

KINGSVILLE MAIN STREET ADVISORY BOARD

Tuesday, April 7, 2020, 10:00 am
Regular Meeting
Helen Kleberg Groves Community Room, City Hall
400 W King Ave., Kingsville, Texas

Conference Line Call: 1 (408) 418-9388 and when prompted type access code:

620805471#

OR

Live Videostream: <http://cityofkingsville.com/webex>

BOARD MEMBERS

Denise Zimmerman
D'yan Lopez
Gloria Bigger-Cantu
Todd Lucas
Tom Di Francesca
Ryder Takesuye
Rose Morales

CITY STAFF

Uche Echeozo
Director of Planning &
Development Services

Cynthia Martin
Downtown Manager

Stephannie Resendez
Administrative Assistant II

- ***CALL TO ORDER***
- ***ROLL CALL***
- ***APPROVAL OF MINUTES FROM PREVIOUS MEETING(s) –March 3, 2020***
- *****AUDIENCE AND PRESENTER SOCIAL DISTANCING AND PUBLIC TESTIMONY AND PUBIC HEARING INPUT AT PUBLIC MEETINGS OF THE CITY BOARDS. To reduce the chance of COVID-19 transmission, public meetings will be held in a manner intended to separate, to the maximum practical extent, audience and presenters from personal contact with members of Community, City Staff, and City Boards. Public testimony and public hearing input for Public Comment and all items on the agenda at public meetings of the City Boards shall be provided in written format and presented to the Board Secretary and/or designee prior to the start of each meeting of the Historical Development Board. This testimony and/or public input shall be in accordance***

with the Board Secretary's instructions, which shall be posted on the Board Secretary's outdoor public bulletin board at City Hall and on the City website, and allow for electronic submission. The written public testimony shall be provided to members of the City Boards prior to voting on measures for that meeting. Written testimony shall be limited in accordance with the Board Secretary requirements and shall be placed into the record of each meeting. This written testimony shall serve as the required public testimony pursuant to Texas Government Code section 551.007 and shall constitute a public hearing for purposes of any public hearing requirement under law. The meeting may be held telephonically or via videoconference; and, if so conducted, the public may participate remotely by following the instructions of the Board Secretary which would be posted on the Board Secretary's outdoor public bulletin at City Hall and on the City website.

- ***POSTPONEMENTS/ADJUSTMENTS TO THE AGENDA***

- ***AGENDA ITEMS***

Item #1- Discuss and Consider Action on electing a chairman for the Main Street Advisory Board.

Item #2 –Discuss and Consider Action on Plans for the Next Round of the Main Street Sculpture on Loan Program.

Item #3 – Discuss the Installation of the Mural by Gerald Lopez Downtown.


Item #4 – Discuss the Actions the Board Should Be Taking Now Towards Reestablishing a Vital Downtown in the Future.

- ***STAFF REPORT:*** (A) Fiesta de la Lotería postponed; (B) Imagine the Possibilities Tour to be rescheduled for the fall; (C) Main Street grant update; (D) Main Street Community Branded Sign received.
- ***MISCELLANEOUS*** – *Any topic may be discussed but no action taken at this time.*
- ***ADJOURNMENT***

PUBLIC NOTICE

It is the intention of the City of Kingsville to comply in all aspects with the Americans with Disabilities Act (ADA). If you plan on attending a meeting to participate or observe and need special assistance beyond what is routinely provided, the city will attempt to accommodate you in every reasonable manner. Please contact the City Secretary at 361-595-8003 at least two business days prior to the meeting to inform the City of your specific needs and to determine if accommodation is feasible.

I certify that this agenda was posted at least seventy-two (72) hours before the commencement of the Kingsville Main Street Advisory Board Meeting scheduled for Tuesday, April 7, 2020.


Cynthia Martin
Downtown Manager

Posted
@ 4:15pm
On 4/3/2020
By S. Rezendy

Kingsville Main Street Advisory Board
Regular Meeting
March 3, 2020

Helen Kleberg Groves Community Room, City Hall
400 W. King Ave., Kingsville, Texas

Minutes

Attendance:

Kingsville Main Street Advisory Board Members Present:

Ryder Takesuye
Todd Lucas
Gloria Bigger-Cantu
Tom Difrancesca III
Rose Morales

Staff:

Cynthia Martin
Stephannie Resendez
Mark McLaughlin

Meeting Attendees:

None

1. Calling meeting to order: Meeting was called to order at 10:01 AM.

2. Approve minutes: Tom Difrancesca made a motion to approve the minutes of the January 7, 2020 meeting as presented. Ryder Takesuye seconded. All in favor; none opposed. Motion Carried.

