

Presentation:

2. Receive presentation from the Lost River Film Festival and the Office of the Hays County Judge, requesting Main Street support of their initiative to name “Boyhood Alley.”
 - Question – Are any other names available? (Lynn)
 - Rebecca – City does not currently have naming conventions for alleyways. Kissing Alley is the only alley with a formal name. This resolution might begin the conversation to develop a process for naming alleyways.
 - Concern – The film is not well known enough to justify calling it Boyhood Alley. (Lynn)
 - Agreement – People will question the name Boyhood Alley. (Hennig)
 - Rebecca – Up to Board to make recommendation to support this request, or to make alternate name recommendations.
 - Josie – Consideration of how we can educate people about the film and reason for naming.
 - Question – Is the focus on the film or the director? (Hennig) Cannot support the name Boyhood Alley because it sounds creepy.
 - Discussion – Can it be named something to recognize the film industry in San Marcos? Agreement with the idea of naming the alley, but several board members were not comfortable supporting the specific name Boyhood Alley.
 - Freddy – Idea to install a plaque about the film instead of naming the alley.
 - Concern – Most of our citizens will not understand why the alley is named that.
 - Anita – The film won many awards, very well known in the film industry. Perhaps we could use a QR code to educate the public.
 - Josie – Review and discussion of how Main Street gained support to formally name Kissing Alley.
 - Discussion – Could it be named Film Alley or Cinema Alley? Board loves the idea of naming the alley as a tourism initiative, they were not in favor of the name Boyhood Alley.
 - Support for plaques around downtown commemorating filming locations, support for idea of Cinema Alley. (Breed, McCafferty, Lynn, Hennig)
 - Concern about reaction by citizens if named Boyhood Alley. At face value, if someone is not familiar with (Hennig).

Action Item

4. Discuss and consider support of the Lost River Film Fest and Office of the Hays County Judge’s request to support their initiative to name “Boyhood Alley.”
 - Question if Anita needs to recuse herself, agreement that she may vote if there is no financial stake.
 - Motion to not support the name of Boyhood Alley (Hennig) second (Breed)
 - Amendment to support a naming of the alley for a “cinema type name” as an alternative to Boyhood Alley instead (Lynn) second (Breed)
 - 6-1 in favor

- Yes – Breed, Lynn, Gleason, Hennig, Dunn, McCafferty
 - No – Collins
- Realization that the board made things messier with that amendment
- Withdrawal of original motion (Hennig)
- Motion to support the request with amendment to use different name (Hennig) second (Lynn)
 - Discussion – There is no reason to name this alley anything but Boyhood Alley because no other film featured it that way. No other studios will film in that alley because it has already been featured in an award winning film. Don't understand the argument against Boyhood Alley name and why people might find it offensive. (Collins)
 - The name might not come across as appropriate. Board members are in support of naming the alley but believe the public will have a negative association with the name Boyhood Alley. (Lynn) Not a dig, just concerned with public reaction to this particular name. (Breed) Combination of words boyhood and alley doesn't sound right. (McCafferty)
 - Vote 6-1 in favor of amended motion
 - Yes – Breed, Lynn, Gleason, Hennig, Dunn, McCafferty
 - No - Collins