

## **WORKING CONCEPT**

*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.*

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

**11am - November 7, 2018**

**Pint & Plow Brewing Company**

1. Huge Thank You to everyone, especially to: Cynthia, Melissa (Rails), Linda and Delayne, Kayte Justin and Josh, Schreiner University, Mark, Trena, and the PK speakers. Discussion and reflection on strengths, weaknesses, lessons learned for next event?
2. Update on financials. Spreadsheet with event costs and revenues.
3. Plans to ask for matching funds from City?
4. Approach for Clay South design and KUTS guidelines. Lake | Flato and Peter Lewis is first stop.
5. General discussion on ambition levels for Clay South budget, to give designers a sense of scope and expectations. \$100,000? \$1M?
6. Discuss need for non-profit formation.
7. Social media, website, branding management strategy:
  - a. Trickle of thank yous to sponsors
  - b. Photos as “love story” to Kerrville
  - c. Newsletters – thank you email/update to all Trailblazers. Need to come up with content for that.
  - d. Website – transition purpose from Trailblazer ticket sales to Informational
8. Thank you emails/cards/notes to sponsors – need to create outline and content.
9. Development of Board? Executive committee?
10. Adjourn.

