



**MAIN STREET  
PROGRAM**

## **MEMORANDUM**

**To: Mayor Don Keil and Seguin City Council  
Douglas G. Faseler, Seguin City Manager**

**From: Kyle Kramm, Seguin Main Street and CVB Director**

**Subject: Downtown Event Policies**

**Date: January 31, 2017**

With an increasing number of events occurring in downtown Seguin and an increase in the number of businesses, a full review of the policies overseeing downtown events was needed. Staff and the Main Street Advisory Board reviewed the policies and recommend the following changes to the policy.

- Events requiring a single block street closure outside regular business hours and does not sell alcohol require staff approval only. Currently only the 100 block of East Donegan and the 100 block of West Washington can be closed with only staff approval. This change would make the street closure policy consistent and streamline the process for smaller events.
- Set up can begin within twelve hours of the event start time. This is a change as some events were setting up 24 hours in advance which negatively impacted businesses dealing with a whole day of no activity or traffic.
- Stand alone fencing is limited to one block at any given time. This addresses the concern about wanting the park to always be open and available to public for free, but still allows for ticketed events in downtown. This also reduces the impact on businesses.

Staff recommends approval of these changes to the downtown event policies.