up on the afternoon of March 4, 2014. Ms. Boyle reported that the streets were closing at 1:00 p.m. that day. Mr. Yates reported that the signature wine labels were being printed. Ms. Boyle volunteered to contact Culligan's Water Company to ask them to give an in-kind sponsorship to provide water stations. There were 9 food vendors enlisted for the event. Ms. Boyle was working on the programs. Mr. Yates stated his company was to provide a photo booth. Ms. Franklin agreed to be the Master of Ceremonies. Ms. Wilson reported she is working on the silent auction donations. Mr. Rain reported that the Court nominees were to be announced at tonight's Chamber mixer. Mayor Pratt will announce the Court winners at the event. Mr. Bolton volunteered to organize the live auction. The first floor of the parking garage would be blocked off in advance of the event, so it would be available in the case of inclement weather. The consensus of the board was to meet again on February 27, 2014 at 12:00 noon.

7. INFORMATION AND DISCUSSION:

7A. Monthly update regarding Historic Downtown Business Alliance activities. (Keri Wilt/Traci Carlson)

Ms. Wilt gave an update regarding HDBA activities.

ITEMS FOR FUTURE AGENDAS

A parking committee would be discussed.

A survey for Mardi Gras would be reviewed.

ANNOUNCEMENTS

ADJOURN

The meeting adjourned at 1:40 p.m.

Date approved _____

Mindi Franklin, Chairperson

Cheryl Brown, Deputy City Secretary