3. Discuss and Consider Action on Selection of Projects to Pursue in 2020

Cynthia Martin told the board that in the previous meeting the board worked on updated the Annual Work Plan. In the work plan, they went over goals and strategies that laid out specific projects to support the board's goals. Ms. Martin stated that she attached the updated plan to the board member's packets. Ms. Martin stated she pulled out projects from the action plan and made a list. These are projects for the board to consider. Ms. Martin went over the Visual Improvements and stated that those are programs that are already funded. They are programs related to the Public Art Downtown, Sculpture Show, continuing the Window Graphics Program and that there's money set aside for a mural project. Ms. Martin added that it can be a new mural or the existing downtown mural that the city already has. It needs to be cleaned up and placed somewhere downtown. There's \$5,000 for the mural program, \$5,000 for the sculpture on loan and \$2,000 set aside for the window graphics. Ms. Martin briefly mentioned putting on the Imagine the Possibility Tour but wasn't sure.

Ms. Martin continued with Program and Partnership and introduced the Downtown Outreach program or Morning Coffee program with speakers.

Ms. Martin continued with Visual Improvement and talked about the three project, the mural, sculptures downtown and the window graphics program. There was information on the wayfinding project in the board member's packets that gave the members an idea for a

wayfinding sign. It could be a kiosk or a stand. It would span several of the strategies, not just visual improvement. Ms. Martin continued with Vacancy Reduction and that their previous plan was to coordinate a store front clean-up as well as the Imagine the Possibilities tour. It is a tour brought on by the Texas Historical Commission, Main Street and the Main Street website participates. It encourages Main Street communities to go on a tour of the for rent or for sale buildings downtown.

Ms. Martin continued with Promotion and talked about their new logo for the Main Street. The logo is the outline of the City Hall building and provided the board members some examples of other city's Main Street logos. Gloria Bigger-Cantu asked Ms. Martin if they were going to hire someone for the logo. Ms. Martin replied yes, that was a possibility and was looking for a concept. Mr. Lucas asked how long they've had the current logo and Ms. Martin replied since 2011.

Ms. Martin talked about the survey and that it was something Chris Maher had recommended something to do via the newspaper. Mr. Lucas suggested using social media to conduct the survey. Mr. Lucas gave other suggestions on how to conduct a survey and gave an example of handing out surveys at the King Ranch Roundup. Mr. Difrancesca told the board that he surveys customers that come into his downtown shop and that perhaps other downtown business owners can do the same and Ms. Martin replied that she liked the idea.

Ms. Martin asked the board if they had any questions regarding the public art portion. Mr. Difrancesca asked if the next one could have a theme such as ranching, etc., and commented that he's gotten a lot of complaints about the artwork that they don't really fit in downtown. Mr. Lucas replied that it can be attempted but to realize that if there is a theme it can limit the amount of sculptures submitted. Mr. Lucas added that it would have to become much more organized and have a good amount of budget to have a themed sculpture show.

Mr. Difrancesca asked if Ms. Martin had reached out to Mr. Fuentes regarding putting up the mural on the side of his building and Ms. Martin replied that she had but that Mr. Fuentes didn't want to put it up at the moment.

Mr. Difrancesca stated that he really liked the idea of the post wayfinding sign for Downtown. Especially as it can be customized for holidays and the names of the shops can be easily changed. Mr. Takesuye asked if staff knew what the cost would be and Ms. Martin replied no that right now she was looking for ideas.

4. Discuss and Consider Action on Setting a Date and Time for an Imagine the Possibilities Tour.

Ms. Martin went over the poster from last year's event that was created by the Texas Historical Commission and briefly went over how the tour is conducted. Mr. Takesuye asked if downtown was in an opportunity zone and Ms. Martin stated that part of it is. Mr. Takesuye stated that he would provide more information about it to include in the tour packet. After some discussion with the board they decided to have the event on May 7th from 5:30PM to 7:30 PM.

5. STAFF REPORT: (A) Fiesta de la Loteria, April 18th; (B) Main Street grant update; (C) Main Street Community Branded Sign update

Ms. Martin told the board about Fiesta de la Loteria and how it's going to be the same concept as last year. It will be held on April 18th from 10AM to 3PM.

