

CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – March 21, 2024

The regular meeting of the Main Street Advisory Board was held on **March 21, 2024**, at 5:30 p.m. at the Gonzales Main Street and Economic Development Office located at 305 Saint 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

Board Member Craven called the meeting to order at 5:31 p.m. and a quorum was certified.

Attendee Name	Title	Status
Britney Caka	Chairperson	Absent
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Absent
Linda Brown	Board Member	Present
Joey Moss	Board Member	Present
Kayla Craven	Board Member	Present
DeDe DeStefano	Board Member	Absent
Keith Berger	Board Member	Present
Mario De La Santos	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

PUBLIC COMMENTS

CONSENT AGENDA ITEMS

1.1 **Minutes** – Approval of minutes for the January 23, 2024 Regular Meeting Minutes.

ACTION: Item 1.1

APPROVED

The board discussed that the Call to Order portion of the minutes listed Chairperson Caka instead of Board Member Craven. Board Member Moss moved to approve the January 23, Regular Meeting Minutes with the change from Chairperson Caka to Board Member Craven calling the meeting to order. Board Member Brown seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.2 **Financial Report** – Approval of the Financial Report ending January 31, 2024 & February 29, 2024

ACTION: Item 1.2

APPROVED

Board Member Moss made a motion to approve the Financial Report ending January 31, 2024 & February 29, 2024. Board Member Craven seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.3 Discuss, Consider, and Possible Action on the Gonzales Main Street Educational Social Media Campaign

ACTION: Item 1.3

APPROVED

Board Member Moss made a motion to approve the Gonzales Main Street Educational Social Media Campaign. Board Member Craven seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.4 Discuss, Consider and Possible Action on Gonzales Noon Lion’s Club request to borrow movie screen for their annual Drive-Up Bingo Fundraiser to be held on March 23, 2024.

ACTION: Item 1.4

APPROVED

Board Member Moss made a motion to approve the Gonzales Noon Lion’s Club request to borrow movie screen for their annual Drive-Up Bingo Fundraiser to be held on March 23, 2024. Board Member Craven seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

ACTION ITEMS

- 2.1 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work.

- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives – Metric to standardize evaluation.
- (b) Transformational Strategy #1, Goal #2 - Utilize DowntownTX.org – Update on building database.
- (c) Transformational Strategy #2, Goal #1 – Beautification: Handrails, trashcans, & benches.
- (d) Transformational Strategy #2, Goal # 2 – Heritage tourism/Business Support: Roundtable & Community Gift card.

ACTION 2.1

APPROVED

- (a) The board previously discussed creating clear metrics as a guide when evaluating grant applications. The proposed guide focuses on the preservation, economic, access and impact, and project management, budget, and bids impacts. Board Member Craven made a motion to approve the creation and use of the proposed

Gonzales Main Street Revitalization Incentive Metrics adding all ratings between 1 - 10. Board Member Daniel seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- (b) Main Street Director Tiffany Padilla asked the board to help gather information on Main Street businesses in order to update the DowntownTX.org database.
- (c) Main Street Tiffany Padilla updated the board on the progress of the downtown restoration of existing handrails and adding additional handrails. The board also discussed potentially asking for bench sponsorships and asked for more quotes for the potentially new benches.
- (d) The board discussed continuing to promote Yiftee Community Gift card. Main Street Director Tiffany Padilla informed the board about partnering with various local organizations in anticipation of Gonzales' 2025 Bicentennial celebration.

2.2 Discuss, Consider, and Possible Action regarding 2024 Sponsorship packets and solicitations.

- (a) Year Long – levels and benefits
- (b) Single Event – levels and benefits
- (c) Christmas Cutouts Sponsorship
- (d) Lighted Tree Sponsorship

ACTION 2.2

APPROVED

The board looked over the 2023 Sponsorship levels. They agreed that the levels remain the same, however, to update the events section to include the transformational strategy goals. Board Member Daniel made a motion to approve the 2024 Sponsorship packets and solicitations. Board Member Moss seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

2.3 Discuss, Consider, and Possible Action regarding partnering with GEDC on Small Business Summit in lieu of Main Steet Business Q1 Roundtable

