

Seguin Main Street Program
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MAIN STREET ADVISORY BOARD MEETING REPORT

Thursday, July 14, 2016 @ 5:30 p.m.
City Hall Annex Building Conference Room
211 North River Street
Seguin, TX 78155

Members Present: Hepzibah Hoffman-Rogers Robert Etlinger
 Kathy Cameron Daniel Solis
 Tony Flores Celina Ross
 Dana Overstreet Andrea Hoffman

Members Absent: Thalia Stautzenberger

Others Present: Kyle Kramm Christy Hopper
 Forrest Nolden

1. Call to Order.

The meeting was called to order at 5:30 p.m.

2. Roll Call.

A quorum was present.

3. Welcome new Board Member.

Kathy Cameron, owner of Mimi's Mini Mart and Secretary of the Seguin Guadalupe County Hispanic Chamber of Commerce was appointed by city council in place of James Garcia. Cameron is very excited about seeing downtown thrive and she is happy to be a part of its growth. The board members introduced themselves and welcomed Cameron as a new board member.

4. Approval of Meeting Report from Thursday, May 12, 2016.

Hepzibah Hoffmann-Rogers made a motion to approve the May 2016 report. Danny Solis seconded the motion, the motion carried unanimously.

5. Acknowledge Texas Main Street Reports for May and June 2016.

Kyle Kramm briefed the board on both the May and June 2016 reports. In the month of May, Main Street launched a Community Input Survey on Survey Monkey which resulted in 749 responses; a planning meeting for Fiestas Juan Seguin was held; it was Historic Preservation Month with proclamations signed by both the city and county; the Aumont Hotel was sold with

the new owners currently renovating the apartments; Kramm attended the National Main Street Conference; and Kramm learned about the refreshed Main Street approach.

In the month of June 2016 the Summer Concert Series was held each Sunday with the Patriotic Concert bringing in the largest crowd received to date; the MSAB and HDRC Workshop was held at the Park Plaza Hotel with an attendance of 50 people; Kramm gave a presentation to the Seguin Area Youth Leadership Association; the first Pecan Fest planning meeting was held; Kramm met with Texas Department of Transportation regarding wayfinding signage with downtown being the biggest destination; utility issues behind the Vivirox properties are being addressed. There is a 60-80 year old sewer main that was not in the public easement and serving six buildings. There was a concern, if the line fails, who is responsible for repairs. A new line is being installed on the city easement with all properties being tied in the same line, so it's now clear who will be maintaining the line. City Council awarded the first downtown low interest loan to Jason Howell for 101 S. River's second story; continuing to work on the Texas Capital Fund Project to include sidewalks, nine surveying proposals had been received, which will soon be awarded by city council; work continues on the Aumont Hotel and Seguin Brewing with Seguin Brewing expected to be open in August. City management made the decision to combine the Main Street and Convention and Visitor's Bureau Director Position into one department.

Kathy Cameron asked with the success of the Patriotic Concert, why the City doesn't continue to have the concerts throughout the month of July and August. Per Kramm, the cost of each concert is approximately \$800 - \$1,500. Donations received were approximately \$4,000, so funding is the number one reason, but also commitment from the staff in having to be present at each concert.

Andrea Hoffmann acknowledged the May and June 2016 reports.

6. Update on the Texas Downtown Association Roundtable to be hosted in Seguin – Kyle Kramm, Director of Main Street Program.

Per Texas Downtown Association's (TDA) request, the Central Texas Roundtable will be held here in Seguin at the new library on Nolte Street, with a backup location at the Texas Theatre. Registration will begin at 9:00 a.m. with the event ending at approximately 3:00 p.m. The first topic to be discussed will be "Growing Your Business through Philanthropy". Hepzibah Hoffman-Rogers, owner of Thunderpaws Canine Solutions and Mary Jo Langford, owner of Court Street Coffee Shop will be giving presentations since both are very focused on having fundraisers for area nonprofit organizations. The next session for discussion will be "Locals Moving their Business to Downtown". Speakers are Brian Wallace, owner of Seguin Brewing Company and Carlos Moreno, owner of LoneStar Home Solutions. Both have located their businesses in the downtown historic district. You will hear what triggered their decisions and why they think downtown is important. When everyone reconvenes after lunch, Kramm will discuss the new work plan following the Refreshed Approach of creating Transformation Strategies. The roundtable will conclude with an optional tour of downtown Seguin learning about the history and the recent developments in the downtown area. The Roundtable is a state-wide invitation with 25-35 anticipated participants possibly more since this is the first roundtable held in Central Texas for quite some time. Kramm extended an invitation to the board members to attend if they wish.

7. Discussion and possible action on the remaining structure at 200 South Camp Street – Kyle Kramm, Director of Main Street Program.

Per Kramm, the original structure of the First Baptist Church, 200 South Camp Street, was built in 1877 out of limecrete. There was a small addition added in 1916 and a larger one added in the 1950's. On Wednesday, July 6, 2016, at 1:30 a.m. the building caught on fire. Fortunately, the six residents were able to escape with no injury, but the building is severely damaged. Kramm presented photos, the roof caved into the first floor causing the first floor to fall; and cracks in the walls had developed throughout the remaining structure from the fire. It was determined, that due to life and safety hazards the south portion of the building built in the 1950's needed to be demolished as soon as possible. The south portion of the building was demolished on Wednesday, July 13. It is believed the fire started on the outside of the building, which has been determined to be suspicious. The investigation continues with both state and local fire marshals.

