



MAIN STREET PROGRAM

MAIN STREET ADVISORY BOARD MEETING MINUTES

Thursday, August 11, 2016 @ 5:30 p.m.
Municipal Annex Building Conference Room
211 North River Street
Seguin, TX 78155

Members Present: Thalia Stautzenberger Dana Overstreet
 Kathy Cameron Celina Ross
 Andrea Hoffmann Tony Flores

Others Present: Kyle Kramm Christy Hopper

1. Call to Order.

The meeting was called to order at 5:30 by chair Andrea Hoffmann.

2. Roll Call.

A quorum was present.

3. Approval of Meeting Report from Thursday, July 14, 2016.

Dana Overstreet made a motion to approve the July meeting report as presented. Cathy Cameron seconded the motion. Motion carried.

4. Acknowledge Texas Main Street Reports for July 2016.

Chair Andrea Hoffmann acknowledged the July 2016 Texas Main Street Reports.

5. Discussion of recognizing Seguin Main Street's 20th Anniversary – Kyle Kramm, Director of Seguin Main Street and CVB.

Seguin was originally a Main Street committee from 1981 – 1984, and rejoined in 1997 and have been active ever since. Next year Seguin Main Street will be celebrating a 20 year anniversary and staff is recommending a special committee to develop a series of events to celebrate this accomplishment. A few recommendations were made for the celebration.

The following board members volunteered to serve on a committee to discuss possible ways to celebrate these milestone years: Cathy Cameron, Andrea Hoffmann, Dana Overstreet, and Celina Ross.

The kick off will be scheduled in January 2017.

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

At the July 14th board meeting Kramm presented the downtown work plan and core values in making "Downtown a Destination for Locals". Since that time, a few a changes and additions had been made to include setting the budgets for each. As the changes were presented, board members volunteered to assist with the following: Transformation Strategy number one, Organization, Effective Communication and Quarterly Downtown Business Meetings, Dana Overstreet; and Developing Partners, staff. Transformation Strategy, Design, Public Restrooms, Thalia Stautzenberger; and Review of Development Codes and Design Guidelines, Andrea Hoffmann. Transformation Strategy, Promotion, Develop a Locals Shopping Rewards Card/Downtown Gift Cards, Downtown Business Alliance; and Development a Local Marketing Plan, Convention and Visitors Bureau staff. Transformation Strategy, Economic Restructuring, Recruitment of Dining and Drinking Establishments, Celina Ross; and Extending Hours of Operation, Kathy Cameron.

7. Discussion on Celebrate Main Street – Kyle Kramm, Director of Seguin Main Street and CVB.

Kramm briefed the board on celebrating Main Street. In 1981, Texas Main Street selected four separate cities to work on downtown revitalization with Seguin being one of them. It's now been 35 years, and there are currently 87 certified Main Street cities. To celebrate the 35 year milestone, Texas Main Street is hosting a sweepstakes with prize packages offering a weekend getaway in four difference Main Street cities. Seguin has been chosen one of those four cities. The weekend getaway includes two nights at the Park Plaza Hotel Seguin, a tour of Sebastopol House, meals at Tavern on the Creek, Court Street Coffee Shop, the Chop House and Power Plant Texas Grill. The sweepstakes has reached 35,000 on Facebook, with 2,000 clicking on the link.

8. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street and CVB.
 - a. Pontiac Car Club Show (Sept. 24)
 - b. Scarecrow Competition (Oct. 4)
 - c. Pecan Fest (Oct. 28-30)
 - d. Holiday Stroll (Dec. 1 -3)

Kramm provided a summary of the events that had passed and updated on plans for upcoming events. Kramm asked for volunteers for Holiday Stroll.

9. Adjourn.

There being no further business the meeting adjourned at 6:18 p.m.



Andrea Hoffmann, Chair
Main Street Advisory Board

10-13-16

Date