

CITY COUNCIL MINUTES  
REGULAR MEETING

KERRVILLE, TEXAS  
MAY 8, 2018

On May 8, 2018, the Kerrville City Council meeting was called to order at 6:00 p.m. by Mayor Pro Tem George Baroody in the city hall council chambers at 701 Main Street. The invocation was offered by Mary Ellen Summerlin, Councilmember Place Three, followed by the Pledge of Allegiance led by Hunter Desager.

COUNCILMEMBERS PRESENT:

George Baroody	Mayor Pro Tem
Vincent Voelkel	Councilmember
Mary Ellen Summerlin	Councilmember
Warren Ferguson	Councilmember

COUNCILMEMBERS ABSENT:

Bonnie White	Mayor
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CITY CORE STAFF PRESENT:

Mark McDaniel	City Manager
Mike Hayes	City Attorney
Brenda Craig	City Secretary
E.A. Hoppe	Deputy City Manager
Cheryl Brown	Deputy City Secretary
Amy Dozier	Director of Finance
Kim Meisner	Director of General Operations
David Knight	Police Chief
Stuart Cunyus	Public Information Officer
Dannie Smith	Fire Chief
Guillermo Garcia	Executive Director of Strategic Initiatives

VISITORS PRESENT: List on file in the city secretary's office for the required retention period.

1. **ANNOUNCEMENTS OF COMMUNITY INTEREST:** were given.

2. **VISITORS/CITIZENS FORUM:** None

3. **PRESENTATIONS:**

3.A Resolution of Commendation to Greg Shrader, for serving on the Parks and Recreation Advisory Board.

3.B Proclamation designating May 13-19, 2018 as National Police Memorial Week.

3.C Proclamation proclaiming May 6-12, 2018 as Public Service Recognition Week.

3.D Proclamation proclaiming the month of May 2018 as Building Safety Month.

3.E Proclamation declaring May 18, 2018 as Put on Purple Day.

#### **4. CONSENT AGENDA:**

Mr. Voelkel removed Item 4A from the consent agenda.

Mr. Ferguson moved for approval of consent agenda Item 4A; Ms. Summerlin seconded the motion and it passed 4-0:

4.A Minutes of the city council regular meetings held March 27, and April 24, 2018, and the city council workshop held April 17, 2018.

#### **END OF CONSENT AGENDA**

#### **4A. Minutes of the city council regular meeting held April 10, 2018:**

Mr. Voelkel moved for approval of the April 24, 2018 minutes, as amended to include Beep, Beep, Zoom on Item 6A; Mr. Baroody seconded the motion and it passed 3-1 with Councilmembers Voelkel, Baroody, and Ferguson voting in favor of the motion and Councilmember Summerlin voting against the motion.

#### **5. INFORMATION AND DISCUSSION**

##### **5.A Presentation by The Retail Coach regarding a retail study for Kerrville.**

Aaron Farmer, The Retail Coach, presented the retail market analysis and discussed the demographics, shopping habits, and net worth of the city's large retail trade area. The retail leakage study indicated significant opportunities for additional retail in many shopping categories; he recommended that Kerrville start an aggressive recruitment plan to target retailers that would fill the gap shown in the retail leakage study. He also made the following recommendations:

- Develop a regional retailer and restaurant recruitment campaign specific to downtown; work with downtown businesses to stay open later.
- Develop a regional retail development in the I-10 area.
- Possible future development and redevelopment opportunities in the Sidney Baker South area; retailers moving away from malls. Retail sales trend was moving more toward smaller shopping center developments and on-line sales rather than traditional malls.
- Sidney Baker North corridor had opportunity for additional retail development.
- Junction Highway had the highest traffic counts in the city; retail sales and restaurants will focus on locating in this area.
- Continue marketing Kerrville as a large retail trade area, not limited to just city's population; there was no competition to the west.
- Keep an updated database of available sites for quicker response to inquiries.
- Take a proactive role in attending and exhibiting at retail industry trade shows, conventions and conferences.
- Invest in wayfinding signs along corridors to drive customers to other sites in Kerrville.
- Recruit entertainment users and eating establishments that stay open late.
- Identify one entity in the community or point of contact to focus on retail recruitment.
- Retail recruitment is a process; typical development projects take 12-36 months.
- Develop a Kerrville retail-specific website that contain documents and marketing materials; also add the Retail Coach study information to the city and economic development websites.

The following persons spoke:

1. Kimber Falkinburg asked what type of retail sales the city was marketing? She preferred specialty stores, not big box stores.

Mr. Farmer noted that big box stores were shrinking; the void analysis identified the type of retailers missing in the Kerrville area. The next step was to put together a prospect list focused on retailers identified in the void analysis.

2. John Miller asked when the report would be available to the public.

Mr. McDaniel noted that part of the retail study was on the city's website and more information would be available in about one week.

3. Neil Power asked if it could be determined how much leakage was going to a store versus on line retailers by category. Mr. Farmer noted a study could be done.

4. Bruce Stracke noted the city should pay attention to the shopping activities of our changing demographics. The former KEDC director started a data base that would be helpful. He also recommended wayfinding signage.

5. Conrad Pomerly requested more options for family and children's clothing.

Council also discussed the following:

-Who are our competitors? Mr. Farmer noted communities to the east such as Boerne and San Antonio. The city has no competition to the west.

-The local and retail trade population was growing less rapidly locally than in other areas, and 50% of our population was not doing a lot of buying. Mr. Farmer opined that retail spending would increase at a consistent but slow rate.

-What type of incentives will the city have to offer to be competitive?

Mr. Farmer recommended incentives such as sales tax abatements/rebates, and public/private partnerships; for example, the city could provide assistance with infrastructure for large shopping centers, convention centers, etc. based on the impact of a development.

-What type of growth would he recommend at I-10 and SH 16? Mr. Farmer recommended regional developments that draw people from outside Kerrville to mixed-use developments with retail, restaurants, and entertainment venues.

6. **CITY MANAGER'S REPORT**: None.

7. **ITEMS FOR FUTURE AGENDAS**: None.

8. **EXECUTIVE SESSION**: None.

9. **ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION, IF ANY**: None.

**ADJOURNMENT**: The meeting adjourned at 7:09 p.m.

APPROVED: 06-12-18

ATTEST:

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George Barody, Mayor Pro Tem

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Brenda G. Craig, City Secretary