



**MAIN STREET  
& CVB**

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**MAIN STREET ADVISORY BOARD MEETING MINUTES**

Tuesday, February 17, 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](mailto:mainstreet@seguintexas.gov) no later than 10:00 a.m. on February 17, 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:**

<b>Ashley Hopper</b>	<b>Fonda Mathis</b>
<b>Beverly Isaiah-Bermudez</b>	<b>Forrest Fletcher</b>
<b>Graham Wasilition</b>	<b>Donald Albrecht</b>
<b>Wanda Rosales</b>	
<b>Carmen Davilla</b>	

**Via Zoom:** **July Holbrook**

**Others Present:** **Blaire Friar** **Lindsay Hajek**

1. Call to Order.

*The meeting was called to order at 4:04 p.m.*

2. Roll Call.

*A quorum was present.*

3. Public Comments.

*No public comments*

4. Approval of Meeting Report from January 20, 2026.

*Donald Albrecht made a motion to approve the minutes as presented. Fonda Mathis seconded the motion. Motion carried.*

5. Discussion and possible action on the 2025 Seguin Main Street Annual Report – Blaire Friar, Director of Main Street & Destination Management.

***B. Friar presented the 2025 Seguin Main Street Annual Report. The report mentioned the increase in attendance and vendors of the downtown events, the installation of the Central Park public restroom, seven new downtown businesses and how that sales tax collection has gone up 19% since 2023. The report also shows the Downtown Stats using Placer.ai, staff records and social media tracking. By doing this report, B. Friar has mentioned that she would like to start presenting to the MSAB quarterly the updates as she makes the additions to report. A motion was made by Don Albrecht to approve the 2025 Annual Report. Fonda Mathis seconded the motion. Motion carried.***

6. 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 seven applications that have been received on time for the second round of Façade Grants. The MSAB does have \$34,714.61 to award this second round of applicants. To grant all these applicants the full 50% (or \$10,000) for all the applicants will not be possible with the funds available. With much discussion and questions, it was all decided that B. Friar would take the question to City Management and, if necessary, City Council, for the extra funds to grant all applicants the maximum 50% match. By doing so, these grants will assist in the work needed to help in beautifying and lighting up downtown. And with these improvements, that will be an additional attraction to visitors.***

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

***B. Friar did a quick update on the progress of the Moonlight and Roses event coming up on April 10, 2026. A couple requests of the board members were asked for the event such as a donation of a bottle of wine from each member, help reaching out to local florists for donated floral arrangements and volunteers during the event. The main discussion was for the Downtown Awards 2025 recipients. With much thought and discussion, the final decision was made for the following.***

***Downtowner of the year – Downtown Business Alliance***

***Volunteer of the Year – Seguin Rotary***

***Beautification Award of the Year – Lynn Clark***

***Partner of the Year – KWED***

***A motion was made by Carmen Davila. Forrest Fletcher seconded the motion. Motion carried.***

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

***B. Friar announced that work by a local landscaper will start in April for the cleaning and replanting of the downtown planters. Not only will he be replanting all planters, but he will maintain and water 3x a week. If the watering frequency needs to be adjusted staff can make those changes as needed. Staff will also include a Spring and Fall refresh in the next fiscal budget. The questions were asked; does he have his own equipment to water and maintain or if Main Street or City of Seguin had to provide – yes, he is well equipped, and will he be planting Texas Native and drought resistant plants – yes and even adding Bluebonnet seeds to the planters.***

9. Discussion and possible action on Board Retreat/Training - Blaire Friar, Director of Main Street & Destination Management.

***B. Friar brought up the fact that she would like to bring in someone for a Board Retreat to help with strategic planning and prepare for the upcoming year. To make the fiscal year and budget timeline,***

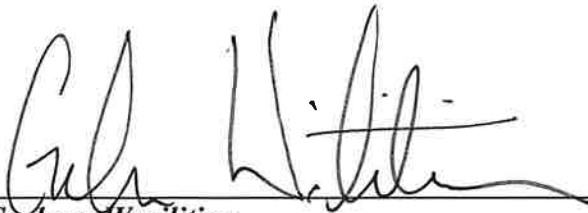
*this requested retreat would need to be quite soon. If all agree, B. Friar will be sending out a poll of dates and times for an all agreed scheduled day.*

10. Staff Updates.

*No staff update.*

11. Adjourn.

*There being no further business, the meeting adjourned at 5:15 p.m.*

  
\_\_\_\_\_  
*Graham Wasilition*  
*Main Street Advisory Board*

*3.16.26*  
\_\_\_\_\_  
*Date*