Ms. Martin gave an update on the Main Street grant and stated that the bid schedule has been posted. Someone will be contracted by the end of April.

Ms. Martin gave an update that the Main Street was going to send the city a branded sign. The shipping will be delayed but would like to create a promotional event for the sign.

6. Miscellaneous – None.

7. Meeting adjourned: Meeting was adjourned at 10:54 AM.

ITEM #1

**City of Kingsville
Planning Department**

TO: Main Street Advisory Board Members

CC: Uche Echeozo, Director of Planning & Development Services

FROM: Cynthia Martin, Downtown Manager

DATE: April 3, 2020

SUBJECT: Election of a Board Chairman

The City ordinance creating the Main Street Advisory Board states “The members of the Board from the voting membership shall elect a Chairman . . . to conduct the meetings and the voting members shall fill any vacancy in either of the offices of Chairman.”



ITEM #2

**City of Kingsville
Planning Department**

TO: Main Street Advisory Board Members

CC: Uche Echeozo, Director of Planning & Development Services

FROM: Cynthia Martin, Downtown Manager

DATE: April 3, 2020

SUBJECT: Sculpture on Loan Program for Downtown

Last November during the Ranch Hand Festival, five metal sculptures were installed in the Main Street District to bring art to our downtown. These sculptures will be on display until November 13, 2020 per agreement with the artists. It is time to start planning for the next round of the program looking toward that November 2020 date.

At the March 3, 2020 meeting of the Board, there was some discussion of a theme for this year's sculpture. A discussion of the call for entries may be a good place to start planning to continue this program. I have attached costs for a new call for entries via the Café website. Note the company is willing to waive the set-up fee if we go with the small plan as last year.



From: Eliza Wetherill <eliza.wetherill@westaf.org>
Sent: Thursday, April 02, 2020 4:27 PM
To: Cynthia Martin <CMartin@cityofkingsville.com>
Cc: cafehelp <cafehelp@westaf.org>
Subject: Re: Contact Form "General Questions"

Hi Cynthia,

Thanks so much for reaching out about setting up a new call. We now offer two basic plans for CaFE -- the Annual Small Plan and the Annual Standard Plan. It looks like you were previously on the Micropricing plan which is now called the Annual Small Plan. I have included the breakdown for both plans below. If you go with the Small Plan, your price would be \$300 as we would waive the set-up fee of \$175 for you.

***Please note that the Setup Fee of \$175.00 will be waived for you*

ANNUAL SMALL PLAN	ANNUAL STANDARD PLAN
\$175.00 Setup	\$175.00 Setup
\$300.00 per Call	\$525.00 per Call (includes 250 applications)
\$2.00 per application, per call	\$2.00 per application for over 250 applications, per call
\$50.00 off each additional call when purchased during the term	\$50.00 off each additional call when purchased during the term
\$3.00 per audio and video uploads, per call	n/a
Up to 20 media uploads per application	
3.25% Financial Transaction Service for Eligible Entry Fee payments processed by CaFE	
*Additional agreement terms and conditions applicable.	

I have attached our new Service Agreement and Client Information Form. We are asking all our clients (both new and old) to sign the new Service Agreement this year. If you could please send back both documents, I can get the ball rolling on adding your call to CaFE and updating your account.

Please let me know if you have any questions. I look forward to working with you!

Best,

Eliza

2019-2020 CaFÉ™ Client Information Form for Contest
 Per the terms and conditions set forth in the Service Agreement.

WESTAF | 1888 Sherman Street, Suite 375 | Denver CO 80203 | 303.629.1166 | Questions? cafehelp@westaf.org

Client is responsible as to the accuracy and completeness of the information and data provided on this form.

PAYMENT FOR CONTEST to be received before entry opens. I am paying with **VISA/MC** **CHECK** **N/A/PAID**
 All other fees due will be auto-deducted, if applicable, at closing. Delay in payment may result in delayed processing and activation.

ORGANIZATION

Website URL No social media URLs.

PRIMARY CONTACT: Person administering the call for entry process in the CaFE system.

First Name **Last Name**
Phone **Email**
Address **Address2**
City **State/Prov** **Zip/Postal**

BILLING CONTACT: Person receiving remittance payments and invoices from CaFE. Same as above:
 Checks will be made payable to client matching the signature page of the service agreement and W9.

