



**MAIN STREET  
& CVB**

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**MAIN STREET ADVISORY BOARD MEETING MINUTES**

Monday, August 20, 2018 @ 5:30 p.m.

City Hall Council Chambers  
210 East Gonzales Street  
Seguin, TX 78155

Members Present: **Robert Etlinger**  
**Gregg Woodall**  
**Anna Moreno**  
**Celina Ross**

**Natalie Jones**  
**Dana Hall**

Other Members: **Kyle Kramm**

**Christy Hopper**

1. Call to Order.

*The meeting was called to order at 5:34 pm.*

2. Roll Call.

*A quorum was present.*

3. Approval of Meeting Report from Monday, July 23, 2018.

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

4. Acknowledge Texas Main Street Reports for July 2018.

*The monthly report was acknowledged.*

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

***The board voted at the July monthly meeting to amend the two-hour parking in the 400 block North Austin Street to all day parking per the request of one of the business owners. After the meeting, several individuals contacted city staff and City Council disapproving of the change. After more discussion, the board chose to keep the same recommendation as discussed at the July meeting to have the 400 block North Austin Street as all day parking.***

6. Discussion of Downtown Comes to You - Kyle Kramm, Director of Seguin Main Street & CVB.

***Downtown businesses were invited to participate in two separate "Downtown Comes to You" events. These events allow the downtown retailers to set up a booth with large employers as a way to educate them about downtown options.***

***The first event took place during Seguin ISD's convocation on Monday, August 20<sup>th</sup> and second at SEDC's Business Appreciation Event on Thursday, August 23<sup>rd</sup>. Six businesses participated in each event.***

7. Discussion and possible action on future Bacon, Eggs & Business topics - Kyle Kramm, Director of Seguin Main Street & CVB.

***Per the Board's direction, staff invited New Braunfels Main Street and their Downtown Business Alliance (DBA) to do a presentation at the upcoming September, Bacon, Eggs & Business event. Unfortunately, they are not available to speak until the December quarterly meeting.***

***Kramm requested additional recommendations suggesting that Georgetown and San Marcos have DBA's that work very closely with the Main Street Program. Per the board's direction, Kramm will invite Georgetown, if they are not available he will invite San Marcos to discuss the partnership between their Main Street Program and DBA.***

8. Discussion on business plan competition – Kyle Kramm, Director of Seguin Main Street & CVB.

***On November 27, 2017, the National Main Street Program presented an Entrepreneurship Ecosystem Workshop to the Main Street Advisory Board and local entrepreneurs. The objective was to understand the small business process, identify key assets, develop strategies to align development, and to understand the role of a leading community transformation.***

***The grant included \$2,000, for which the Board decided to use some of the money for hosting a business plan competition. The purpose of this competition is to provide business ideas aligned with Seguin's downtown transformation through entrepreneurship and existing businesses. The selected winner(s) will be awarded funds that will improve business and overall economic revitalization of downtown.***

***Kramm requested the board's direction as to whether or not they prefer a formal written business plan or have them present a 90 second pitch about their idea or project in a casual setting. After discussion, the board requested that the business plan be written and presented by someone who has the passion to open a business in downtown Seguin. First place winner would receive \$1,000 in prize money along with a lawyer and CPA donating time in making the business plan a reality and second place would receive \$500.***

9. Discussion and direction on Pecan Fest 2018 – Kyle Kramm, Director of Seguin Main Street & CVB.

*Kramm briefed the board on plans which are underway for the upcoming Pecan Fest scheduled October 26-28, 2018.*

*Teatro de Artes de Juan Seguin will be hosting a dance at their location on Friday evening, October 26<sup>th</sup>.*

*Saturday morning starting at 8:30 am, the Seguin Education Foundation will host the Healthy Nut Run. Trade Days will begin at 10:00 am in Central Park featuring entertainment, a Texas Mead Fest, vendors, performances by school groups, a pecan shelling contest, and Seguin Art League will have children's activities.*

*Hats Off to Juan Seguin Hat Contest will be held Saturday evening in Central Park with the pub crawl to begin immediately after the hat contest. Everyone will be encouraged to wear their hat while attending the pub crawl.*

*The Affiliation will be hosting two separate Riverside Cemetery Tours on Sunday.*

*Kramm is soliciting volunteers to help out at the events being held in Central Park on Saturday.*

10. Discussion and direction on ordinances regulating downtown operations – Kyle Kramm, Director of Seguin Main Street & CVB.

*Staff is working on several ordinances which will impact downtown. Currently, we have a preservation ordinance which establishes the Historic Design Review Committee. It provides for designating local landmarks, review and approvals of changes for historic properties within the district and developing design guidelines. There are some significant changes that are recommended to include renaming the committee to commission, increasing the number of members on the committee, allowing the committee to designate landmarks without the owner's request, beef up enforcement and raise the minimum standards for buildings.*

*The Sign Ordinance needs minimal changes to include a review of allowed materials, size of signs and defining the review process.*

*Several communities have adopted a Vacant Building Ordinance that requires space that is empty for an extended period of time required to do an annual inspection by the building official, fire marshal, and health inspector. In addition, it could set the minimum standard of care to include not allowing boarded up windows, the requirement of proof of insurance on the building and more.*

*Sidewalk Displays and Cafes Ordinance mandating the use of the sidewalks in front of their storefront and that they are required to leave a four (4) foot pathway for pedestrians. A display and café ordinance could set allowable materials, restrictions on placement of displays, condition of displays, conditions of planters, require insurance and more.*

*And lastly, a Downtown Development Guide would summarize ordinances, define the process for opening a business in downtown, available incentives, event calendar and more.*

11. Discussion regarding the board retreat – Kyle Kramm, Director of Seguin Main Street & CVB.

*A board retreat has been scheduled on Thursday, October 4, 2018, to visit the cities of Bastrop and Elgin. The board would leave Seguin at 8:30 am, arriving in Bastrop for a tour and discussions at approximately 10:00 am. Lunch would be in Bastrop, immediately after lunch leave for Elgin arriving at approximately 1:30 pm for a couple of hours, arriving back in Seguin around 5:00 pm.*

*Kramm has requested the date be placed on the boards calendar and is soliciting questions prior to arriving.*

*To date, the following board members will be attending: Celina Ross, Anna Moreno, Gregg Woodall, and Natalie Jones.*

12. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street & CVB.

- a. Third Thursdays
- b. Seguin High School Class of 2008 (September 1)
- c. Fiestas Patrias (September 15)
- d. Oktoberfest (September 28 – 29)
- e. Guadalupe County Fair Parade (October 13)
- f. Kids Day in the Park (October 20)
- g. Pecan Fest (October 26-28)
- h. Shop Local Shop Seguin (November 20)
- i. Holiday Stroll (November 29 – 30; December 1)

*Kramm provided a summary of the past and upcoming events.*

13. Adjourn.

*There being no further business the meeting was adjourned at 6:37 pm.*

  
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*Celina Ross, Chair*  
*Main Street Advisory Board*

*9-17-18*  
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*Date*