



**Main Street Advisory Board Regular Meeting Agenda
March 19, 2025 at 9:00 AM
Kerrville Upstairs Large Conference Room**



CALL TO ORDER:

A Welcome new board members!

1. **PUBLIC COMMENT PERIOD:**

2. **APPROVAL OF MINUTES:**

2.A Approval of the Minutes of the Main Street Advisory Board (MSAB) meeting held on February 19, 2025.

3. **INFORMATION AND DISCUSSION:**

3.A Update regarding Water Street Festival planning. (D Sigerman)

3.B Update regarding Texas Commission of the Arts Cultural District Program Application. (H Taylor)

3.C Update regarding the Community Development Block Grant application. (D Sigerman)

3.D Parking Garage Report. (J Mullins)

3.E Set an agenda for the MSAB Workshop on April 16th. (H Taylor)

4. **CONSIDERATION AND POSSIBLE ACTION:**

5. **ITEMS FOR FUTURE AGENDAS:**

ADJOURN.

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: **3/13/2025 at 9:30 am.** and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

Kesha Franchina, TRMC

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

CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD MEETING February 19, 2025

On February 19, 2025, the Main Street Advisory Board Meeting was called to order by Chair Bethany Mikeska at 9:00am, in the Upstairs Conference Room at City Hall, 701 Main Street, Kerrville, Texas.

Members Present:

Bethany Mikeska, Chair
Dr. William Rector, Vice Chair
Delayne Sigerman, Councilmember
Howard Taylor
Sarah Lewis
Jimmy Mullins
Gena Teer

Members Absent:

Debbi Lehr

City Executive Staff Present:

Michael Hornes, Assistant City Manager
Kelly Hagemeyer, Executive Office Coordinator
Anello Zanoni, Management Analyst

CALL TO ORDER: Chair Bethany Mikeska called the meeting to order at 9:00am.

1 PUBLIC COMMENT PERIOD: None.

2 APPROVAL OF MINUTES:

2.A Minutes from the Main Street Advisory Board (MSAB) meeting held on January 15, 2025.

Bethany Mikeska motioned to approve the minutes as presented, and Gena Teer seconded. The Motion passed 7-0.

3 INFORMATION AND DISCUSSION:

3.A Downtown Business reporting from Dr. Rector

- Discussed meeting with Rivers Edge Gallery
- Talked about a building that was sold
- Discussed the business owners' thoughts on the festival
- Discussed including the Brown's in their plan

3.B Water Street Festival planning

- Delayne discussed working with a Schreiner student that created a logo for the festival
- Working on a sitemap for where everyone will go
- Working on a kids parade
- Delayne discussed more details about the festival
- Discussed meeting with the downtown business owners

3.C Discussion Texas Main Street Program requirements and boundaries

- Michael Hornes discussed the procedures for purchasing new buildings
- Michael Hornes discussed the businesses downtown keeping up with their building maintenance
- Discussed TIRZ and its budget
- Michael Hornes discussed the Main Street Boundary
- Council needs to accept the boundary
- Discussed adjusting the boundary
- Dr. Rector brought up core downtown
- Discussed Clay Street and making it walkable
- Dr. Rector discussed having Frost Bank be a part of downtown
- Delayne discussed the roundabout at Schreiner St. and Clay St.
- Michael Hornes discussed a sidewalk program
- Michael Hornes discussed the conversation he had with the Texas Main Street Program and Main Street America
- Michael Hornes suggested the Board make a recommendation to Council
- Discussed the parameters of a full-time manager
- Howard Taylor discussed the history of Main Street

3.D Discuss parking garage signage, upgrades, and marketing

3.E Update on Texas Commission of the Arts Application

4 CONSIDERATION AND POSSIBLE ACTION:

5.A Appoint New Chair

- Dr. Rector made a motion to nominate Howard Taylor to be new chair, Delayne seconded. Motion approved 7-0
- Delayne made a motion to nominate Dr. Rector as Vice-Chair, Howard Taylor seconded. Motion approved 7-0
- Workshop date for March
- Delayne suggested for the board to bring their ideas for the workshop we will have in April
- Howard Taylor discussed what the board should get out of a workshop
- Howard Taylor discussed having Drew Paxton in the workshop in April
- Discussed TIRZ Board
- Delayne brought up meeting times
- April 16th for the workshop

5 ITEMS FOR FUTURE AGENDAS:

- Discuss Parking Garage signage, upgrades, and marketing
- Texas Main Street Budget and Manager
- Update on Texas Commission of the Arts Application
- Schedule Workshop
- Water Street Festival planning
- Downtown Business reporting from Dr. Rector

ADJOURNMENT. Chair Bethany Mikeska adjourned the meeting at 10:11am.

