

**CITY OF GONZALES, TEXAS
BEAUTIFICATION ADVISORY BOARD MEETING
MINUTES – January 23, 2024**

The regular meeting of the Beautification Advisory Board was held on **January 23, 2024**, at 8:00 a.m. at the Gonzales Main Street / Economic Development Building located at 304 St. Lawrence Street. This was an OPEN MEETING, open to the public, subject to the open meeting laws of the State of Texas and, as required by law, was duly posted at the Gonzales Municipal Building giving notice of time, date, place, and agenda thereof. The meeting notice, agenda and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

Staff liaison Tiffany Hutchinson-Padilla called the meeting to order at 8:09 a.m. and a quorum was certified.

Attendee Name	Title	Status
Connie Dolezal	Board Member	Absent
Deane Parsley-Novosad	Board Member	Present
Dee Sengelmann	Board Member	Present
Jessica McKinney	Board Member	Absent
Pat Anders-Ryan	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Susan Sankey - GEDC Director
Tim Crow – City Manager

PUBLIC COMMENTS

None

ACTION ITEMS

- 1.1 Discuss, Consider and Possible Action approving the November 14, 2023, Regular Meeting Minutes.

Action: Item 1.1

Approved

Board Member Sengelmann moved to approve the November 14, 2023, Regular Meeting Minutes. Board Member Parsley-Novosad seconded the motion. Staff Liaison Padilla called for a roll call vote. For: Unanimous. The motion passed 3 to 0.

- 1.2 Discuss, Consider and Possible Action regarding Jim Price community driven cleanup campaign.

Action: Item 1.2

Discussion Only

Discussion: Staff liaison requested an action plan for clean-up and asked board members to offer ideas for additional groups to participate in projects and to identify leads for various tasks. Board Member Sengelmann stated that she visited with Councilman Hernandez a few weeks ago requesting assistance in identifying 5-6 people across his district that might be a good fit. He has not responded since. We can count on the people that we are doing Yard-of-the-Month as a group. Groups could adopt an area to clean up. We need to define an area and ask civic groups, clubs, and businesses to “adopt-a-spot” to clean. Each group could take a small spot to clean up litter or drive around and pick it up to transport it. Businesses and clubs could adopt an area to clean. Perhaps take the map and divide it up and give each area a number and let groups choose an area. We are primarily asking for the groups to clean up litter. If there are tools available, perhaps cleaning up

curbs as well. Encourage homeowners to clean up their curbs or sidewalks. Suggest social media posts to “help your neighbor” or “spring cleaning” your own yard. What could you do to make your “curb appeal”? Roving volunteer neighborhood trucks should get special access to the dumping. Ask GVEC to host a BBQ for volunteers. Identifying groups to serve and areas that need serving. Board member Sengelmann will identify zones/areas that need assistance. Consider asking groups like, Young Farmers, 4-H, football team, Lion’s club, Honor society, ROTC. Get the orange trash bags so they are very noticeable for City crews to pick up. Identify forgotten neighborhoods. Date will be April 20th for the Jim Price clean up date. Participants must present a residential utility bill. Reach out to Carla in code enforcement to identify needed areas. City Manager Crow suggested that we may have access to a tire cutter. Contact Lew at the paper to get a series of articles leading up to the Jim Price clean up to help educate the public. Consider hosting pre-cleanup volunteer meeting.

1.3 Discuss, Consider and Possible Action regarding Art Club proposals for murals

Action: Item 1.3

Discussion Only

Discussion: Board Member Anders-Ryan discussed the Art Club painting a mural on the exterior walls of the restrooms at Lion’s Park. City Manager Crow confirmed that in the restructuring of the Lion’s Park, the restrooms will not be torn down and the City would be supportive of receiving proposals from the Art Club to paint murals there. Board Member Anders-Ryan explained that they would need the City’s assistance to get the surfaces power-washed and primed before adding the murals to the walls. Will need to seal it to prevent it from graffiti. Board Member Sengelmann will speak with Jessica Barnett about refurbishing that restroom as well. Board Member Anders-Ryan will bring back proposals for the art work at a later meeting. Possibly put mural on fence around the pump to the fountain at City hall.

1.4 Discuss, Consider and Possible Action regarding Keep Texas Beautiful Affiliate Check list actions

Action: Item 1.4

Discussion Only

Discussion: Staff liaison Padilla discussed the next steps in the Keep Texas Beautiful Affiliation will be to do a litter study. This can be done through a survey (windshield survey). Asking each Board Member to take an area and submit information for the study. This needs to be submitted into the KTB litter database prior to our clean up event so we can have a starting point. Then we can take a before and after picture for submitting to the KTB. This is due by next month.

1.5 Discuss, Consider and Possible Action regarding community fundraising campaign for American Flags to line the avenues and wildflowers

Action: Item 1.5

Discussion Only

Discussion: The funds received from fundraising have to have a process to go through the finance director. We need to work with Finance Director Zella to set that up before receiving funds. Seeding Market Square with wildflowers may be a better option than trying to do the museum. City Manager Crow asked to consider the green space behind City Hall and the island area to the North of City Hall. What could that space look like to develop something that isn’t just lawn. Perhaps we could ask Matty for ideas for that area. Perhaps a rose garden with gravel walking paths and memorial benches. Something low maintenance. Design around the sprinklers that are already there. Perhaps get one of the garden clubs or master gardeners to take that on. Check out grants that encourage native planting with reduced water usage. A plan for Market Square was submitted. We need to see if there is water to that area. The wall needs to be painted. Fall is best for wildflower seeds. Board Member Sengelmann will check to see what the cost of the plants will be. Once Jim Price Clean up is over, we will begin soliciting for purchasing flags.

STAFF/BOARD REPORTS

- 2.1 Report from Board Member Sengelmann on yard of the month and decorating contests
The Spade and Trowel Club is now on the third yard of the month. This month they recognized Nancy Espinosa
- 2.2 Requests by board members for items on a future Beautification Board Meeting agenda
- 2.3 Set date and time for next meeting.
February 20, 2024 @ 8:00 am

ADJOURN

A motion by Board Member Anders-Ryan to adjourn and seconded by Board Member Novosad, the meeting adjourned at 9:09 am. Staff liaison called for a roll call vote. For: Unanimous. The motion passed 3 to 0.

The meeting adjourned at 9:09 am.

Approved this 23rd day of January 2024

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales