



**MAIN STREET
& CVB**

P.O. Box 591
Seguin, Texas 78156
Ph: 830-401-2448 Fax: 830-386-2532
Email: mainstreet@seguintexas.gov

MAIN STREET ADVISORY BOARD MEETING MINUTES

Monday, November 26, 2018 @ 5:30 p.m.
City Hall Council Chambers
210 East Gonzales Street
Seguin, TX 78155

Members Present: **Robert Etlinger** **Natalie Jones**
 Gregg Woodall **Dana Hall**
 Daniel Solis **Celina Ross**
 Anna Moreno **Andrea Hoffmann**

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, October 15, 2018.

Anna Moreno made a motion to approve the minutes as presented. Bob Etlinger seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Reports for October 2018.

The monthly report was acknowledged.

5. Discussion and possible action on 10 Criteria Report – Kyle Kramm, Director of Seguin Main Street & CVB.

The Texas Historical Commission requires the Seguin Main Street Program to submit an annual report. Criteria number one and five require board participation. The board reviewed and assisted in completing the checklists. Board approved all items, no motion is required.

6. Discussion and possible action on Mission and Vision Statements and Core Values – Kyle Kramm, Director of Seguin Main Street & CVB.

The Main Street Program requires an annual review of the mission statement, vision statement, and core values.

Natalie Jones made a motion to remove “planning and financing for downtown Seguin’s future” to “planning and financial support for downtown Seguin’s future” in the mission statement with the vision statement and core values remaining the same. Bob Etlinger seconded the motion. Motion carried.

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

The Seguin Economic Development Corporation recently received City Council permission to dissolve the City of Seguin Tax Abatement Review Committee in an effort to streamline the recruitment process. 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. Staff is seeking board direction in cleaning up the ordinance and defining the process, length of terms, and the amounts of investment.

Staff is recommending creating a subcommittee to discuss these changes further and to develop a recommendation to take to the entire board.

The following have volunteered to be part of the subcommittee: Natalie Jones, Bob Etlinger, Gregg Woodall, and Andrea Hoffmann. Kramm will be in contact with the subcommittee to schedule a time to meet.

No motion required at this time.

8. Discussion and possible action regarding recruiting volunteers for Sip n Stroll – Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm solicited volunteers to assist with Sip n Stroll.

9. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street & CVB.
- a. Kids Day in the Park (October 20)
 - b. Pecan Fest (October 26-28)
 - c. Shop Local Shop Seguin (November 20)
 - d. Holiday Stroll (November 29 – 30; December 1)

Kramm provided a summary of past and upcoming events.

10. Adjourn.

There being no future business the meeting adjourned at 6:13 p.m.



Celina Ross, Chair
Main Street Advisory Board



Date