First Name **Last Name**
Phone **Email**
Address **Address2**
City **State/Prov** **Zip/Postal**

CONTEST INFORMATION: Call listing information cannot be left blank. (Required)

CALL NAME
 CaFE reserves the right to change the call name to fit within style guidelines.

JURY TYPE (Choose one.) **Setting will remain in locked mode and cannot be changed after call opens.**

- Scoring by Application:** All uploads scored as a group. E.g., *Residency, Grant, Fellowship, Sculpture Walk, RFQ, RFP*
- Scoring by Art:** Each upload scored independently. E.g., *Exhibition, Competition, Photo show, Printmaking show*

ENTRY OPENS **ENTRY DEADLINE** **at 11:59 PM in Mountain Time Zone (Denver, CO, USA).**

WORK SAMPLE REQUIREMENTS (CaFE media.) **Setting will remain in locked mode and cannot be changed after call opens.**

Choose Media	Minimum Req	Maximum Req	How it works: The entry fee is applied toward the total minimum requirement; the additional media fee is applied up to the total maximum requirement. <i>e.g., Entry fee: \$10.00 for minimum 3 images, plus \$5.00 for each additional image up to the maximum.</i>
Image* (0-20)	<input type="text"/>	<input type="text"/>	
Audio** (0-6)	<input type="text"/>	<input type="text"/>	
Video** (0-6)	<input type="text"/>	<input type="text"/>	
Total Requirements	<input type="text"/>	<input type="text"/>	

NON-REFUNDABLE ENTRY FEE \$ **+** \$ **ADDITIONAL MEDIA FEE** **Using promo coupon?**

One image=One entry
 If selected, audio or video cost, if applicable.***

WESTAF use only | Plan Type: Lic ID: Call ID: Invoice: Paid: Setup: Task:
 Fees: SETUP APP MOD TRANS IMAGE MEDIA OTHER Access Term Ends

2019-2020 CaFÉ™ Pricing Schedule for Contest

Per the terms and conditions set forth in the Service Agreement.

WESTAF | 1888 Sherman Street, Suite 375 | Denver CO 80203 | 303.629.1166 | Questions? cafehelp@westaf.org

SERVICE. Client's use of and access to the CaFÉ™ service includes the following for each Contest:

Application Module	Image/Media and Jury Management	and more!
<ul style="list-style-type: none"> - Event listing setup and editing - Application form builder and editing - Product entry fee editing and coupons - Event administration & application management - Application and contact data downloads - Jury and juror administration - Scoring history downloads - System email communication - Transaction and income breakdown download - Standard customer support 	<ul style="list-style-type: none"> - Media requirements consisting of image, audio, and video media - Juror scorecard preview and scoring, and history per round - Up to three image media downloads per call - Work sample media inventory list download 	<ul style="list-style-type: none"> - scheduled notice of upcoming deadlines to artists - webinar series - quarterly newsletter

FEES. The following Fees apply to Client's access and use of the CaFÉ Service for each Contest during an Access Term (some Fees may be waived for subsequent Access Terms, including when the same Contest is the subject of a subsequent Access Term, but all such waivers must be in writing signed by an authorized representative of WESTAF):

Choose your plan:

Annual SMALL PLAN		<input type="checkbox"/>
<i>One (1) year period plan includes up to 20 media uploads per applicant, 6 of which may be audio or video media.</i>		
Set Up <i>Includes onboarding and training</i>	\$175.00 <i>Waived at annual renewal period.</i>	
+ Application Module for 1 call	\$300.00	<input type="checkbox"/>
+ Each additional call	\$250.00 <i>When purchased during the term. No full or partial refunds for unused calls. All calls must be opened within the term and do not roll-over.*</i>	qty <input type="checkbox"/>
Fees assessed after the call closes:		
Application Transaction	\$2.00 per application received, per call	
Audio and Video Media	\$3.00 per audio and video media received, per call	
Financial Transaction Service*	3.25% of Eligible Entry Fee payments processed by CaFE	