A Historic Design Review Committee meeting is scheduled to be held on Friday, July 15th, to determine if the structure should be repaired or torn down. The property owner wishes to tear down the building since the insurance company has determined it to be a total loss. The board will meet to determine the next step. If repairs are suggested to be done, there are emergency grants that can be submitted for structural engineering purposes, but ultimately, the repairs would be the owner's responsibility. Unfortunately, more than likely, the cost would be too high for the repairs, but as the Historic Preservation Officer, Kramm wanted to take to the board for direction. The Historic Design Review Committee needs to determine to either, allow the entire building to be demolished at this time without the 90 day stay; or have the remaining structure evaluated by a structural engineer with a grant through the National Trust of Historic Preservation.

8. Discussion and possible action on downtown work plan and core values for the Seguin Main Street Program – Kyle Kramm, Director of Main Street Program.

Kramm presented notes from Seguin Main Street and Texas Main Street taken during the June 2nd Community Workshop. As a result of the workshop and the community survey, the first transformation strategy recommended is making "Downtown a Destination for Locals", if the heart of the community draws locals, then, visitors will follow. Kramm incorporated the Main Street Four Approach; organization, design, promotion, and economic vitality, listing the tasks under each approach that are important in making that strategy coming into fruition.

Organization approach: suggestions were to have better communication, website development and have one portal for everyone to access. Soon the city will have a new website to include a calendar so the community can upload events. Downtown is a Destination for Locals, Downtown is the heart of the community, but the whole community does not come to downtown. With the hope of making downtown a draw for locals, visitors will follow. Suggestions were to have quarterly downtown business meetings and developing partners. Partners to help sponsor events whether businesses or not for profits, either with expanding the current events or hosting new ones.

Design approach: Parking and Wayfinding Signage needs to be a priority; public restrooms; and reviewing of the Development Codes and Design Guidelines. Investigate how using the International Building Code is a hindrance to businesses coming to downtown Seguin. What are the advantages if we go with the existing building code? Making changes to the Design Guidelines making them more personalized for Seguin.

Promotion approach: Event additions to get customers into the stores; develop a locals discount reward program; and to development a local marketing plan, CVB handles all of the

advertising for the events, also of which is outside of the community; we need to come up with a plan on how to target locals to downtown.

Economic Vitality approach: the top five businesses that the community wants to see downtown are a bakery, bars, and restaurants with entertainment; extending the hours of operation for downtown businesses, with the most popular time to shop is on Friday evenings; all stores should have the same hours; and lastly using arts as a tool for economic development. Making second stories buildings for artists to live in and trying to recruit art galleries on the first floor. Assisting the Art League with their building, promoting Court Street Coffee Shop, the Park Plaza Hotel, Playoffs Sports Bar and Grill, and Austin Street Live using those venues to promote local bands and artists that will bring people downtown to eat, drink and socialize.

Kathy Cameron suggested having a meeting open to the public to discuss, how to start a business in downtown. Kramm had suggested to develop a recruitment package targeting restaurants using information from the survey and Seguin's demographics; to research and propose possible incentives geared towards restaurants.

Kramm asked the board to be active and assist in whatever might be needed within the department. Such as, to help keep the website up to date, by checking it and letting him know what needs to be updated, or perhaps to review the different codes, making recommendations, etc.

Robert Etlinger is going to investigate if other cities have developed alternate building codes for historic buildings. Per Kramm, he had sent out an email to the Main Street list serve asking if anyone had developed a code specific to their city. Unfortunately, the only response received, was from the state who is working on a summary that should be out within the next few months.

The board discussed having set hours for all businesses on a trial basis to see if later hours would increase business.

9. Report on Upcoming/Recent Events – Kyle Kramm, Director of Main Street Program.
 - a. June Concert Series (Every Sunday in June)

All of the concerts were well attended.

- b. Fourth of July Celebrations (July 2 – 4)

Freedom Fiestas was held on Saturday, July 3rd; the Patriotic Concert was well attended with approximately 700 in attendance with it being a record number; later that evening was the fireworks display; the Fourth of July Parade consisted of 176 floats; and the parade was well attended with 1000's of citizens lining the streets. All events were a huge success.

- c. Pecan Fest (Oct. 28-30)

Pecan Fest planning meetings have already begun. On Friday, October 28th, the event will be more of a relaxing evening at restaurants and bars with a Pub Crawl; Saturday, October 29th will feature Trade Days with a beer and wine garden, the Juan Seguin Celebration, the Red Barn, Teatro de artes de Juan Seguin and the Heritage Museum will all be open and feature events, with a Juan Seguin Pecan Party– Hats Off to Juan

Seguin event that evening; Sunday, October 30th, will be a time to reflect on history with cemetery tours; Sebastopol House and the Magnolia Hotel open for tours.

10. Adjourn.

There being no more business, the meeting was adjourned at 6:53 p.m.

At Hoff

Andrea Hoffmann, Chair
Main Street Advisory Board

10-13-14

Date