Minutes Approved Date: _____

Approved By: _____
Chair Bethany Mikeska

Attest: _____
Management Analyst, Anello Zaroni

X | Downtown Plan

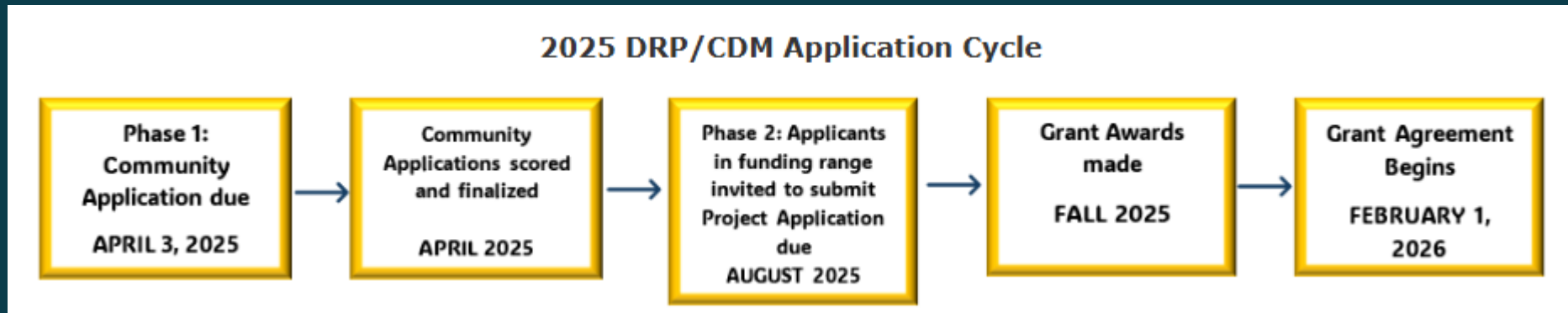
4.B. REVIEW DRAFT THE
DOWNTOWN PLAN FOR THE
KERRVILLE 2050 PLAN UPDATE



SECTIONS

1. Downtown Plan
2. Introduction and Analysis
3. Guiding Principles and Sample Action Items
4. Illustrative Plan (pending)
5. Proposed Downtown Framework Plan
6. Downtown Transportation
7. Character and Branding
8. Downtown Implementation (pending)

5.A. APPLICATION APPROVAL FOR A CDBG BLOCK GRANT FUNDING SIDEWALK IMPROVEMENTS



DOWNTOWN REVITALIZATION PROGRAM

Task/Step	Date to Complete
Community Application	
TDA releases Community Application	January 23, 2025
Community Application webinar	January 29, 2025 & February 19, 2025
Adopt local governing body resolution(s)	April 3, 2025
Complete and submit TDA-GO Community Application	April 3, 2025

Downtown Revitalization Program Goals and Requirements

The Downtown Revitalization Program provides funding for infrastructure improvements to promote pedestrian-centered economic activity. Funded projects will be located on public property within the designated downtown district or Main Street area and meet the criteria for elimination of designated slum & blight conditions or provide city-wide benefit to low-to-moderate income persons.

Community Application Due Date	April 3, 2025, 11:59 p.m. C.T.
Grant Amount	\$1,000,000
Minimum Match Amount	\$20,000
National Program Objective	Elimination of Slum and/or Blighted Conditions or, Benefit for Low- to Moderate-Income Persons
Application Method	Applications will be accepted online via the TDA-GO! grant management system. The system may be accessed by navigating to https://tda-go.intelligrants.com/ .

Proposed match from TIRZ #1 - \$100,000

DOWNTOWN REVITALIZATION PROGRAM

Parking garage improvements – lighting, signage, & security

Sidewalk improvements – installation, rehabilitation, lighting, ramps, etc.

These items are consistent with the Draft Downtown Plan in the Kerrville 2050 update

Figure 19 Mobility Framework

