



**Main Street Advisory Board Meeting Agenda
December 18, 2024 at 9:00 AM
Kerrville Upstairs Large Conference Room**



CALL TO ORDER:

1. **PUBLIC COMMENT PERIOD:**

2. **APPROVAL OF MINUTES:**

2.A Minutes from the Main Street Advisory Board (MSAB) meeting held on November 20, 2024.

3. **INFORMATION AND DISCUSSION:**

3.A Water Street Festival in Downtown Kerrville 10/25/25

3.B 1st Friday Wine Share

3.C Downtown Parking Garage Future Renovations/Promotion of Garage with third floor marketing.

Downtown Business Owners

Downtown Walking Tour Sign project

Main Street Newsletter project and directory

4. **ITEMS FOR FUTURE AGENDAS:**

ADJOURN.

The facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-258-1118 for further information.
I hereby certify that this agenda was posted as notice of the meeting on the bulletin board at the City Hall of the City of Kerrville, Texas, and on the City's website on December 09, 2024 at 11:15am, and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.
Shelley McElhannon, TRMC, City Secretary, City of Kerrville, Texas



**TO BE CONSIDERED BY THE MAIN STREET ADVISORY BOARD
CITY OF KERRVILLE, TEXAS**

CAPTION: Minutes from the Main Street Advisory Board (MSAB) meeting held on November 20, 2024.

AGENDA DATE: December 18, 2024

DATE SUBMITTED: 09/24/2024

SUBMITTED BY:

EXHIBITS:

1. MSAB Meeting Minutes 11-20-2024

Expenditure:

Account Number:

**Payment to/Vendor
name:**

Amount Budgeted:

Account Balance:

Kerrville 2050 Item?

No

Key Priority Area:

SUMMARY:

Minutes from the Main Street Advisory Board (MSAB) meeting held on November 20, 2024.

RECOMMENDED ACTION:

Approve Minutes as presented.

CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD MEETING
November 20, 2024

On November 20, 2024, the Main Street Advisory Board was called to order by Chair Bethany Mikeska, at 8:59 am, in the Upstairs Conference Room at City Hall, 701 Main Street, Kerrville, Texas.

Members Present:

Bethany Mikeska - Chair
Dr. William Rector, Vice-Chair
Sarah Lewis
Delayne Sigerman
Howard Taylor
Jim Mullins

Members Absent:

Katherine Howard: Ex-Officio - TIRZ

City Executive Staff Present:

Michael Hornes, Assistant City Manager
Anello Zaroni, Management Analyst

- 1 **CALL TO ORDER:** Chair Mikeska called the meeting to order at 8:59 am.
- 2 **PUBLIC COMMENT PERIOD:** Schreiner graphic design majors' presentation. They created Flyers for Christmas Artisan market, half page paper ad and stickers personalized for different shops downtown. Debbie Wilson agreed to pay for it. Cost for the ad is around \$600.

3 **APPROVAL OF MINUTES:**

- 1.A [Minutes from the regular Main Street Advisory Board \(MSAB\) meeting held on November 20, 2024.](#)

Delayne Sigerman motioned to approve the minutes as presented, and Vice-Chair Dr. William Rector seconded. The Motion passed 6-0.

4 **INFORMATION AND DISCUSSION:**

- 1.A **Overview of Downtown Projects:**

Downtown Parking Garage-

Delayne went over the results of the parking garage promotion.

Discussed the lack of usage at the parking garage and future renovation ideas.

Howard Taylor brought up a signage idea for the sky bridge.

Dr. William Rector discussed coupon idea to promote parking garage for downtown merchants.

Talked about interior lighting and QR code for coupons.

Grand reopening of parking garage.

Move the Free Parking sign further down the street to make it more visible.

Dr. William Rector to talk to merchants about 10% coupon.

Discussed plants for the planter boxes.

December 14th next date for Garage promotion.

Facebook page.

Schreiner Students to help with social media.

Discussed TikTok and Instagram

Downtown Business Owners-

Dr. Rector said he has about 99% of all the downtown business owners on the list.

They want to make a centralized list.

Discussed redacting certain information.

Sarah Lewis is going to work on the list.

Downtown Walking Tour Sign project-

Delayne suggested to move it to 2025 and have a designated board member to head it.

Delayne suggested to have a workshop for this project.

They want to make a committee for this project.

Dr. Rector suggested having a core downtown.

Howard Taylor requested a workshop for December.

Dr. Rector asked about Main Street boundaries.

Downtown cultural district application due January 31st

December 11th TIRZ meeting was brought up.

Table the Walking Tour Sign Project until next meeting

Discussed the parameters of the project.

Main Street Newsletter-

Tabled for next meeting.

Goal to have their own newsletter.

Discussed the Facebook page and Newsletter outreach.

Share Garage promotion.

5 CONSIDERATION AND POSSIBLE ACTION:

Art Festival to occur October 25, 2025

Walking Art with Farmers Market

Water Street Festival as new name

Delayne makes a motion for Festival Committee to create a committee from Main Street,

Dr. William Rector Seconded; motion approved 60.

Designation for Cultural Arts Foundation Application-

Howard Taylor discusses the application and its process

Michael Hornes brought up the Downtown portion of the 2050 Comp Plan

6 ITEMS FOR FUTURE AGENDAS:

- Main Street Newsletter
- Downtown Walking Tour Sign project
- Downtown Business Owners
- Going over the procedure of downtown road closures.
- Name tags

7 **ADJOURNMENT.** Chair Mikeska adjourned the meeting at 10:14 am.

Minutes Approved by Main Street Advisory Board:

Approved By: _____
Chair Bethany Mikeska

Attest: _____
Management Analyst, Anello Zaroni