



Economic Improvement Corporation
Regular Meeting Agenda
March 16, 2026 at 4:00 PM
City Hall, 701 Main Street, Kerrville, Texas



CALL TO ORDER:

1. **INVOCATION:**

2. **VISITORS/CITIZENS FORUM:** *Any citizen with business not scheduled on the agenda may speak to the Economic Improvement Corporation. No deliberation or action can be taken on these items because the Open Meetings Act requires an item be posted on an agenda 3 business days before the meeting. Visitors are asked to limit their presentation to three minutes.*

3. **APPROVAL OF MINUTES:**

- 3.A Minutes from the regular Economic Improvement Corporation (EIC) meeting held on February 23, 2026. (K Franchina, Deputy City Secretary)

4. **MONTHLY REPORTS:**

- 4.A Kerrville Economic Development Boards Update (Tax Increment Reinvestment Zone #1 and Cultural & Arts District) as to its Exterior Enhancement Grant Program and grants awarded for City projects. (K Hagemeyer, Economic Development Manager)
- 4.B Kerrville Economic Improvement Corporation (EIC) project status update for the following projects: Olympic Pool Renovations, Cailloux Theater Improvements, Travis Street Pump Station Upsizing, A.C. Schreiner House/HHHC, Granger McDonald Park, Schreiner University CTWD and Edington Gym Upgrades, and James Avery Traffic Signal. (M Hornes, Assistant City Manager)
- 4.C February 2026 Monthly Financial Report. (T Rodriguez, Assistant Director of Finance)

5. **INFORMATION AND DISCUSSION:**

- 5.A Consider additional funding for the Administrative Services Contract with the City of Kerrville to include the funding for the Economic Development Manager. (M Hornes, Assistant City Manager)

6. **CONSIDERATION AND POSSIBLE ACTION:**

- 6.A Contract with The Retail Coach for a retail market analysis. (K Hagemeyer, Economic Development Manager)

7. **EXECUTIVE SESSION:** *Economic Improvement Corporation may, as permitted by law, adjourn into executive session at any time to discuss any matter listed above if items meet the qualifications in Chapter 551 of the Texas Government Code. Economic Improvement Corporation also reserves the right to meet in executive session on the following issue(s):*

8. **ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION, IF ANY.**

9. **ITEMS FOR FUTURE AGENDAS:** *Economic Improvement Corporation may suggest items or topics 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 the following date and time: **3/10/2026 at 4:00 pm.** and remained posted continuously for at least 3 business days preceding the scheduled time of the meeting.

Kesha Franchina, TRMC

Kesha Franchina, TRMC, Deputy City Secretary, City of Kerrville, Texas



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT
CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: Minutes from the regular Economic Improvement Corporation (EIC) meeting held on February 23, 2026. (K Franchina, Deputy City Secretary)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 08/27/2025

SUBMITTED BY:

EXHIBITS:

1. EIC Minutes 2-23-2026

Expenditure:

Account Number:

**Payment to/Vendor
name:**

Amount Budgeted:

Account Balance:

Kerrville 2050 Item?

No

Key Priority Area:

SUMMARY:

EIC minutes from the meeting held on February 23, 2026.

RECOMMENDED ACTION:

Approve minutes as presented.

**ECONOMIC IMPROVEMENT CORPORATION
REGULAR MEETING MINUTES**

**KERRVILLE, TEXAS
FEBRUARY 23, 2026 4:00 PM**

On February 23, 2026 at 4:00 PM, President Celeste Hamman called the Kerrville Economic Improvement Corporation meeting to order in City Hall Council Chambers, 701 Main Street. Vice-President Gilberto Paiz led the invocation.

EIC MEMBERS PRESENT:

Celeste Hamman, President
Gilberto Paiz, Vice President
Kyle Bond, "GO Team"
Denny Foster
T. Beck Gipson, KEDC

EIC MEMBERS ABSENT:

Councilmember Kent McKinney
Ryan Pendergraft

CITY EXECUTIVE STAFF:

Michael Hornes, Asst City Manager
Kim Meismer, Asst City Manager
William Tatsch, Interim City Attorney
Keshia Franchina, Deputy City Secretary
Jay Brimhall, Director of Parks and Recreation
Kelly Hornes, Economic Development Manager
Trina Rodriguez, Assistant Director of Finance

VISITORS PRESENT: There were no citizen speakers.

CALL TO ORDER: President Celeste Hamman called the meeting to order at 4:00 pm.

1. **INVOCATION:**

Vice-President Gilberto Paiz led the invocation.

2. **VISITORS/CITIZENS FORUM:**

There were no citizen speakers.

3. **APPROVAL OF MINUTES:**

3.A Minutes from the regular Economic Improvement Corporation (EIC) meeting held on December 15, 2025.

President Hamman motioned for all in favor of approving the minutes to raise their hands. Kyle Bond, Denny Foster, Beck Gipson, President Hamman, and Vice-President Paiz raised their hands. There were no nays. The motion passed 5-0.

4. **MONTHLY REPORTS:**

4.A Kerrville Economic Development Corporation (KEDC) update as to its operations and efforts to develop and attract economic development.

