



**MAIN STREET
& CVB**

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MAIN STREET ADVISORY BOARD MEETING MINUTES

Tuesday, January 20, 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 January 20, 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

Forrest Fletcher

Graham Wasilition

Donald Albrecht

Wanda Rosales

Others Present:

Blaire Friar

Charissa McLain

1. Call to Order.

The meeting was called to order at 4:00 pm

2. Roll Call.

A quorum was present.

3. Public Comments.

No public comments

4. Approval of Meeting Report from December 15, 2025.

Donald Albrecht made a motion to approve the minutes as presented. Graham Wasilition seconded the motion. Motion carried.

5. Discussion and possible action on the election of officers – Blaire Friar, Director of Main Street & Destination Management.

B. Friar brought up the fact that it was time to elect a new MSAB Chair due to the fact that A. Hopper's term has come to an end. Graham Wasilition was nominated and accepted. Fanda Mathis made a motion to approve the nomination. Beverly Isaiah-Bermudez seconded the motion. As sitting Vice Chair, Beverly Isaiah-Bermudez accepted the nomination to stay in position. Fanda Mathis made a motion to approve the nomination. Wanda Rosales seconded the motion. Motions carried.

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

B. Friar informed the MSAB that all applications and extensions that were mentioned at the previous meeting have been approved by Council. The board discussed the grant application from The Canopy that was tabled due to missing a formal quote when submitted during the first round of applications. The Board decided it would only be fair to hold the application for review during the second round of grant applications. Graham Wasilition made a motion to review The Canopy's application with the second round of applications, due February 13, 2026. Don Albrecht seconded the motion. Motion carried.

7. Discussion and possible action on the 2026 Main Street Work Plan – Blaire Friar, Director of Main Street & Destination Management.

B. Friar discussed and went over the 2026 Main Street Work Plan going over the vision, strategy and goals of the plan. In doing so, the plan is laid out by listing different two different Transformation Strategies with goals and how those goals can be completed. Some of the projects will need to be spearheaded in-house by the Main Street Staff, however there are other projects that the MSAB can assist in leading the task:

Transformation Strategy #1, Goal #1

Task #2 – Research & implement ways to improve pedestrian crossing = A. Hopper

Task #4 – Fund façade lighting projects with the Fix-It Façade grant program = F. Fletcher

Transformation Strategy #1, Goal #2

Task #1 – Host semi-annual downtown clean up days = B. Isaiah-Bermudez

Task #4 – Develop a post-event evaluation process = D. Albrecht

Task #5 – Establish Key Performance Indicators for destination success. = G. Wasilition

Transformation Strategy #2, Goal #1

Task #1 – Develop & improve incentives that represent barriers to entry for downtown, focusing on attracting diverse target businesses = F. Fletcher

Task #4 – Conduct a vacancy study with a goal to reduce the downtown vacancy rate to below 10% = F. Fletcher

Task #5 – Look into opportunities to partner with other departments/organizations on small business and entrepreneurship training = F. Mathis

Task #6 – Research “pop-up shop” initiatives to activate vacant ground-floor spaces for short-term use. = B. Isaiah-Bermudez

Transformation Strategy #2, Goal #1 – will be handled by in-house Main Street Staff.

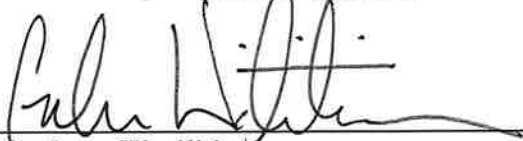
Forrest Fletcher made a motion to approve the 2026 Work Plan. Fonda Mathis seconded the motion. Motion carried.

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

B. Friar brought up the Moonlight & Roses event. With the holiday on April 3rd, the event will now be held on April 10, 2026. Instead of pic-nic baskets that have been offered in the past, this year's event will have a seated meal catered by Burnt Bean from 6-7p and then continue with the regular event as in past from 7-9p. The MSAB agrees with these changes to event, as well as, due to the increase of the rate for the Dirty River Jazz Band, the event will still have Jazz but will go in the direction of a more budget friendly band, Choo-Cha Booch. The MSAB was given the awards for the past years to look over so for the next meeting the discission can be made for the 2025 Downtown Award Nominations.

9. Adjourn.

There being no further business the meeting adjourned at 5:20 p.m.



Graham Wasilition
Main Street Advisory Board

3.16.26
Date