



Main Street Advisory Board Workshop Agenda
April 16, 2025 at 9:00 AM
City Hall, 701 Main Street, Kerrville, Texas
Upstairs Large Conference Room



CALL TO ORDER:

1. **PUBLIC COMMENT PERIOD:**

2. **CONSIDERATION AND POSSIBLE ACTION:**

2.A Discuss and recommendation for Main Street Kerrville status to City Council.

2.B Report and discussion regarding 2050 Downtown Plan (D Paxton, Director of Planning & Development)

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: April 11, 2025 at 4:45pm, 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

Message from the Main Street Advisory Committee Chair

Next week we have a critical workshop that will determine our approach over the next several years. We will concentrate our discussions on the structure of our Main Street program. We need to decide if we want an informal approach to our organization or if we wish to return to the highly structured official Main Street organization.

To be an official Main Street District as a part of the Texas Main Street program through the Texas Historical Commission there are a number of significant formal requirements, including having a full-time paid Main Street Manager, stringent guidelines for our programming and a funding structure to allow for that. For several years we have operated outside of these requirements.

Enclosed is a position paper representing the City management team's recommendation. We have also heard two verbal presentations regarding this position. We should therefore give their recommendation serious consideration. Several members of our committee have done research on the requirements and advantages of the formal approach which will be presented at the meeting. Following this discussion we should have enough time for a summary of the updated Down Town portion of the City's 2050 Master Plan which should guide our undertakings.

We have allotted time for a brief business meeting at the end of the workshop. This will allow us to have a discussion and possible motion and recommendation to our City Council regarding the structure that we would recommend for the Kerrville Main Street Advisory Committee going forward. We will also discuss an agenda for our next regular meeting.

I hope you will join us for this important workshop and that prior to the meeting you will carefully examine the enclosed information. I look forward to seeing you next Wednesday.

Howard

To: Kerrville Main Street Advisory Board

From: Michael Hornes, Assistant City Manager

Date: 4/2/2025

Subject: Recommendation to Withdraw from the Texas Main Street Program

The City of Kerrville has long supported a vibrant and successful downtown through strategic public investment, strong community partnerships, and adherence to best practices in economic development and historic preservation. After careful evaluation, I recommend that the City withdraw from the Texas Main Street Program, as its requirements no longer align with our operational structure or fiscal priorities.

The Main Street Program is built upon four key pillars: Economic Vitality, Design, Organization, and Promotion. Kerrville already excels in most of these areas without requiring a dedicated Main Street Manager or a standalone budget.

1. Economic Vitality

Kerrville actively supports downtown businesses through infrastructure improvements, incentive programs, and partnerships with the Economic Improvement Corporation. Our approach fosters sustainable growth without the need for a separate Main Street budget.

2. Design

The City has prioritized downtown aesthetics and historic preservation through streetscape enhancements, façade improvement programs, and responsible zoning. Not all of the programs have seen a lot of use, like façade improvement grants, but they have been offered. These efforts align with Main Street's design goals but are effectively managed within our existing Development Services and Engineering departments as well as any development agreements with potential projects.

3. Organization

Collaboration exists between the City, downtown stakeholders, and business associations, ensuring downtown remains a priority. This area could be strengthened, but I would contend that it should not be all encompassing of someone's duties. The requirement for a dedicated Main Street Manager would create a limiting scope.

4. Promotion

Kerrville invests in downtown events, tourism marketing, and business support through the Convention & Visitors Bureau and local partnerships. The City's robust promotional efforts ensure high visibility for downtown businesses without requiring a standalone Main Street employee.

Concerns with Main Street's Requirements

- **Financial Burden:** The Main Street Program mandates a dedicated budget and a full-time Main Street Manager. This diverts resources away from other critical economic development efforts and limits the City's flexibility in managing downtown initiatives.
- **Redundant Management Structure:** Kerrville's downtown success is driven by multiple departments and community partners, making a standalone position unnecessary. Our proposed model efficiently meets Main Street's objectives without additional overhead.
- **Thriving Downtown Without the Program:** The success of Kerrville's downtown is evident in its strong business climate, active development projects, and growing visitor interest. The City has demonstrated that it can achieve Main Street's goals without program constraints.

Dedicated Funding Through Tax Increment Reinvestment Zone (TIRZ)

To support ongoing downtown revitalization efforts, the City has established a Tax Increment Reinvestment Zone (TIRZ) specifically for the downtown area. This funding mechanism secures financial resources for infrastructure improvements, public space enhancements, and other projects that align with Main Street's objectives. By leveraging TIRZ funds, the City ensures that downtown remains a priority without the constraints of the Main Street Program's financial and staffing requirements. I would also think that funding a Main Street Manager out of the TIRZ funds would be a mistake. The fund generates about \$350,000 annually and to fully fund a Main Street program would consume about 1/3 of those funds annually.

Alternative Approach: Economic Development Manager

Rather than maintaining a standalone Main Street Manager position, staff proposes integrating Main Street responsibilities into a broader Economic Development Manager role. This individual would serve as a Main Street liaison, dedicating a portion of their time to advancing downtown priorities while also managing citywide economic development efforts. This approach ensures a more efficient allocation of resources while maintaining a strong focus on downtown vitality.

Given Kerrville's existing commitment to downtown success and our demonstrated ability to achieve Main Street's objectives independently, I recommend the City withdraw from the Texas Main Street Program. This decision will allow us to maintain financial flexibility, streamline operations, and continue fostering a dynamic downtown without the limitations imposed by the program's structure.

I welcome further discussion on this recommendation and look forward to working together to ensure the continued prosperity of our downtown.