

WORKING CONCEPT

The Kerrville Urban Trail System (KUTS) is a grassroots effort to build vibrant community connections throughout Kerrville.

Clay South is the pilot trail project of KUTS, and will identify best branding, design, and implementation strategies that ultimately satisfy the overall goals of KUTS, including:

1. *Improve walkability and bikeability throughout Kerrville, by developing a connected trail system that engages users through public art, cultural and natural history, and enhanced accessibility*
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.*

DRAFT AGENDA - KERRVILLE URBAN TRAIL SYSTEM PLANNING MEETING

4:30-5:30pm – Tuesday March 3rd

Pint & Plow Brewing Co

1. Background on KUTS
 - a. Grassroots Project
 - b. Public/Private Partnership
 - c. Improved walkability, bikeability, aesthetic, function
 - d. Improved identity development for Kerrville
 - e. Example of how to embrace, define and control growth
2. Summary of Concept Plan
 - a. Master Plan
 - b. Phase One Implementation – Clay/Water – string lights, crosswalks, street paint, murals, donor funded pole installation, streetscaping, drainage, demolition, site amenities
3. Update on Budgeting and Fundraising Efforts for Phase One
 - a. Trailblazer #1, Small Donors, James Avery, Peterson Foundation, Stevens Foundation, City of Kerrville (existing projects: Garage/Heritage Center), KPUB (existing transmission line projects) McLaughlin Doty Foundation, Cailloux Foundation
 - b. Remaining budget in contract with Outposts – kiosk/marker design?
4. Introduction of second trail concept in Doyle neighborhood
 - a. Background on City's Neighborhood Plan, recent grants to Doyle Community Center (Mark)
 - b. History Trail: Music, Church, and Baseball (Clifton?)
 - c. Funding
5. Trailblazer #2 Planning
 - a. Location, Date, Time
 - b. Donor Funded Pole Installation – Planning: Concept Plan Rollout
 - c. PechaKucha Presentation
 - d. Live Music
 - e. Food and Drink

