

MEMORANDUM

To: Mayor Donna Dodgen and Seguin City Council
Steve Parker, Seguin City Manager

From: Kyle Kramm, Main Street & CVB Director

Through: Rick Cortes, Deputy City Manager

Subject: Fiesta Patrias – Street closure, Sale of alcohol, and stand-alone fencing

Date: July 1, 2021

In 2017, the Seguin Main Street Advisory Board recommended to City Council to amend the downtown event ordinance to ban stand-alone fencing for any event larger than one block. The City Council accepted the recommended amendments to the ordinance.

The Seguin Main Street Advisory Board had a multitude of reasons for banning the fencing, primarily the negative impact on businesses being blocked by fencing, pedestrian pathways being blocked, loitering outside the fencing, and the unattractive, unwelcoming atmosphere created by fencing off Central Park. However, the ban on fencing meant that no ticketed events would be able to happen in Central Park, nor would any events be selling mixed beverages.

In 2019 City Council approved a one-time waiver to allow the Hispanic Chamber of Commerce to use the fencing for one of their events. Staff was then supposed to poll the downtown businesses after the event to garner their feedback on how the event impacted their business. Due to circumstances, the event was not able to be held in 2019 and no survey was completed.

This year, the Hispanic Chamber of Commerce and LULAC are combining their efforts to host Fiestas Patrias on Friday, September 10, 2021, 5:00 pm – midnight and Saturday, September 11, 2021, 12:00 noon until 12:00 midnight. They are asking for the opportunity to use the fencing for this event.

In addition to the use of fencing, the organizations are requesting permission for the sale of alcohol on City property and the closure of the following streets 100 – 200 block of South River, East Donegan and East Nolte beginning on Friday, September 10 at 5:00 a.m. and ending at 6:00 a.m. on Sunday, September 12.

Thank you for your consideration.