Theresa Metcalf presented the KEDC update and responded to questions.

4.B Kerrville Economic Development Boards Update (TIRZ #1 and Cultural & Arts District).

Kelly Hagemeyer presented the Economic Development Board update. There were no questions.

4.C Kerrville Economic Improvement Corporation (EIC) project status update for the following projects: Olympic Pool Renovations, Cailloux Theater Improvements, Travis Street Pump Station Upsizing, A.C. Schreiner House/HHHC, Granger McDonald Park, Mariposa.

Michael Hornes presented the EIC project status update. There were no questions.

4.D January 2026 Monthly Financial Report.

Trina Rodriguez presented the monthly financial update and responded to questions.

5. **CONSIDERATION AND POSSIBLE ACTION:**

5.A Megaacrete update on property and future use.

Michael Hornes presented an update on the Megaacrete property and responded to questions.

5.B Project Review and Economic Strategic Vision.

Michael Hornes presented a review of projects and responded to questions.

Kelly Hagemeyer presented an overview of the Office of the Governor Economic Tour with Adriana Cruz, Executive Director, and responded to questions.

There was no action taken.

6. **EXECUTIVE SESSION:**

EIC did not go into closed Executive Session.

7. **ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION, IF ANY.**

None.

8. **ITEMS FOR FUTURE AGENDAS:**

ADJOURN. President Hamman adjourned the meeting at 5:29 pm.

APPROVED BY EIC: _____

APPROVED:

Celeste Hamman, EIC President

ATTEST:

Keshia Franchina, Deputy City Secretary



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: Kerrville Economic Development Boards Update (Tax Increment Reinvestment Zone #1 and Cultural & Arts District) as to its Exterior Enhancement Grant Program and grants awarded for City projects. (K Hagemeyer, Economic Development Manager)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 02/05/2026

SUBMITTED BY:

EXHIBITS:

None

Expenditure:
Account Number:
Payment to/Vendor name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?
Yes

Key Priority Area:
D – Downtown Revitalization

SUMMARY:

Staff to present.

RECOMMENDED ACTION:

Information only; no action required.



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: Kerrville Economic Improvement Corporation (EIC) project status update for the following projects: Olympic Pool Renovations, Cailloux Theater Improvements, Travis Street Pump Station Upsizing, A.C. Schreiner House/HHHC, Granger McDonald Park, Schreiner University CTWD and Edington Gym Upgrades, and James Avery Traffic Signal. (M Hornes, Assistant City Manager)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 08/27/2025

SUBMITTED BY:

EXHIBITS:

1. 3-10-2026 EIC Project Update

Expenditure:
Account Number:
Payment to/Vendor name:

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?
Yes

Key Priority Area:
C – Community/Neighborhood, D – Downtown Revitalization, E – Economic Development, F – Public Facilities/Services, H – Housing, L – Land Use, M – Mobility/Transportation, P – Parks/Open Space/River Corridor, W – Water/Wastewater/Drainage

SUMMARY:

RECOMMENDED ACTION:
Information only; no action required.

Monthly EIC Project Status Report

	Project Name	Description	Estimated Design Completion	Estimated Construction Completion	Comments
1	Downtown Area Streetscape	Relocate overhead utility lines to underground; improved beautification of the garage with limestone influences, LED light upgrades and wrought iron railing.	N/A	Complete	KPUB portion is complete for underground utility work. Stop signs installed, masonry and wrought iron railing installed. Street lighting installed on Water Street. Decorative lighting to be installed on Clay St. near Downtown Parking Garage. Anticipated lighting completion of March, 2026.
2	Scott Schreiner Golf Course improvements	Improvements to the existing golf course	Complete	Complete	EIC and City Council approvals for funding complete. Design complete. Construction is complete.
3	Olympic Pool renovations	Renovations to the Olympic pool	Feb-2025	Summer 2026	EIC and City Council approvals for funding complete. Design complete. Construction commenced August 2025 with completion anticipated late Summer 2026.
4	Cailloux Theater Improvements	Repair of HVAC and roof systems	Complete	Fall 2025	EIC and City Council approvals for funding complete. Design complete and project awarded by City Council at October 22, 2024 meeting. Construction commenced March of 2025. Theater to close during construction with anticipated completion of August, 2025. Construction is substantially complete, theater open and contractor working off punch list items.
5	Travis Street Pump Station Upsizing	Increase distribution capacity of the Travis St pump station to meet TCEQ requirements for future developments.	TBD	TBD	Project approved by City Council March 26, 2024. Staff and engineer currently in communication with TCEQ regarding design requirements for the pump station upgrades. Construction completion anticipated for 2026.
6	A.C Schreiner House/HHHC	Repurposing of house and grounds located at 529 Water Street on BHML Campus	Complete	Spring 2026	Construction is substantially complete with contractor working off punch list items.
7	Granger McDonald Park	Creation of a new city park along Nimitz Lake in the landing subdivision	Spring 2026	TBD	Currently in design phase with Hewitt Engineering. Project estimate of construction costs currently exceed budgeted amount, without a present solution for the cost overruns.
8	Habitat for Humanity	Infrastructure funding for the new Mariposa subdivision	Complete	Complete	Infrastructure construction completed August, 2025.
9	Schreiner University CTWD and Edington Gym Upgrades	New Center for Talent and Workforce Development and renovations to the Edington Gym	Complete	Fall 2026	Schreiner has hired a director for the CTWD and is currently renovating the Edington Gym Space
10	James Avery Traffic signal	TBD	TBD	Complete	Signal installed and James Avery is awaiting donation agreement from TxDOT.



