



**MAIN STREET ADVISORY BOARD AGENDA WEDNESDAY,  
JUNE 12, 2024, 9:00 AM  
Kerrville Upstairs Large Conference Room**

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**1 CALL TO ORDER:**

**2 PUBLIC COMMENT PERIOD:**

**3 APPROVAL OF MINUTES:**

3.A Minutes from the regular Main Street Advisory Board (MSAB) meeting held on May 15, 2024. (*Franchina*)

Attachments:

[\*MSAB Minutes 05-15-24.pdf\*](#)

**4 INFORMATION AND DISCUSSION: (Hornes)**

4.A Overview of Downtown Projects:

- Downtown Parking Garage
- Downtown Walking Tour Sign project
- Downtown Business Owners

4.B Main Street Advisory Board training. (*Hornes*)

4.C VIP funding opportunities to fund projects designed to increase traffic downtown. (*Hornes*)

4.D Comprehensive Plan Update - K2050 Downtown Plan and Tax Increment Reinvestment Zone funding request. (*Hornes*)

**5 CONSIDERATION AND POSSIBLE ACTION:**

5.A Kerrville Christmas Lighting Corporation Snow Project. (*Hornes*)

5.B Re-evaluate Four Pillar Committee Members. (*Hornes*)

5.C Discussion and recommendation to the City Council regarding board composition and City Council liaison. (*Hornes*)

**6 ITEMS FOR FUTURE AGENDAS:**

**7 ADJOURNMENT.**

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: 6/7/2024 at 1:30 p.m. 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

May 15, 2024

On May 15, 2024, the Main Street Advisory Board was called to order by Meredith Tilley Crook, at 9:07 am, in the Upstairs Conference Room at City Hall, 701 Main Street, Kerrville, Texas.

### **Members Present:**

Sarah Lewis  
Bethany Mikeska  
Delayne Sigerman  
Howard Taylor (arrived to meeting at 9:10 a.m.)  
Meredith Tilley Crook

### **Members Absent:**

Michael Gonzalez: Ex-Officio - HDBA  
Katherine Howard: Ex-Officio - TIRZ  
Travis Lindner  
Lanza Teague – Vice Chair

### **City Executive Staff Present:**

Michael Hornes, Assistant City Manager  
Kesha Franchina, Deputy City Secretary

1. **CALL TO ORDER:** Meredith Tilley-Crook called the meeting to order at 9:07 a.m.
2. **PUBLIC COMMENT PERIOD:** None
3. **APPROVAL OF MINUTES:**
  - 3.A. Minutes from the regular Main Street Advisory Board (MSAB) workshop held on April 17, 2024.
4. **INFORMATION AND DISCUSSION**
  - 4.A. Reevaluate Four Pillar Committee Members.

Discussion ensued and the board decided to defer to a later meeting.

Howard Taylor arrived to the meeting at 9:10 a.m.

- 4.B. Discussion regarding Kerrville Christmas Lighting Corporation.

Discussion ensued recapping the presentation from KCLC regarding their history, purpose, and plans moving forward with a project involving projector mapping Christmas themed images, snow, and the idea to project them on downtown buildings along Earl Garrett during this year's Christmas Parade.

Delayne Sigerman suggested the board ask Dr. Rector for, or create, a list of current business owners. No action was taken.

- 4.B. Downtown Walking Tour Sign Project

Discussion ensued regarding a brief history. Item was pushed to future agenda. No action was taken.

**5. NOMINATE AND ELECT OFFICERS:**

5.A Nominate and elect Chair, and potential Vice-Chair.

Sarah Lewis nominated Delayne Sigerman as Chair of the Main Street Advisory Board, and Meredith Tilley-Crook seconded. The motion passed 5-0.

**6. ITEMS FOR FUTURE AGENDAS:**

- 6.A. Four Pillar Committee
- 6.B. Downtown Walking Tour Sign Project
- 6.C. Overview of Downtown projects update
- 6.D. MSAB Training
- 6.E. Schedule Kerrville Christmas Lighting Corporation test date for snow project
- 6.F. "VIP" funding request to fund projects designed to increase traffic downtown
- 6.G. Discussion on how to improve use of the downtown parking garage for employees, patrons, and general use, to free up parking for along streets for customers
- 6.H. Comprehensive Plan Update - K2050 Downtown Plan and TIRZ funding request

7. **ADJOURNMENT**. Meredith Tilley-Crook adjourned the meeting at 9:58 a.m.

**APPROVED:**

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Delayne Sigerman, Chair

Date Approved

**ATTEST:**

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Kesha Franchina, TRMC, Deputy City Secretary