

Seguin Main Street Program
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MAIN STREET ADVISORY BOARD TRAINING & WORKSHOP

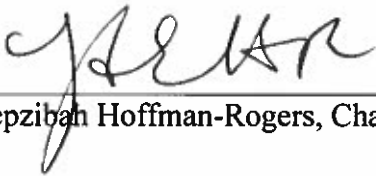
Meeting Report

Monday, January 26, 2015, at 12:00 p.m.
City Council Chambers, Seguin City Hall
210 East Gonzales Street
Seguin, TX 78155

Members Present:	Hepzibah Hoffman-Rogers Thalia Stautzenberger Robert Etlinger	Dana Overstreet Celina Ross Andrea Hoffmann
Members Absent:	Michelle Dorsey Dr. Tony Flores	Daniel Solis
Others Present:	Kyle Kramm Christy Hopper	Debra Drescher

The Seguin Main Street Advisory Board will be holding a training and workshop to develop a work plan for 2015 with review of the mission and vision statement.

The Main Street Advisory Board heard from Debra Drescher on the Texas Main Street Program and were led in a training and planning session by Ms. Drescher. Please find attached the full work plan that was a product of the workshop.



Hepzibah Hoffman-Rogers, Chair

7.27.15

Date

Seguin Main Street Program
2015 Work Plan



Introduction:

The Seguin Main Street Advisory Board met on January 26, 2015 for training, review of mission and vision statements, and developing a work plan. The training and workshop were directed by Texas Main Street Program Coordinator Debra Drescher. The results of the workshop included an edited mission statement and a plan of work for 2015. Although the Seguin Main Street Program does not follow the traditional four point approach, the goals created for the plan of work were divided into the four points; organization, economic restructuring, promotion, and design.

Mission and Vision Statement:

The Board reviewed the current mission and vision statements. The Board made no recommendation for changes to the vision statement. The vision statement shall remain:

“Downtown Seguin strives to be a pedestrian-friendly, attractive, safe and desirable center for business, leisure and entertainment incorporating and celebrating the unique history, architecture and ethnicity of the community.”

After reviewing the mission statement, the Board made several recommendations on changing the statement to:

“The mission of the Seguin Main Street Program is to facilitate changes in local laws, economic revitalization through private investment, the use and celebration of downtown by the entire community, planning and financing for downtown Seguin’s future; all to be accomplished by following the Main Street Program Four-Point approach of design, organization, promotion, and economic restructuring.”

Organization:

Goal 1: Focus the work of the Main Street Program on input and feedback from the public on their vision for downtown.

Steps

- Review historical input from previous public meetings
- Perform a new survey of the public
 - Determine goal of survey
 - Determine proper survey method

Goal 2: Build a volunteer base for assisting with events, serving on committees, establishing a green team, and other needs as they arise.

Steps

- Develop a strong definition of the role of volunteers in the program
- Create a formal volunteer recruitment, orientation, and recognition program
- Publicize the need for volunteers through the weekly article, social media, and other mediums
- Find partner organizations to assist with projects, such as the green team

Economic Restructuring:

Goal #1: Reduce the number of vacant buildings in downtown Seguin.

Steps

- Work with property owners of targeted buildings with designs, marketing, and recruitment of tenants
- Develop a marketing/recruitment package for downtown and individual buildings
- Enforcement of the Demolition by Neglect conditions
- Creation of a vacant building registry ordinance

Promotion:

Goal #1: Continue with current events, but find ways to grow them.

Steps

- Find partner organizations to work with
- Create an ad hoc committee to work on Moonlight and Roses
- Find ways to implement fundraising into events to build funds for the façade program

Goal #2: Improve aesthetics of downtown Seguin.

Steps

- Oversee the installation of a gateway mural
- Encourage further implementation of the wayfinding signage

Design:

Goal #1: Build public restrooms to lessen the amount of portable toilets needed throughout the year.

Steps

- Work with Texas Main Street on design issues
- Work with the City of Seguin to find location
- Get budgeted for FY2016

Goal #2: Advocate for traffic solutions in downtown

Steps

- Review previous traffic studies and proposals
- Advocate for small, incremental changes

Goal #3: Develop and strengthen design guidelines.

Steps

- Create an ad hoc committee to develop the guidelines
- Research other communities' guidelines