



**MAIN STREET
& CVB**

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MAIN STREET ADVISORY BOARD MEETING MINUTES

Monday, December 18, 2017 @ 5:30 p.m.

City Hall Council Chambers

210 East Gonzales Street

Seguin, TX 78155

Members Present:	Alyssa White	Celina Ross
	Daniel Solis	Anna Moreno
	Andrea Hoffmann	Bob Etlinger

Others Present:	Kyle Kramm	Joe Saenz
	Liz Romero	Alicia Briney
	Doug Manger	

1. Call to Order.

The meeting was called to order at 5:32 p.m.

2. Roll Call.

A quorum was present.

3. Approval of Meeting Report from Monday, October 16, 2017.

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

4. Presentation on the future of the Seguin Art League’s building at 104 South Austin Street – Seguin Art League.

Joe Saenz, Vice President, Liz Romero, President of the Seguin Art League (SAL) and Dr. Alicia Briney, Texas Lutheran University (TLU) Professor of Business have partnered together creating a capital campaign strategy in marketing, grant writing, and advertising to raise funds for the art league. The second floor would be used as an innovation/creativity center for TLU classes to include arts training, business innovation, entrepreneurship, community education, film lab, a meeting and performance space with the first floor to remain as an art gallery. It is the hopes that this will come to fruition within the next three years. The center would be as valuable resource for Seguin, strengthening business and cultural activity downtown. SAL and TLU are asking the city for awareness, help spreading the word, along with letters of support for grants such as the Santikos grant which is set to open January 8th with a deadline of February 16th.

The SAL and TLU would like to come back to the board in one month to give a progress report.

5. Acknowledge Texas Main Street Reports for October and November 2017.

Celina Ross acknowledged the monthly reports.

6. Discussion on the Ten Criteria Report – Kyle Kramm, Director of Seguin Main Street and CVB.

Celina Ross acknowledged the Ten Criteria Report.

7. Discussion and possible action on removing the two-hour parking restriction from the 100 block of East Donegan – Kyle Kramm, Main Street & CVB Director.

Guadalupe County has requested the removal of the two-hour parking restrictions within the 100 Block of East Donegan Street. Currently the south side is designated as all day parking and the north side is two-hour parking. The change would benefit the Courthouse and businesses along River Street.

Daniel Solis made a motion to approve the removal of the two hour parking on the north side of the 100 Block of East Donegan Street. Bob Etlinger seconded the motion. Motion carried.

8. Discussion and possible action on creating a committee to review Fix-It Façade grant applications – Kyle Kramm, Director of Seguin Main Street and CVB.

Deadline to receive Fix-It Façade applications will be December 22nd. Staff anticipates several applications and requests a committee be formed to score and review the applications. Anna Moreno, Celina Ross, Dana Hall and Alyssa White volunteered to review received applications. Kramm will be in contact with a meeting date.

9. Discussion of the Entrepreneurial Ecosystem workshop and grant – Kyle Kramm, Director of Seguin Main Street and CVB.


Seguin was selected as a pilot program for Main Street America's Entrepreneurship Ecosystem. The workshop was held on November 28th with Main Street staff, MSAB members, and business owners to discuss downtown resources, successes, opportunity and failures for small businesses. A \$2,000 grant is being given to put towards improving the environment for small businesses downtown.

10. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street and CVB.
 - a. Holiday Stroll (Nov. 30 – Dec. 2)


Kramm provided a summary of recent events.

11. Adjourn.

There being no further business, the meeting was adjourned at 6:19 p.m.



Celina Ross, Chair



Date