



**MAIN STREET  
& CVB**

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**MAIN STREET ADVISORY BOARD MEETING MINUTES**

Monday, September 17, 2018 @ 5:30 p.m.  
City Hall Council Chambers  
210 East Gonzales Street  
Seguin, TX 78155

Members Present:     **Robert Etlinger**                     **Natalie Jones**  
                              **Gregg Woodall**                     **Dana Hall**  
                              **Daniel Solis**                         **Andrea Hoffmann**

Other Members:     **Kyle Kramm**                             **Christy Hopper**

1. Call to Order.

*The meeting was called to order at 5:31 pm.*

2. Roll Call.

*A quorum was present.*

3. Approval of Meeting Report from Monday, August 20, 2018.

*Robert Etlinger made a motion to approve the August meeting report as presented. Daniel Solis seconded the motion. Motion carried.*

4. Acknowledge Texas Main Street Reports for August 2018.

*The monthly report was acknowledged.*

5. Discussion and possible action regarding the Board Accountability Agreement – Kyle Kramm, Director of Seguin Main Street & CVB.

*Kramm presented a board accountability agreement which outlines the board's position, individual standards, and expectations. The agreement will assist staff in board recruitment and development.*

*Gregg Woodall made a motion to accept the Board Accountability Agreement as presented. Robert Etlinger seconded the motion. Motion carried.*

6. Discussion and possible action regarding the Preservation Ordinance changes – Kyle Kramm, Director of Seguin Main Street & CVB.

*Kramm presented a draft Historic Preservation Ordinance with revisions made by both staff and the Historic Design Review Committee. The ordinance establishes the Historic Design Review Committee, provides for designating local landmarks, review and approvals of changes for historic properties within districts and developing design guidelines. However, there are some significant changes that could be recommended for amending the ordinance. Some of the changes include renaming the committee to commission, allowing the committee/commission to designate landmarks without the owner's request, responsibilities of the Historic Preservation Officer, beef-up enforcement and raise the minimum standards for the buildings.*

*Robert Etlinger suggested incorporating the legal statutes allowing for the adoption of this ordinance and getting a legal opinion regarding the logistics of the process in filing as a recorded document. Per Kramm, it will be presented to Andy Quittner, City Attorney, and Planning and Zoning for further suggestions and revisions prior to final approval by City Council.*

*No motion required.*

7. Discussion and possible action regarding the Downtown Action Plan – Kyle Kramm, Director of Seguin Main Street & CVB.

*Per Kramm, since the Downtown Action Plan was not adopted in budget year 2018-2019, he is suggesting applying for a Downtown Action Plan through the Texas Historical Commission's Town Square Initiative (TSI). The TSI selects one community a year to work with to develop a downtown action plan that is a specialized downtown planning report with program and policy recommendations to comprehensively address local barriers to redevelopment and reinvestment in downtown. While this would not be a downtown comprehensive plan, it could serve as an important tool for downtown revitalization until the City is able to afford a master plan.*

*The applications are due in November and priority goes to cities that have a restored courthouse that used the THC's Courthouse Preservation Program and smaller rural communities.*

*Staff is requesting support from the board and informing them about the time commitment that will be expected if Seguin is selected. The Board would need to attend public forums, promotion of surveys, and meetings that assist in gathering data. There was a consensus that staff would receive support from the board.*

*No motion required.*

8. Discussion and possible action regarding a planter program – Kyle Kramm, Director of Seguin Main Street & CVB.

*Per Kramm, in the early 2000's, a large number of planters were donated to the Main Street Program and were spread out over the downtown district. When the planter program began, Main Street staff took care of the planters, driving with water buckets in the back of their vehicles. The program adapted over the years and businesses took on the responsibility of taking care of the planters. As businesses changed, the location of the planters changed and were placed with businesses who would take care of them leading to some blocks with five planters and some with one or none.*

*At a previous Board meeting, staff brought up a concern from citizens about the planters not being taken care of and their sporadic dispersion throughout the district. After the meeting two board members (Dana and Anna) said they would be willing to work on a special committee to discuss the future of the planters. They met last week with one of the citizens who expressed concerns and designed a plan for the planters and is now seeking input from the entire Board.*

*The plan calls for taking the 31 existing planters and placing them along the west side of Austin Street between Washington and Gonzales, the east side of Austin Street from Court to Gonzales, and the north and south side of Court Street between Crockett and Camp.*

*Additionally, staff has received a quote for twelve Mediterranean rectangle planters for placement along Camp, River, Gonzales and Nolte Streets. The received quote totaled \$9,614.00. Staff is in the process of preparing a Help Seguin Shine grant application for covering the cost.*

*Staff will need support from the Board on the plan as planters are moved from businesses that have taken care of them in the past.*

*Additionally, staff will still request that businesses take care of the planters, but will also use the parking enforcement officer for assisting in maintaining the planters.*

*Robert Etlinger made a motion in support of staff submitting a Help Seguin Shine grant to cover the cost of the planters. Dana Hall seconded the motion. Motion carried.*

9. Report on Upcoming/Recent Events – Kyle Kramm, Director of Seguin Main Street & CVB.
  - a. Fiestas Patrias (September 29)
  - b. Oktoberfest (September 28 – 29)
  - c. Guadalupe County Fair Parade (October 13)
  - d. Kids Day in the Park (October 20)
  - e. Pecan Fest (October 26-28)
  - f. Shop Local Shop Seguin (November 20)
  - g. Holiday Stroll (November 29 – 30; December 1)

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

10. Adjourn.

*There being no further business the meeting was adjourned at 6:30 p.m.*

  
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Celina Ross, Chair  
Main Street Advisory Board

10-15-18  
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Date