



**MAIN STREET
& CVB**

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MAIN STREET ADVISORY BOARD MEETING MINUTES

Monday, December 17, 2018 @ 5:30 p.m.
City Hall Council Chambers
210 East Gonzales Street
Seguin, TX 78155

Members Present: ***Bob Etlinger*** ***Andrea Hoffmann***
 Daniel Solis ***Anna Moreno***
 Natalie Jones

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

1. Call to Order.

The meeting was called to order at 5:35 p.m.

2. Recognition of Outgoing Board Members.

Kramm recognized Bob Etlinger for serving eight years on the Main Street Advisory Board.

3. Approval of Meeting Report from Monday, November 26, 2018.

Bob Etlinger made a motion to approve the November 26, 2018 minutes as presented. Daniel Solis seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Reports for November 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.

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.

Due to the Tax Abatement Committee no longer existing the tax abatement policy and ordinance need to be amended. The subcommittee met and are recommending the city exempting from taxation the increase in value to a structure in the downtown historic district which results from rehabilitation, renovation or restoration in which funds or labor or a value in excess of 15% of the approved value of the building; if for a period of up to five years from the date of substantial completion of the rehabilitation, restoration or renovation for an expenditure of funds in excess of 15% but less than 40% of the approval value of the structure prior to the rehabilitation; and for a period of up to ten years from the date of substantial completion of the rehabilitation, restoration or renovation for an expenditure of funds in excess of 40% of the appraised value of the structure prior to the rehabilitation.

Natalie Jones made a motion to approve as presented. Bob Etlinger seconded the motion. Motion carried.

6. Discussion and possible action on awarding FIX-IT Façade grants – Kyle Kramm, Director of Seguin Main Street & CVB.

Per Kramm, the board has \$30,000 in Fix It Façade Grants to award this fiscal year. The Main Street Department was allocated \$5,000 in the General Fund and \$25,000 in Hotel Occupancy Funds.

Kramm presented a summary of applications received asking for the board's direction on how to allocate for each project. Four applications were received: 109 W. Gonzales Street, Seguin Brewing Company, to rebuild the storefront, for a project cost of \$32,133.00; 105 S. River Street, Oehlke CPA, for replacing storefront windows at a cost of \$11,193.32; 109 W. Court Street, Robin and Dottsy Dwyer, to replace bead board bulk heads, paint the trim and woodwork, at a cost of \$1,000.00; and 214 N. Camp Street, Walnut Springs Family Health, for replacement of windows, shades and awnings at a cost of \$17,937.48.

Natalie Jones made a motion to approve allocating funds to each project in the following amounts: 50%, up to \$16,066.50 to 109 W. Gonzales Street, Seguin Brewing Company; 40%, up to \$4,477.33, 105 S. River Street, Oehlke CPA; 50%, up to \$500, 109 W. Court Street, Robin and Dottsy Dwyer; and 50%, up to \$8,968.74, 214 N. Camp Street to Walnut Springs Family Health.

Daniel Solis seconded the motion. Motion carried.

7. Discussion and possible action on an Economic Impact Analysis of Pecan Fest 2018 – Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm briefed the board on the Economic Impact Analysis of Pecan Fest 2018 previously submitted by Vicky Soderberg with Cygnet Strategies. Overall, the event is well liked, but is mostly a local event since the survey showed an economic impact of \$17,525.00. The attendance was estimated at 3,000, with most considered as day-trippers not staying overnight. On a scale of 1 (low) to 5 (high) the event rated a 4.19. Staff would like to see the event grow, moving scheduled events around, so that there are activities throughout the weekend.

Vicky Soderberg is preparing a list of recommendations on how to enhance the event and encourage overnight stays. The final survey will be presented to the board at a later date.

8. Discussion and possible action on establishing standing committees – Kyle Kramm, Director of Seguin Main Street & CVB.

- a. Pecan Fest Committee
- b. Holiday Stroll Committee
- c. Economic Vitality Committee

Staff is seeking guidance on creating standing committees for the Board to include Pecan Fest, Holiday Stroll and an Economic Vitality Committee.

Pecan Fest Committee would work all year on planning the event and implementing recommendations from Cygnet Strategies.

Holiday Stroll Committee currently meets three to four months prior to the event. The event has grown, so there is a need to formally meet year round to plan the event.

Economic Vitality Committee would review all incentive applications, review policies, improve incentive applications and make recommendations to the board.

Andrea Hoffmann volunteered to be appointed to the Seguin Committee on the Arts and serve on the Pecan Fest Committee.

Anna Moreno is willing to continue to serve on the Holiday Stroll Committee in planning the overall event, and sponsor the Jingle Bell 5 K Fun Run.

Natalie Jones would be happy to serve, encouraging staff to solicit volunteers from outside the Downtown Historic District, such as Rotary or the Kiwanis.

Anna Moreno made a motion to approve the establishment of each board. Natalie Jones second the motion. Motion carried.

9. Discussion on 2019 planning – Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm requested the board's direction on a future 101 Course on the board's responsibilities since there are several new board members and additional members starting soon. The board's guidance is needed in developing a work plan for 2019-2020, an annual requirement from the Texas Historic Commission.

The board suggested bringing in Catherine Sak, Texas Downtown Association for the orientation and to include how successful we were in past strategies.

10. Update on downtown historic resource survey – Kyle Kramm, Director of Seguin Main Street & CVB.

Kramm updated the board on the downtown historic survey currently being conducted by Cox McClain. The survey covers downtown properties and the properties along Austin Street between downtown and the railroad tracks. The survey includes resources build in 1973 to earlier and will assist staff in historic preservation efforts, provide recommendations for future landmark designations and educate the public on historic sites in Seguin.

The draft report will be coming as early as March 2019; presented to the Texas Historical Commission in May 2019; with a presentation in June or July 2019; and the final report around the end of July. Once received, the report will be presented at a future meeting.

11. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street & CVB.
a. Holiday Stroll (November 29 – 30; December 1)

Kramm briefed the board on the very successful Holiday Stroll events.

12. Adjourn.

There being no future business the meeting adjourned at 6:35 p.m.



Andrea Hoffmann, Chair
Main Street Advisory Board



Date