

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:

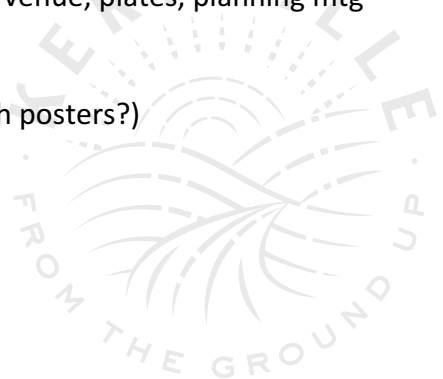
1. Improve walkability and bikeability throughout the City of Kerrville, by developing a connected trail system that engages users in a meaningful way;
2. Connect existing and develop emerging business districts throughout Kerrville;
3. Harness the youthful, vibrant energy realized on Clay Street and 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; and,
 - d. Increases meaningful connections among people, places, history, and culture throughout Kerrville.

KERRVILLE URBAN TRAIL SYSTEM PLANNING MEETING

9:30am - October 1, 2018

Pint & Plow Brewing Co

1. Call to Order
2. Agenda is similar to last week, continue event planning. Any issues, concerns, feedback during the last 2 weeks that might require a shift in our concept?
3. Mark - quick update on TIRZ and potential effects on KUTS/Clay South businesses
4. Finalize Project Name: Kerrville Urban Trail System
5. Finalize Event Name: The Trailblazer: Kerrville Urban Trail System
 - a. Jeremy discussion with President Kerrville Trailblazers – all good
6. Update on sponsorship discussions with Clay businesses. Begin populating list.
 - i. Rails – Jeremy (catering kitchen, bad weather venue, plates, planning mtg Friday Oct. 5 3pm)
 - ii. Aaron Plumbing - Hollie
 - iii. Kerrville Framing – Cynthia (framing ClaySouth posters?)
 - iv. Plant Haus - Trena



- v. NobiliTea – Hollie (tea beverages for dinner, taste pairing with Jeremy/Maia/Josh?)
 - vi. Napa – Jeremy
 - vii. P&P – Jeremy (beer, branding)
 - viii. Arden Hills - Jeremy
 - ix. Pioneer Bank – Kayte
 - x. Bank of America - Vincent
 - xi. Pop Hair Art - Jeremy
 - xii. City of Kerrville - Mark
 - xiii. Voelkel Surveying - Vincent
 - xiv. Kerrville Farmers Market – Kayte (pig, Josh should be paid for his efforts)
 - xv. Herring Printing – Joe (printing, logo work?)
 - xvi. Grape Juice – Jeremy (auction item, wine, Brussels Sprouts?)
 - xvii. Mike Wellborn Engineering (Next to Grape Juice) – Vincent
 - xviii. KERV-KRVL has offered free advertising for the event – Jeremy
 - xix. Entertainmart – Vincent
 - xx. KPUB – offered sponsorship
7. Update on KUTS organization structure
 - a. Confirm group to begin 501(3)(c) application process – Delayne, Kayte, Justin, Jeremy, Maia
 - b. Confirm involvement with Community Foundation - Mark
 8. Update on The Trailblazer event planning
 - a. Working time for event – 5:30-9pm?
 - b. 5:30 – KUTS Visuals/Maps on display for public input – Assign lead to create these maps (Peter? Joe? Vincent? Mark?); Assign docent to manage this public interaction during the event.
 - c. 5:30 – Happy Hour (Wine and Beer) + Live Music
 - d. 6:45 – Begin Meal Service – update from Josh?
 - e. 7:00 – Begin PechaKucha Presentations – confirmed speakers: Fifer, Sander, Muse
 - f. 8:30 – Live Auction – update from Delayne?
 - g. 9:00 – Closing Address
 - h. Update on branding/advertising for event – Jeremy event posters, post cards
 - i. Assign subcommittee for planning event: Cynthia confirmed? With support from Jeremy, Maia, Kayte, Justin, plus Trena as venue host and Josh as chef
 9. Update on design work
 - a. KUTS – ~~Mr. Lewis~~ P-Dawg
 - b. KUTS-ClaySouth - Jeremy
 10. Set date for next meeting(s), assign actions before then.
 11. Party on.

