



**MAIN STREET
& CVB**

P.O. Box 591

Seguin, Texas 78156

Ph: 830-401-2309 Fax: 830-386-2532

Email: mainstreet@seguintexas.gov

MAIN STREET ADVISORY BOARD MEETING MINUTES

Monday, March 16, 2026 @ 4:00 p.m.

Virtually via Zoom and In-Person

Seguin Visitor Center

200 South Austin Street

Seguin, TX 78155

The Seguin Main Street Advisory Board meeting will be conducted with limited public access and by video conference. The meeting will be broadcast via Zoom. For the citizen comments section of the meeting, the public is asked to email any comments to mainstreet@seguintexas.gov no later than 10:00 a.m. on March 16, 2026. Normal rules for public comment apply so please include your name and address in your email. Participants wishing to comment will receive a Zoom Meeting invitation, and a meeting ID number to enter when joining the meeting, as well as participant instructions.

Members in Person: Ashley Hopper Fonda Mathis
Beverly Isaiah-Bermudez Donald Albrecht
Graham Wasilition
Carmen Davilla

Via Zoom: Forrest Fletcher

Others Present: Blaire Friar Lindsay Hajek

- 1. Call to Order.

The meeting was called to order at 4:05 p.m.

- 2. Roll Call.

A quorum was present.

- 3. Public Comments.

No public comments

- 4. Approval of Meeting Report from February 17, 2026.

Fonda Mathis made a motion to approve the minutes as presented. Ashley Hopper seconded the motion. Motion carried.

- 5. Discussion and possible action on the 2026 Fix-It Façade Grant Applications– Blaire Friar, Director of Main Street & Destination Management.

B. Friar brought up the Façade Grants that have been approved for the additional funding but was misled on the timing release of the funds so she is going to present to City Council March 17 for approval.

6. Discussion and possible action on Moonlight & Roses and the Downtown Awards – Blaire Friar, Director of Main Street & Destination Management.

B. Friar did an update on the progress of the Moonlight and Roses event coming up on April 10, 2026. The tickets for both the community table that sits 74 and 3 private tables (total of 24 seats) have been sold out. There has been talk about adding more tables and seats if needed due to high demand and waitlist. B. Friar mentioned that in the past this event was considered a fundraiser more than an event but never really brought in funds. This year, due to the numerous donated items (tables, chairs, linens, desserts, wine, flowers, etc.) and ticketed meals we are out of the red for the first time. There is also a chance of more funds raised during the actual event with the sale of raffle tickets (of the floral arrangements) and wine tumblers. B. Friar stated that she will be sending out a volunteer sheet to both the MSAB and the Arts Commission Board for different time slots when volunteers are needed. The Board asked to see the layout of the set up in the park. With that, B. Friar did mention that we would need to ask permission from the County to park and use spots in the County parking lot. C. Davilla said she would look into those areas brought up. B. Friar also mentioned that we would be working on a rain contingency plan since there is always a chance of unexpected weather.

7. Discussion and possible action on a Board Retreat and Future Meetings - Blaire Friar, Director of Main Street & Destination Management.

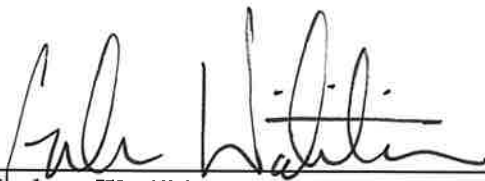
B. Friar brought up the dates for the Board Retreat, and all decided all April 23, 2026 (9a-3p). Due to this Board Retreat, there will be no regular April meeting.

B. Friar brought up the dates for the meetings for the remainder of 2026. Per the dates she had listed, all were agreed upon at the time of 4:00pm.

Beverly Isaiah-Bermudez made a motion to approve the minutes as presented. Carmen Davilla seconded the motion. Motion carried.

8. Staff Updates.
9. Adjourn.

There being no further business, the meeting adjourned at 4:34 p.m.



Graham Wasilition
Main Street Advisory Board

5.18.2026

Date