ACTION 2.3

APPROVED

Main Street Director Tiffany Padilla informed the board that the Gonzales Economic Development Corporation will be hosting a Small Business Summit and Workshop on May 6th. This all-day summit in Cuero will discuss topics such as PlacerAI, Behaviors of Millennials & Gen Z, How AI Can Help Your Business, TxDOT Regional Update, and Tips and Tricks to Market Your Small Business. The board agreed the information provided at this summit could be beneficial to Main Street businesses. Board Member Craven made a motion to approve partnering with GEDC on the Small Business Summit in lieu of the Main Street Business Q1 Roundtable. Board Member Moss seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

2.4 Discuss, Consider and Possible Action regarding 4th of July pole decorations, Christmas lights over roadways, Christmas lights for squares and architectural lighting of downtown buildings.

ACTION 2.4**APPROVED**

The board received a quote from Remschel Customs to create a bracket for the Star Decorations in the amount of approximately \$2400.00. The City of Gonzales donated in-kind services to hand these stars. The board agreed that the addition of these stars will greatly improve the look of the downtown area during such events as the 4th of July celebration. Board Member Daniel made a motion to approve Remschel Customs creating brackets for Star Decorations. Board Member Santos seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

The board also discussed replacing Christmas lights draped across the roadways that are no longer functional or in poor condition. The cost for new lights is approximately \$650 per spool of 1,000 feet of string. This does not include light bulbs; however, Main Street currently owns lots of light bulbs. Board Member Craven made a motion to approve purchasing additional spools of lights for replacement. Board Member Daniel seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Lastly, the board discussed adding Christmas and Architectural lights downtown. The board agreed to table these discussions, in order to obtain more information.

2.5 Discuss, Consider and Possible Action regarding allowing Crystal Theater use of Main Street's Eventeny software subscription

ACTION 2.5**APPROVED**

Main Street Directory Tiffany Padilla informed the board about the Crystal Theater's request to use Main Street's Eventeny software subscription. She explained that they needed an inexpensive software solution to their tickets online. The board discussed how allowing Crystal Theater to use their software did not harm their organization and was in fact, helpful to the community. Board Member Moss made a motion to approve Crystal Theater using Main Street's Eventeny software subscription. Board Member Daniel seconded the motion. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

2.6 Discuss, Consider and Possible Action regarding setting forth standards for the use of Main Street's Assets

ACTION 2.6**TABLED**

The board discussed potential standards and an agreement in regards to other organizations/people using Main Street's Assets. The boards agreed to table this discussion until more information was obtained.

STAFF/BOARD REPORTS

3.1 Committee Reports

- (A) Business of the Month Committee – The board agreed to the following: June – South Texas Poultry, July– NAPA Auto Parts
- (B) Merchant Relations Program Report – no update
- (C) Texas Treasures Update – no update
- (D) Veteran’s Banners – no update

2.3 Main Street Director Report

Main Street Director Tiffany Padilla updated the board on the status of ongoing projects including Handrail restoration, trashcan restoration, benches/memorial benches, and a mural project. She also informed the board about the Texas Independence Relay and Main Street’s shuttle service during the upcoming Cattle Country Music Festival. She explained that businesses could pay a magnet sponsorship on the bus and/or be a stop during the shuttle route. This is expected to be a good fundraising opportunity and bring visitors to downtown businesses. She stated that she has received 5 letters of intent for grants and that several new businesses are opening soon. Lastly, she informed the board about upcoming training, including attending the Main Street Now Conference in May.

2.4 Requests by board members for items on a future Main Street agenda.

- Board Member Craven suggested the reassignment of Main Street business map
- Board Member Craven suggested the Memorial bench project
- Board Member Craven suggested the next Business Roundtable
- Board Member Craven suggested a company to do Christmas lights
- Board Member Craven suggested a budget for architectural lights
- Board Member Craven suggested on deciding on next Christmas ornament design and quantity
- Board Member Craven suggested a process for renting Main Street’s assets

2.5 Set date and time for next meeting.

Thursday, April 18 at 5:30pm.

ADJOURN

A motion by Board Member Daniel and a second by Board Member Brown, the meeting adjourned. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 21st day of March 2024

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales