

## MAIN STREET & CVB

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## MAIN STREET ADVISORY BOARD MEETING MINUTES

Thursday, April 13, 2017 @ 5:30 p.m. City Hall Council Chambers 210 East Gonzales Street Seguin, TX 78155

Members Present:

Dana Overstreet

Thalia Stautzenberger

Celina Ross

Anna Moreno

Robert Etlinger

Others Present:

Kyle Kramm

Christy Hopper

Mary Jo Langford

ford Ana Nieto

Shanta Kuhl

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 Tuesday, March 28, 2017.

Robert Etlinger made a motion to approve the meeting report as presented. Dana Overstreet seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Report for March 2017.

Celina Ross acknowledged the March report.

5. Presentation and Discussion on Great Main Street Adventures – Shanta Kuhl, Great Main Street Adventures.

Shanta Kuhl made a presentation on the Great Main Street Adventures and their efforts to have the show picked up by PBS. Ms. Kuhl is soliciting sponsorships for their attendance at the National Main Street conference scheduled to be held in Pennsylvania April 29 – May 3, to introduce the program to those attending the conference. The Seguin Main Street Program and Economic Development sponsored \$4,000 towards the program. In return the city will be listed

as a sponsor; to include Seguin's logo and website link published in materials, daily social media posts on the Great Main Street Adventures' Facebook and Instagram pages by tagging the City of Seguin; promote Seguin and its location and proximity to Austin; and will give Seguin exposure by wearing branded t-shirts or carrying around Seguin tote bags during the conference. In addition, the Park Plaza Hotel sponsored a give-a-way for an overnight stay at the hotel, to include meals and entertainment.

6. Discussion and possible action on creating a downtown Hospitality Parking Pass – Kyle Kramm, Director of Seguin Main Street and CVB.

Due to downtown businesses having concerns for their customers parking over the two-hour limit, a Hospitality Parking Pass program has been designed for customers shopping in downtown. Ten passes would be provided to each downtown business monthly for their customers, allowing them to park over the two-hour limit. Main Street will be presenting the idea to City Council for approval on May 16<sup>th</sup> for approval.

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

7. Discussion and possible action on downtown parking regulations – Kyle Kramm, Director of Seguin Main Street and CVB.

Kramm solicited suggestions from downtown business owners on any recommendations needing to be made regarding the two hour parking. Suggested changes include changing the 200 block of E. Nolte on the north side of the street to all day parking for the Park Plaza Hotel guests; Donegan Street in front of the Magnolia Hotel, change three spaces that are currently all day to two hour parking; and in front of Cage and Kalkwarf, on Crockett Street, changing three spaces from all day to two hour parking.

These additional changes will be presented to city council on May 16<sup>th</sup> for approval.

- 8. Report on Upcoming/Recent Events Kyle Kramm, Director of Seguin Main Street and CVB.
  - a. Moonlight & Roses (Apr. 7)
  - b. Earth Day Celebration (Apr. 29)
  - c. Imagine the Possibilities Tour (May 31)

Kramm provided a summary of upcoming events.

9. Adjourn.

There being no further business, the meeting adjourned at 6:06 p.m.

Main Street Advisory Board