

**MINUTES
REGULAR MEETING
CUERO MAIN STREET ADVISORY BOARD
210 E MAIN STREET
THURSDAY, APRIL 13, 2017
5:15 PM**

I. CALL TO ORDER

The meeting was called to order at 5:15 PM by Chair, Frank Burns.
Members present: Kayla Pickett, Wendy Davis and Lisa Waterbury
Members absent: Tyler McClellan, Kathy Kaminski and Paula Gerloff
Others Present: Sandra Tague Osman, Cuero Main Street Manager

II. PUBLIC COMMENT

No public comments

III. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION ON ANY PENDING CDC GRANT APPLICATIONS

None

IV. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION ON ANY CHAMBER OF COMMERCE ITEMS

None

V. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION on Board member goals, suggestions, current status of Committees' progress.

1. Sandra to share Chamber of Commerce events information emails with the CMS Advisory Board;
2. Future: Create and order over-the-highway banners for Market on Main and Christmas in Downtown events;
3. Discussed dilapidated structures and overgrown properties on West Main Street; Sandra to draft a letter to the Building Department and City Manager from the Advisory Board to begin enforcement and/or Building and Standards Commission proceedings, to be reviewed at the May 11, 2017 CMS Advisory Board meeting.

VI. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION on new committee members, recruiting and scheduling. Discussed continued recruiting of members for a Volunteer Database; focus on Cuero Regional Hospital and CISD.

VII. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION on Promotions Committee progress for upcoming events.

1. Sandra to redraft the Sponsorship Request Forms with lowest sponsor amount to highest format; Top sponsor request to be reduced to \$7,500.00.
2. Sandra to reach out to HEB Corporate to request a sponsorship for ongoing Farmers Market Days;
3. Discussed positive responses to this years' Shop the Blocks event; discussed a beach theme for 2018 with beach hats and attire, close Main Street, add sponsored picnic tables and umbrellas, provide adult beverage in one location; manned golf carts to help the ladies reach each shop easier; one gift item from shopkeepers donated and a gift card purchased from CMS in partnership.

VIII. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION on new matters or matters carried over from the previous meeting.

None

IX. APPROVAL OF MINUTES FROM the MARCH 9, 2017 MEETING

Motion to accept the minutes made by Lisa Waterbury, Second by Kayla Pickett, all in favor.

X. ANNOUNCEMENTS

Other business.

XI. ADJOURN

The meeting was adjourned at approximately 6:15PM