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT
CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: February 2026 Monthly Financial Report. (T Rodriguez, Assistant Director of Finance)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 09/10/2025

SUBMITTED BY:

EXHIBITS:

None

Expenditure:
Account Number:
**Payment to/Vendor
name:**

Amount Budgeted:
Account Balance:

Kerrville 2050 Item?
No

Key Priority Area:

SUMMARY:

February 2026 Monthly Financial Report.

RECOMMENDED ACTION:

Information only; no action required.



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: Consider additional funding for the Administrative Services Contract with the City of Kerrville to include the funding for the Economic Development Manager. (M Hornes, Assistant City Manager)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 03/10/2026

SUBMITTED BY:

EXHIBITS:

None

**Expenditure:
Account Number:
Payment to/Vendor
name:**

**Amount Budgeted:
Account Balance:**

Kerrville 2050 Item?
Yes

Key Priority Area:
E – Economic Development

SUMMARY:

The City of Kerrville requests that the Kerrville Economic Improvement Corporation (EIC) reconsider increasing the funding allocated under the Administrative Services Contract, 2023-109, from its current level of \$221,728 to \$346,000 to support the Economic Development Manager position.

This request was originally brought before the EIC in February of last year. Since that time, the City proceeded with hiring the position due to the increasing workload associated with economic development initiatives and downtown revitalization efforts. Over the past year, the position has proven to be an invaluable resource to the City organization and has significantly expanded the City's capacity to focus on economic development activities that align with the mission of the EIC and the intended use of 4B sales tax funds.

Since being hired, the Economic Development Manager has assumed responsibility for several programs and initiatives that directly support economic activity in Kerrville. The position now oversees coordination of the City's Cultural District initiatives and provides administrative support for the downtown Tax Increment Reinvestment Zone (TIRZ) #1.

Both efforts are directly tied to strengthening downtown vitality, encouraging reinvestment, and supporting increased tourism and sales tax generation.

In addition, the position has strengthened the City's ability to conduct business retention and expansion efforts, assist prospective businesses navigating regulatory processes, and coordinate with developers and property owners exploring opportunities within the community. The Economic Development Manager also provides guidance to local businesses regarding available incentives and redevelopment tools and works closely with regional partners to identify opportunities that support business growth and job creation.

The addition of this position has allowed the City to approach economic development more proactively rather than reactively. Previously, these responsibilities were distributed among several staff members who also carried significant operational duties. Having a dedicated staff member focused on economic development initiatives has improved coordination, increased responsiveness to business inquiries, strengthened support for the EIC Board, and enhanced the City's ability to advance strategic projects that contribute to long-term economic growth.

Given the demonstrated value of the position over the past year and its direct connection to programs that support economic development and community vitality, the City respectfully asks the EIC to reconsider funding this position through the Administrative Services Contract. The City greatly appreciates the Board's partnership and continued commitment to strengthening Kerrville's economic development efforts.

RECOMMENDED ACTION:

Discussion only; no action required.



**TO BE CONSIDERED BY THE ECONOMIC IMPROVEMENT CORPORATION
CITY OF KERRVILLE, TEXAS**

CAPTION: Contract with The Retail Coach for a retail market analysis. (K Hagemeyer, Economic Development Manager)

AGENDA DATE: March 16, 2026

DATE SUBMITTED: 03/05/2026

SUBMITTED BY:

EXHIBITS:

1. TheRetailCoach_AnalysisQuote_2026

Expenditure: 3750

Amount Budgeted:

Account Number:

Account Balance:

Payment to/Vendor name:

Kerrville 2050 Item?

Key Priority Area:

Yes

E – Economic Development

SUMMARY:

City of Kerrville engaged with The Retail Coach in 2019 for a retail market analysis. Staff recommends engaging with The Retail Coach for an updated analysis for conversations regarding future development, and market leakage.

RECOMMENDED ACTION:

Authorize City Management to engage with The Retail Coach for a market analysis.



SCOPE OF WORK

- **2026 Retail Trade Area Polygon**
- **2026 Retail Trade Area Demographic Profile**
- **2026 Retail Trade Area Retail Demand Outlook Analysis**
- **2026 Retail Trade Area Retail Market Profile (Marketing Flyer For Use at Trade Shows)**
- **2026 Community Demographic Profile**
- **2026 Community Retail Market Profile (Marketing Flyer For Use at Trade Shows)**
- **2026 Net Worth Analysis**
- **Retail Dashboard (Retail specific website that can be added to the existing City website or standalone)**
- **All reports will be completed within 20 days**
- **\$3,750 to be paid upon completion**



Signatures

Aaron Farmer, President, The Retail Coach

City of Kerrville