

KERRVILLE MAIN STREET ADVISORY BOARD

December 19, 2016

Monday, December 19, 2016, the Kerrville Main Street Advisory Board special meeting was called to order by Rose Bradshaw, Chairperson, at 8:30 a.m., at Kerrville City Hall, 701 Main Street, upstairs conference room. David Martin offered the invocation.

Members Present:

Rose Bradshaw
Bob Couch
David Jones
David Martin

Members Absent:

Dainelle Logan
Tammi Edwards
Melissa Southern

City Staff Present:

Don Davis, Interim City Manager
E.A. Hoppe, Deputy City Manager
Brenda Craig, City Secretary
Ashlea Boyle, Assistant Parks Director
Kaitlin Berry, Special Projects Manager

Visitor Present: Mindy Wendele, Former Main Street Manager

DISCUSSION AND POSSIBLE ACTION

3A. Evaluation of the Kerrville Main Street Program and discussion of direction.

Mr. Davis noted the annual contract with the state for the Main Street Program would expire in December. The city was not meeting some of the criteria of the program because the main street manager position had been vacant for some time. He asked the MSAB to discuss the benefits of continuing with this state program, and if the recommendation was to continue as a Texas Main Street City, Kerrville would need to commit resources, fill the employee position, and meet the criteria established in the program. He requested Mindy Wendele attend this meeting and give input.

Ms. Wendele gave a history of the Kerrville Main Street Program and noted Kerrville was selected to be a Main Street City in 1995. Under the contract, the state prefers the city have a full time staff person as a city employee. She reviewed the components of the program and noted Kerrville received several state and national awards. Under the contract, the city was required to send an employee to the annual conference and submit reports; the reports were complicated, required financial and investment information from private businesses, and were time consuming. The main benefits of the program are professional support, training, and annual visit and evaluation by the state.

Ms. Boyle noted she had discussed the city's situation with the state and they were supportive and lenient during this transition time. The main street department budget

included full time employee salary of: approximately \$40,000, basic operations, and approximately \$1,500 for the state contract. There had been difficulty in recent years in attracting a person experienced in the main street program. She suggested the board evaluate whether or not to renew the contract with the state and provide direction to staff, and not renew the contract for one year and see if the city could be successful on its own. Ms. Wendele noted the city would have to reapply to get back into the program, and it could be difficult to get back in. If the city dropped the program, the state would require that the city do away with all references to the Main Street Program. If so, she suggested the city continue to list vacant downtown buildings; this could be done through the Kerr Economic Development Corporation.

Mr. Hoppe noted the main street events had already been absorbed into other city departments (parks and recreation, engineering, and streets) during this past year since there was no main street manager.

The board members also noted the following:

- There was not a clear direction or value of the Texas Main Street program.
- The program was good for community involvement; however, downtown businesses were not supportive of the program or its goals.
- Events in the past have funded things such as: \$180,000 for Welcome to Kerrville sign at I-10; \$110,000 for Mother's Love Statue on Earl Garret and Main Street; and matching grants for building façades and signs.
- The city has had success with other downtown projects outside of the main street program: street scape and signage, library and history center renovations, acquiring 529 Water Street, improvements in Louise Hays Park. The city would continue improvements and projects even without the main street program.
- The main street area was too small, limited. Ms. Wendele noted the designated main street area should concentrate on the city core as reports focused on financial and investment information from businesses in the downtown area. Also, it would be more time consuming and difficult to get information on a larger area.

The consensus of the board was to ask staff to: contact the state, research how other cities have accomplished their downtown goals without participating in the state's main street program, provide current budget information related to the main street department, provide information on how the city has currently assigned many of the main street objectives to various city departments, and provide direction on how the city could continue to accomplish such objectives in the future if the city chooses not to participate in the state's main street program, and put the hiring of a staff person on hold for now.

The next meeting was scheduled for Thursday, January 12, at 8:30 a.m. The meeting adjourned 9:37 a.m.

APPROVED: _____

ATTEST:

Rose Bradshaw, Chairman

Brenda Craig City Secretary