

**CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD
COMMITTEE MEETING**

April 21, 2021

On April 21, 2021, the Main Street Advisory Board was called to order at 3:00 p.m. in the City Council Chambers at City Hall, 701 Main Street, Kerrville, TX.

Members Present:

Diane Howard
Mary Elaine Jones
James Clint Morris
Anne Overby
Lyndia Rector
Melissa Southern
Katherine Howard Ex-Officio/Liaison from TIRZ
William Rector Ex-Officio/Liaison from HDBA

Members Absent:

Michael Wellborn

City Executive Staff Present:

EA Hoppe, Deputy City Manager
Megan Folkerts, Senior Management Analyst

Visitors Present:

Julie Leonard, KCHC
Brenda Williams, KCHC

1. APPROVAL OF MINUTES

- 1.A. Approval of minutes for the regular Main Street Advisory Board meeting held on March 17, 2021.

Anne Overby moved to approve minutes, Melissa Southern seconded, and the motion passed.

2. INFORMATION AND DISCUSSION

- 2.A. Update on Downtown Retail Retention and Recruitment Strategy. (E.A. Hoppe).

E.A. discussed that updates would start happening quarterly. Discussed potential of having a workshop in July. Diana Howard and Melissa Southern volunteered to help market this event to downtown businesses.

- 2.B. Kerr County Historical Commission Signage- Discuss general status of sign project . (Julie Leonard/Brenda Williams, KCHC).

Brenda Williams discussed the new historical markers that can be installed by attaching to the building, or being mounted to a pole in front of the building. The new historical are made from a more durable material, and will include the business address, updated messaging, and a QR Code. Dr. Bill Rector volunteered to identify businesses interested in a new sign for their building.

- 2.C. Update on recreation/commitment necessary for the Annual Kerrville Festival of the Arts (Clint Morris)

Clint gave an update to the board on what it would take to reboot the Annual Kerrville Festival of the Arts. The board decided that forming a committee from selected members of the community would be a start. Katherine Howard and Anne Overby volunteered to work with Clint to develop a plan moving forward, and deciding who to approach to form this committee.

- 2.D. Update on Texas Hill Country Trail Small Grant Program Application

Megan gave a brief update on the status of the application, providing it would be reviewed at the Texas Hill Country Trail board meeting on May 20, 2021.

3. CONSIDERATION AND POSSIBLE ACTIONS

- 3.A. Look at Community Calendar for events in June to collaborate on

The board discussed broadening the activities offered on Father's Day weekend. Along with the City of Kerrville's events, the Arcadia is hosting a band on Friday night, and a comedian on Saturday.

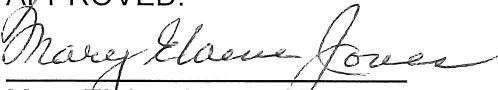
4. ITEMS FOR FUTURE AGENDAS

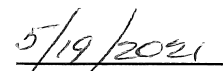
1. Update from Katherine Howard on the status of the plan to revamp Kerrville Festival of the Arts. 5/19/21 meeting

ADJOURNMENT

The meeting was adjourned at 4:03 p.m.

APPROVED:


Mary Elaine Jones, Chair


Date approved

ATTEST:


Megan Folkerts, Senior Management Analyst