

## **WORKING CONCEPT UPDATE**

The community synergy that has organically developed on Clay Street in the last three years has created an unexpected energy, leading to vibrant and robust commercial and social activity in the area.

The Kerrville Urban Trail System (KUTS) is a response to that phenomenon, and attempts to develop and capitalize on the positive energy by creating a model to be replicated in other parts of Kerrville.

ClaySouth will be the pilot trail project, to identify best branding, design, and implementation strategies that ultimately satisfy the specific goals of the KUTS project:

1. Improve walkability and bikeability throughout the City of Kerrville, by developing a connected trail system that engages users in a meaningful way
2. Connect existing and develop emerging business districts throughout Kerrville, including, for example: Downtown; River Trail; Clay Street; Main Street; Water Street; Doyle Community; Singing Wind Community.
3. Harness the youthful, vibrant energy realized on Clay Street and incorporate that phenomenon into overall City branding in a way that:
  - a. Identifies, protects, and celebrates the unique elements that make Kerrville special
  - b. Attracts positive attention to Kerrville that is high quality, diverse, authentic, and original
  - c. Increases depth and meaning of experiences had by locals and tourists as they move through town
  - d. Increase meaningful connections among people, places, history, and culture throughout Kerrville

## **KERRVILLE URBAN TRAIL SYSTEM PLANNING MEETING**

**10:30am - September 17, 2018**

**Pint & Plow Brewing Co**

1. Call to Order
2. Finalize Project Name: Kerrville Urban Trail System
3. Finalize Event Name: Trailblazer Event: Kerrville Urban Trail System
4. Finalize event fundraising. Suggest two levels, \$1,000 and \$500 of cash or in-kind contribution
  - a. \$1,000 sponsors confirmed:
    - i. Pint & Plow (Beer, Poster Design, Logo Design, PechaKucha license)
    - ii. City of Kerrville (In-kind, Street Assistance, Heavy-lifting, Organization, etc)
  - b. \$500 sponsors confirmed:
    - i. Plant Haus
    - ii. Kerrville Farmers Market (Food)

- c. Additional sponsors? Update on discussions with Clay businesses, assign KUTS reps to go visit businesses to notify them of event and offer sponsor opportunity
  - i. Rails - Jeremy
  - ii. Aaron Plumbing - \_\_\_\_\_
  - iii. Kerrville Framing - Cynthia
  - iv. Plant Haus - Trena
  - v. NobiliTea - Hollie
  - vi. Napa - Jeremy
  - vii. P&P - Jeremy
  - viii. Arden Hills - Jeremy
  - ix. Pioneer Bank – Kayte?
  - x. Bank of America - \_\_\_\_\_
  - xi. Pop Hair Art - Jeremy
  - xii. City of Kerrville - Mark
  - xiii. Voelkel Surveying - \_\_\_\_\_
  - xiv. Kerrville Farmers Market - Kayte
  - xv. Herring Printing – Joe
  - xvi. Grape Juice – Jeremy
  - xvii. Mike Wellborn Engineering (Next to Grape Juice) – Jeremy
  - xviii. KERV-KRVL has offered free advertising for the event
- d. Finalize mechanism for collecting and managing donations – Community Foundation – Austin Dickson
- 5. Discussion on KUTS organization structure
  - a. Best Alternative – Temporarily organize under existing Community Foundation as financial host, and work towards creating an independent KUTS non-profit organization
  - b. Assign someone to lead effort in KUTS 501(c)(3) application process
- 6. Update on Trailblazer Party Planning
  - a. Suggested time for event – 6-9pm?
  - b. Suggested format: Live Music, Happy Hour, Public Inputs begins 6pm; Begin meal service 6:45pm; Begin Pecha Kucha Presentations 7pm
    - i. Pecha Kucha - First Confirmed Speakers: Clifton Fifer and Susan Sander, other possibles include Ted Flato, Konrad Wert, Mary Muse, Bill Blackburn, Brian Oehler, Wanda Cash, Elaine Dreeben, others?
  - c. Live music confirmed: The Three Dollar Bills
  - d. Public input components – Visuals? Maps? Introduce the boundaries of the pilot ClaySouth trail and gather ideas for future trails in other areas
  - e. Update on branding/advertising for event – Jeremy event posters
- 7. Update on design work
  - a. KUTS – ~~Mr. Lewis~~ P-Dawg
  - b. KUTS-ClaySouth - Jeremy
- 8. Set date for next meeting, assign actions before then.
- 9. Adjourn.