

Seguin Main Street Program
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MAIN STREET ADVISORY BOARD MEETING MINUTES
Thursday, October 13, 2016 @ 5:30 p.m.
Municipal Annex Building Conference Room
211 North River Street
Seguin, TX 78155

Members Present: **Bob Etlinger** **Andrea Hoffmann**
 Kathy Cameron **Danny Solis**
 Celina Ross

Others Present: **Christy Hopper** **Kyle Kramm**
 Teresa Voges

1. Call to Order.

The meeting was called to order at 5:30 pm.

2. Roll Call.

A quorum was present.

3. Approval of Meeting Report from Thursday, August 11, 2016.

Celina Ross made a motion to approve the August meeting report as presented. Danny Solis seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Reports for August and September 2016.

Chair Andrea Hoffmann acknowledged the August and September Texas Main Street Reports.

5. Discussion and possible action on downtown work plan and core values for the Seguin Main Street Program – Kyle Kramm, Director of Seguin Main Street and CVB.

Kyle Kramm presented the final draft of the Transformation Strategy #1 – Making Downtown Seguin a Destination for Locals, needing board approval and staff continues to work on Transformation Strategy #2 – Downtown a Cultural Arts District. A draft of strategy #2 should be completed for review at the November board meeting.

Kramm presented the Mission Statement that basically states who we are, what we do and how to do it, and that as a Main Street city we use the Four-Point Approach – design, organization, promotion, and economic vitality. We are required to approve the Mission Statement every two years and the only suggested change is the fourth point of the Four-Point approach from economic restructuring to economic vitality.

The Vision Statement is our view for downtown Seguin in future years. The Vision Statement was presented with no changes.

National Main Street Program is encouraging the establishment of Core Values, which are the elements that are important to our program. Staff suggested the following:

Partnership – As downtown revitalization cannot be done alone, the Seguin Main Street Program strives to build partners to assist in the continued revitalization of downtown;

Integrity – The Seguin Main Street Program should strive to protect the integrity of Seguin’s historic character and the integrity of the program; and

Positivity – The Seguin Main Street Program should strive to always promote a positive image of downtown Seguin and the strength of doing business in downtown.

Bob Etlinger made a motion to approve Transformation Strategy #1, Mission Statement, Vision Statement, and Core Values as presented. Kathy Cameron seconded the motion. Motion carried.

6. Discussion and possible action on parking regulations in downtown Seguin – Kyle Kramm, Director of Seguin Main Street and CVB.

Due to the large concern of parking downtown, Kramm will be presenting a request to City Council to hire a Parking Enforcement Officer to oversee parking in downtown area.

Kramm advised the parking lot at the corner of Camp and Donegan Street has been purchased by the city providing 16 additional parking spaces for the public with the hope that in the future public restrooms will be built at that location. Staff requests direction from the board if the parking should be two hour or all day. Upper-management would like to see two hour parking versus Kramm requesting all day. The board would like to see all day parking for employees, with after hours for public parking.

Etlinger advised the county had purchased the property in the 200 block of S. Camp Street, where the First Baptist Church recently burned down and the house next door. Eventually, the lot will be used for county employee parking with the lot open after hours for the public.

Kramm has met with several businesses receiving multiple requests to review areas that have two-hour parking versus all day parking. The board reviewed the current parking map along with proposed changes.

Bob Etlinger made a motion to approve proposed changes as presented, Kathy Cameron seconded the motion. Motion carried.

7. Discussion on plans for the 20th Anniversary of the Seguin Main Street Program – Kyle Kramm, Director of Seguin Main Street and CVB.

The 20th Anniversary Committee has decided to host downtown mixers on the 20th of every month at different businesses that have benefitted from the existence of the Main Street Program with having one larger event in the 100 blocks of East and West Gonzales Street.

8. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street and CVB.
- a. Pontiac Car Club Show (Sept. 24)
 - b. Scarecrow Competition (Oct. 4)
 - c. Pecan Fest (Oct. 28-30)
 - d. Holiday Stroll (Dec. 1 -3)

Kramm provided a summary of the events that had passed and updated the board on plans for upcoming events. Kramm asked for volunteers for Pecan Fest.

9. Adjourn.

There being no further business the meeting adjourned at 6:32 pm.



Celine Ross

Main Street Advisory Board

11/17/14

Date