Annual STANDARD PLAN		<input type="checkbox"/>
<i>One (1) year period plan includes up to 20 media uploads per applicant, 6 of which may be audio or video media</i>		
Set Up <i>Includes onboarding and training</i>	\$175.00 <i>Waived at annual renewal period.</i>	
+ Application Module for 1 call	\$525.00	<input type="checkbox"/>
+ Each additional call	\$475.00 <i>When purchased during the term. No full or partial refunds for unused calls. All calls must be opened within the term and do not roll-over.*</i>	qty <input type="checkbox"/>
Fees assessed after the call closes:		
Application Transaction	\$2.00 per application received over 250, per call	
Financial Transaction Service**	3.25% of Eligible Entry Fee payments processed by CaFE	

*Only applicable if entry fees charged by Client are made by card and collected through CaFE.**

2019-2020 CaFÉ™ Pricing Schedule for Contest

Per the terms and conditions set forth in the Service Agreement.

WESTAF | 1888 Sherman Street, Suite 375 | Denver CO 80203 | 303.629.1166 | Questions? cafehelp@westaf.org

ADD-ON SERVICES. Additional services may be purchased per contest at our then-current rates.

If the box is checked, CaFE staff will followup with you to provide more information about these additional services and answer any questions you may have before billing or committing to anything. Services may also be purchased at anytime during the term. Additional terms applicable. WESTAF reserves the right to change terms, conditions, and fees.

Add-on now:

Smart Call <i>Give us your call for entry details and we'll setup the application form for you!</i>	\$225.00 starting rate per call to enter your application details: - Event summary and description - Application form questions - Entry fee and coupon, if any - Letters of Reference, if purchased	<input type="checkbox"/>
Letters of Reference module	\$200.00 per call to enable feature to accept confidential letters as a requirement .	<input type="checkbox"/>

Send more info:

One Promo Email Announcement	\$100.00 starting rate per each 9,999 emails, per call. - An e-blast segmented by state and art discipline.	<input type="checkbox"/>
Additional Training and Support	\$100.00 for up to 60 minutes, M-F 8:30-5:00 p.m. MT	<input type="checkbox"/>

ITEM #3

**City of Kingsville
Planning Department**

TO: Main Street Advisory Board Members

CC: Uche Echeozo, Director of Planning & Development Services

FROM: Cynthia Martin, Downtown Manager

DATE: April 3, 2020

SUBJECT: Mural Installation Downtown

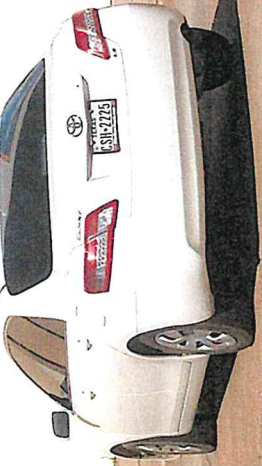
In September 2013, a mural commissioned by the Kingsville Convention and Visitors Bureau (which later became the City's Tourism Department) and painted by Gerald Lopez, an artist from Corpus Christi, was installed on the west wall of the Fuentes Building on the SE corner of 7th and Kleberg. The building burned in late July 2017 and the mural removed and put into storage at the Public Works Building, 1300 E Corral. The intention was to clean and reinstall the mural on the side of this building. After waiting for the building to be demolished and after waiting for an answer from the family that owns the building, the City has been notified that the owners of the building have declined to have it re-installed on their building.

The City is looking at having the mural cleaned and installed somewhere downtown.





TEXAS HISTORY







ITEM #4

**City of Kingsville
Planning Department**

TO: Main Street Advisory Board Members

CC: Uche Echeozo, Director of Planning & Development Services

FROM: Cynthia Martin, Downtown Manager

DATE: April 3, 2020

SUBJECT: Actions the Board Should Be Taking Now Towards Reestablishing a Vital Downtown in the Future

Earlier today, Main Street programs throughout the nation received an email from the National Main Street Center encouraging Main Street leaders to “rise to the challenge of guiding revitalization through crisis and moving recovery efforts forward while also ensuring short-term and long-term organizational health. Responding to the COVID-19 pandemic requires commercial district professionals and volunteer leaders to shift their mindset from traditional work planning and executing annual projects and events to leading a holistic recovery effort for their district.”

It is time for the topic of conversation to shift to ideas, concerns, challenges, and opportunities toward preparing for the future as opposed to what we are doing now. I am asking Board members to reflect on this and have some ideas for a discussion of this topic.



WELCOME TO

KINGSVILLE



**A MAIN
STREET
COMMUNITY**

OF THE
TEXAS HISTORICAL COMMISSION