

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – November 19, 2024**

The regular meeting of the Main Street Advisory Board was held on **November 19, 2024**, at 5:30 p.m. at the Gonzales City Municipal Building located at 820 N St. Joseph 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 the time, date, place, and agenda thereof. The meeting notice, agenda, and agenda packet were posted online at www.gonzales.texas.gov.

CALL TO ORDER

Acting Chairperson Peeler called the meeting to order at 5:30 p.m. and a quorum was certified.

Attendee Name	Title	Status
Joey Moss	Board Treasurer	Present
Kayla Craven	Board Secretary	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Brandon Page	Board Member	Present
Charles Kerr	Board Member	Present
Glori Wyatt	Board Member	Present
Rebecca Martinez	Board Member	Present
Greg Webb	Board Member	Present

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

PUBLIC COMMENTS

None

CONSENT AGENDA ITEMS

1.1 **Minutes** – Approval of the minutes for the October 15, 2024, Regular Meeting and November 11, 2024 Board Workshop.

1.2 **Financial Report** – Approval of the Financial Report ending October 31, 2024

CONSENT AGENDA ITEMS: Item 1.1 & 1.2

APPROVED

Board Member Moss moved to approve the October 15, 2024 Regular Meeting Minutes, the November 11, 2024 Board Workshop minutes, and approve the Financial Report ending October 31, 2024. Board Member Webb seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

ACTION ITEMS

2.1 Discuss, Consider, and Possible Action regarding planning for upcoming events, including: Come and Bake It, Sip – Shop - Savor Small Business Saturday, and Winterfest

ACTION 2.1 (a) & (b)

DISCUSSION ONLY

Board Members discussed volunteer needs for Come and Bake It – November 25, 2024 and Sip, Shop, Savor – Small Business Saturday – November 30, 2024. AMEX posters and Main Street bags will be distributed by Merchant Relations Representatives.

ACTION 2.1 (c)

DISCUSSION ONLY

Board Members discussed possibility of hosting a Jingle Mingle during Winterfest. Main Street businesses like the “Jingle Mingle” but suggested it be hosted a different time during the holidays, not in conjunction with Winterfest. Board will not host Jingle Mingle during Winterfest.

APPROVED

Board Member Brown presented the Window decorating information and requested that the Board consider allotting funds to provide dinner to the out-of-town judges of the Window decorating contest. Certificates will be printed for winners and Board Member Brown will donate frames. Board member Craven motioned to approve up to \$200.00 to provide dinner for the out-of-town judges. Board member Kerr seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

DISCUSSION ONLY

Board Members discussed the December 6th arrival of Santa on the TXGN Locomotive. Come and Crepe It will donate hot cocoa. Board members Martinez, Brown and Kerr will donate marshmallows. Eight golden tickets will be distributed to allow for the child who receives the ticket to bring an adult.

Board Members discussed the December 7th Winterfest celebration. They will not be adding the Czech musician to the entertainment lineup.

APPROVED

Board Members discussed the increase in cost for the Off the Rails band. Original approval was \$1000.00. With the quote from the sound technician, the new quote is \$1400.00. Board Member Webb voted to increase the original approved amount to \$1400.00. Board Member Kerr seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

DISCUSSION ONLY

Board Members discussed the Lighted Christmas Parade. Judging will take place before the parade begins and awards handed out. Board members Martinez and Brown offered to be judges for the parade. We will need one more judge. It is suggested to reach out to the year long sponsors to see if and of them would like to judge. The Main Street float will be dropped off at the warehouse on Thursday. Board Member volunteers will need to decorate the float. Director Padilla will send out a SignUp Genius to call for volunteers.

APPROVED

Board Member Moss made a motion to approve up to \$100.00 to purchase candy canes to be distributed along the parade route. Board member Page seconded the motion. Chairperson Peeler called for a roll call vote. For: Unanimous. The motion passed 9 to 0.

DISCUSSION ONLY

Board Members discussed additional presentations needed for Winterfest. Board Member Peeler offered to assist contacting outstanding business to renew Christmas Cutouts. Board Members will reach out to their respective retail businesses to see if they would like to sell the Main Street Christmas Ornaments this year.

- 2.2.1 Discuss, Consider, and Possible Action regarding Transformational Strategy focus and applicable work.: Identify at least two (2) Main Street Transformational Strategies, applicable goals, and work

ACTION 2.2

TABLED

Board Member Craven made a motion to table this discussion until next board meeting in the interest of time. Board Member Webb seconded the motion. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 9 to 0.

STAFF/BOARD REPORTS

- 3.1 No reports from other organization
- 3.2 Committee Reports – postponed until next meeting
- 3.3 Main Street Director Report - Already reported info during the meeting.
- 3.4 Requests by board members for items on a future Main Street agenda
Texas Treasure Awards – Halamicek celebration
Business of the Month December & January – Crystal Theater & Alcalde
Tabled Items including Strategic Planning
Tile project for restroom side of Firehouse (6x6 square tiles @\$8 per tile)
- 3.5 Set date and time for next meeting:
Tuesday, December 17, 2024, 5:30pm – City Hall

ADJOURN

A motion by Board Member Craven and a second by Board Member Martinez, the meeting adjourned at 6:27 p.m. Chairperson Peeler called for a vote. For: Unanimous. The motion passed 9 to 0.

Approved this 19th day of November 2024

Amy Peeler
Board Chairperson, Gonzales Main Street Board

Attest:

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales