

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

4pm - October 16, 2018

Pint & Plow Brewing Co

1. Call to Order
1. Have a beer. “¡Viva Kerrville!”
2. Synergy and Positive Momentum. Examples: Lady at Wolfmuellers, KPUB, Lake|Flato, REI, Cailloux, Schreiner. Importance of KUTS integration with parallel efforts. P-Dawg and Mark’s role of helping ensure the priority of integration.
3. Update on sponsorships.
 - i. **Rails – Jeremy – Confirmed Sponsor (in-kind)**
 - ii. Aaron Plumbing - Hollie
 - iii. Kerrville Framing – Cynthia (framing ClaySouth posters, auction items?)
 - iv. Plant Haus – Trena (in-kind and cash combo?)
 - v. NobiliTea – Hollie (tea beverages for dinner, taste pairing with Jeremy/Maia/Josh?)
 - vi. Napa – Jeremy (probably not)
 - vii. **P&P – Jeremy - Confirmed Sponsor (in-kind)**
 - viii. **Arden Hills – Jeremy – Confirmed Sponsor (cash)**
 - ix. Pioneer Bank – Kayte (probably not)
 - x. Bank of America - Vincent
 - xi. Pop Hair Art - Jeremy
 - xii. **City of Kerrville – Mark – Confirmed Sponsor (in-kind)**
 - xiii. Voelkel Surveying – Vincent
 - xiv. **Kerrville Farmers Market – Kayte – Confirmed Sponsor (in-kind)**
 - xv. **Herring Printing – Joe - Confirmed Sponsor (in-kind)**
 - xvi. Grape Juice – Jeremy (auction item, NOT Brussels Sprouts)
 - xvii. **Mike Wellborn Engineering – Vincent – Confirmed Sponsor (cash)**

- xviii. KERV-KRVL – Jeremy
 - xix. Entertainmart – Vincent
 - xx. KPUB – Jeremy
 - xxi. Heather Rollow at Depot Square – Linda
 - xxii. Basement Brewers of Texas – Chris
 - xxiii. Depot Square – Linda
 - xxiv. Cailloux Foundation – Delayne/Jeremy
 - xxv. Community Foundation – Mark – Confirmed Sponsor (in-kind)**
4. Update on KUTS organization structure
 - a. KUTS Fund is established at Community Foundation. KUTS is responsible for collecting funds from ticket purchases, sponsorships, donations, recognitions, thank-yous, etc through November 2. P&P manages funds in meantime. Need invoices for all in-kind donations please.
 5. Cynthia and Jeremy to provide update on The Trailblazer event planning
 - a. Event Day/Time – 5:30-9pm Friday November 2
 - b. “Scavenger Hunt” Concept: Park in Parking Center. Pick up admission token at KFM, stop at beer booth! (P&P + Basement??). Pick up commemorative glass at Cork Oaks at Pioneer Bank (or P&P if weather sucks) – need table, lighting, docent, permission from Pioneer Bank. Need custom map and instructional insert with KUTS branding for Admission Packets (Peter? Joe? Mark? Jeremy?).
 - c. Rails is confirmed bad-weather alternative location
 - d. 5:30 – KUTS Visuals/Maps on display for public input – Assign lead to create these maps (Peter) Assign docent to manage this public interaction during the event.
 - e. 5:30 – Happy Hour (Wine and Beer) + Live Music + Silent Auction Table (Dealyne) + Info Booth (Peter)
 - f. 6:15/30 – Begin Meal Service (Josh and/or Jeremy to provide food update)
 - g. 7:00/15 – Greeting, Intro, Thank-yous
 - h. 7:15/20 – Begin PechaKucha Presentations – confirmed speakers: Fifer, Sander, Muse, Matthews, Herring, (someone from SU)
 - i. 8:30 – End PK Presentation, announce silent auction closing 5-10min; Coffee/Dessert; Call for donations to be paid for on Auction Table; Closing Address
 6. Cynthia to present event day volunteer task list and sign-ups (tag-team concept).
 7. Update on Media, Social Media, Advertising (Posters, Post Cards), Ticket Sales, Website
 8. Silent Auction Update - Delayne
 9. TABC Permit Update – being processed by San Marcos office, cleared preliminary review, “should” be issued before event.
 10. Set date for next meeting(s), assign actions before then.
 11. Adjourn.

