



**MAIN STREET  
& CVB**

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

**MAIN STREET ADVISORY BOARD MEETING MINUTES**  
Monday, February 19, 2018 @ 5:30 p.m.  
City Hall Annex Building Conference Room  
211 North River Street  
Seguin, TX 78155

Members Present:    Celina Ross                    Bob Etlinger  
                                 Andrea Hoffmann        Gregg Woodall  
                                 Daniel Solis                Alyssa White  
                                 Dana Hall

Others Present:        Kyle Kramm                Christy Hopper  
                                 Kelsey Gomez

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 Monday, January 22, 2018.

*Bob Etlinger made a motion to approve the meeting report as present. Gregg Woodall seconded the motion. Motion carried.*

4. Acknowledge Texas Main Street Report for January 2018.

*Celina Ross acknowledged the monthly report.*

5. Discussion and possible action on 2017 Downtown Awards – Kyle Kramm, Director of Seguin Main Street and CVB.

*After discussion the board members recommended the following to receive 2017 Downtown Awards: Jack Lee, SHS Interact Club, Volunteer of the Year; The Aumont, Downtown*

*Beautification; The Warehouse, Downtowner of the Year; Traveling Gypsy and You're So Crafty, Dynamic Downtown Business; Seguin Coffee Company, Newcomer of the Year; Dr. Val Cevallos, Cornerstone Business.*

*Bob Etlinger made a motion to approve the recommendations presented. Andrea Hoffman seconded the motion. Motion carried.*

6. Discussion and possible action on amending the Downtown Land Use Matrix – Kyle Kramm, Director of Seguin Main Street and CVB.

*A tattoo studio has shown possible interest in opening in the downtown historic district. Under the current land use matrix, a tattoo studio or parlor is not permitted in the downtown district.*

*Following the request, staff contacted other Main Street communities to discuss allowing tattoo parlors within a downtown district. There was a mix in responses in whether or not they are allowed.*

*Staff felt that while reviewing our policy on tattoo studios, it might be beneficial to review the entire land use matrix for the downtown historic district and discuss what uses are allowed in downtown.*

*The board has requested more in depth information on what is permitted, prohibited, specific use and limited use in the downtown historic district and meanings of each. The board will revisit at a later date. No action taken.*

7. Discussion and possible action on Entrepreneur Ecosystem – Kyle Kramm, Director of Seguin Main Street & CVB.

*Kramm briefed the board on the Entrepreneur Ecosystem Workshop presented by the National Main Street Program. The objective of the workshop was to understand the small business process, identify key assets, develop strategies to align development, and to understand the role of Main Street to lead community transformation through entrepreneurship.*

*The idea of a Downtown Social is to meet quarterly, the last Thursday of the month, in a downtown business establishment for a time of networking and informative discussions with business owners. The event would include a 15 minute session with a key speaker, a 15 minute update of downtown Seguin projects, and a social hour during the time from of 8-9:30 am or 5:30-7 pm. Each quarter would include new topics that would benefit these business owners and allow opportunity to discuss issues and concerns. Small business owners will receive personal invitations via email and in-person.*

*Another possible idea is to host a shark tank event, create a pop up shop, business plan competition and more. Seguin Main Street has received a \$2,000 grant to implement one of these recommendations. The Board will need to make some decisions on what direction to go.*

*The Board liked the idea of having quarterly meetings in the am hours at a downtown business, naming it Bacon, Eggs and Business. The proposed date for the first quarterly meeting will be March 29<sup>th</sup>, 8:00 – 9:30 am. Ideas of speakers are the Small Business Development Center, Texas Department of Transportation, social media or a retail display speaker. There was no further discussion.*

8. Discussion on 2017 Main Street Accreditation – Kyle Kramm, Director of Seguin Main Street & CVB.

*Kramm briefed the board on the accreditation received.*

9. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street and CVB.
  - a. ArtsFest (March 3)
  - b. Moonlight & Roses (April 6)
  - c. Earth Day/Trade Days (April 28)

*Kramm provided a summary of upcoming events and solicited volunteers.*

10. Adjourn.

*There being no further business the meeting adjourned at 6:38 pm.*



Celina Ross, Chair  
Main Street Advisory Board

4-23-18

Date