

MINUTES
REGULARLY SCHEDULED MEETING
CUERO MAIN STREET ADVISORY BOARD
CITY COUNCIL CHAMBERS, 212 E. MAIN, CUERO TX 77954
TUESDAY, March 11, 2025
5:30 PM

- I. CALL TO ORDER** Meeting called to order at 5:51 PM
Members present: Frank Burns, Jeannette Rocha, Mariah Berger and Jazzmin Aguayo
Absent: Gerard Gonzales, Gerald Clark, and Lee Ann Schiffbauer
Others Present: Sandra Tague Osman, Cuero Main Street Manager
- II. PUBLIC COMMENT**
An opportunity to address the Advisory Board on agenda items or items *not* on the agenda (limited two minutes) N/A
- III. REPORT ON ANY PENDING CDC GRANT APPLICATIONS**, No new applications being taken at this time.
- IV. REPORT ON ANY CHAMBER OF COMMERCE ITEMS**, No current report.
- V. APPROVAL OF MINUTES FROM the February 18, 2025 RETREAT MEETING**
Motion to approve Minutes made by Mariah Berger, second by Jeanette Rocha, all in favor.
- VI. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION** on Board member goals, suggestions, current status of Committees' progress, where applicable:
a) Work Plan 2024/2025 NMS Transformation Strategy review
Pending
- VII. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION** on new committee members, recruiting, where applicable
- VIII. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION** on Promotions Committee progress for upcoming events;
a) Downtown Cuero Artisan Market on Main and Sidewalk Sales; Annual Events calendar
b) New event: Shop the Blocks and Wildflower Trolley Tours with the Chamber of Commerce
Saturday, March 22, 2025 10AM-3PM
Discussed event; Gerald Clark to volunteer to work Wildflower Trolley Tours station at the Market
c) Christmas in Downtown 2025
Discussed the 2024 event Revenue and Expenses numbers; ways to decrease budget in 2025 while adding new features; discussed creating a Kids Christmas Sales Market, MS Director to create a Hold Harmless application and advertising at Christmas in July; discussed HOT Funds availability for 2025; Roll-out the 2024 Christmas in Downtown video for Christmas in July
- IX. CONSIDERATION, DISCUSSION AND POSSIBLE ACTION** on new matters or matters carried over from the previous meeting:
1) Main Street Business discussion:
None at this time
- X. ANNOUNCEMENTS - Other business.**
None at this time.
- XI. ADJOURN: 6:35 PM**