



**MAIN STREET
& CVB**

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MAIN STREET ADVISORY BOARD MEETING MINUTES

Monday, October 15, 2018 @ 5:30 p.m.

City Hall Council Chambers

210 East Gonzales Street

Seguin, TX 78155

Members Present: *Robert Etlinger*
Gregg Woodall
Daniel Solis
Anna Moreno

Natalie Jones
Dana Hall
Celina Ross

Other Members: *Kyle Kramm*

Christy Hopper

1. Call to Order.

The meeting was called to order at 5:30 p.m.

2. Roll Call.

A quorum was present.

3. Approval of Meeting Report from Monday, September 17, 2018.

Robert Etlinger made a motion to approve the minutes as presented. Daniel Solis seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Reports for September 2018.

The monthly report was acknowledged.

5. Discussion and possible action regarding the Downtown Tax Abatement Policy – Kyle Kramm, Director of Seguin Main Street & CVB.

Per Kramm, the Seguin Economic Development Corporation has begun the process to dissolve the City of Seguin Tax Abatement Review Committee as concerns have been expressed by

economic development prospects. This committee was involved in the review of all downtown tax abatement applications.

With the City Council approval to dissolve the committee, the downtown tax abatement policy will need to be amended. Some of the other changes staff is proposing are to clean up the ordinance and define the process. The other changes included clarifying that the abatement application is due prior to the project being done, added rehabilitations to the applicable projects and that the appraisal will be frozen at the appraised value of the building the year the project began. The latter change is to reflect that larger projects can take multiple years and assists in clarifying what year's appraisal value to use for the abatement.

Staff is seeking board direction on length of terms for amount of investment.

Per the board's request, item will be revisited at a later date.

6. Discussion and possible action regarding the Elgin/Bastrop visit - Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm thanked the board members that were able to attend the trip to Bastrop and Elgin. The following are notes staff took from the trip.

Bastrop: Had a variety of formal art projects (sculptures, utility boxes, murals) throughout downtown; they are looking into doing more interactive art; their EDC has contributed over \$500K in façade grants; they are launching a large street improvement project to improve drainage; they are having difficulties with property lines, buildings and parking being split; the visitor center is located within the heritage museum; they had a very large downtown historic district, which included a large amount of residential; they are going through a flux where hobby businesses are closing since they cannot keep up with growing rents; the river presents opportunities and challenges; and the businesses had uniform "open" banner stands on the sidewalks.

Elgin: they have been doing Sip 'n Stroll for five years now on the second Thursday of the month, which took about 3 years for it to get established and all types of businesses participate; they have created an overlay that allows residential on the first floor of buildings; there is a large focus on makers spaces, where product is being sent out and business is not reliant on foot traffic in downtown; they are bringing in a retail display consultant every other year to meet with businesses; their EDC offers MEGA Grant projects where they give back \$25K for every \$100K invested in the property; they charge \$130 for art vendors and \$240 for food vendors at their Hogeye Festival; they are adding functional public art; and the businesses also had uniform "open" banner stands on the sidewalks.

Gregg Woodall suggested creating a one page go-to-document for the process of starting a business here in Seguin.

Although Natalie Jones was not able to attend the Elgin/Bastrop tour, she had visited Rockport who had a Shopping Tournament. This could be a possible event to take place here in Seguin.

Per Kramm, staff is currently working on a Downtown Investment Guide with a target date of completion by December 31, 2018.

7. Discussion and possible action regarding recruiting volunteers for Pecan Fest – Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm solicited volunteers to help with Pecan Fest.

8. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street & CVB.
 - a. Fiestas Patrias (September 29)
 - b. Oktoberfest (September 28 – 29)
 - c. Guadalupe County Fair Parade (October 13)
 - d. Kids Day in the Park (October 20)
 - e. Pecan Fest (October 26-28)
 - f. Shop Local Shop Seguin (November 20)
 - g. Holiday Stroll (November 29 – 30; December 1)

Kramm provided a summary of past and upcoming events.

9. Adjourn.

There being no further business the meeting was adjourned at 6:10 p.m.



***Celina Ross, Chair
Main Street Advisory Board***

11-19-18

Date