

**CITY OF GONZALES, TEXAS  
MAIN STREET ADVISORY BOARD MEETING  
MINUTES – January 17, 2023**

The regular meeting of the Main Street Advisory Board was held on **January 17, 2023**, at 5:30 p.m. at the Gonzales Municipal Building located at 820 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 time, date, place, and agenda thereof. The meeting notice, agenda and agenda packet were posted online at [www.gonzales.texas.gov](http://www.gonzales.texas.gov).

**CALL TO ORDER**

Chairperson Caka called the meeting to order at 5:32 p.m. and a quorum was certified.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Britney Caka	Chairperson	Present
Adriane Hastings	Board Member	Present
Valorie Daniel	Board Member	Present
Amy Peeler	Board Member	Present
Linda Brown	Board Member	Present
Michelle Tucker	Board Member	Present
Joey Moss	Board Member	Absent
Kayla Craven	Board Member	Present

**STAFF PARTICIPATING:**

Tiffany Padilla – Main Street Director

**GUESTS**

**PUBLIC COMMENTS**

**ACTION ITEMS**

- 1.1 Discuss, Consider and Possible Action approving the December 15, 2022 Regular Meeting Minutes.

**ACTION: Item 1.1**

**APPROVED**

Board Member Peeler moved to approve the December 15, 2022 Regular Meeting Minutes. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.2 Discuss, Consider and Possible Action to update signers on Main Street's bank account to include the new Gonzales City Manager Tim Crow.

**ACTION: Item 1.2**

**APPROVED**

Chairperson Caka stated that resolution from the board was needed to update the signers on Main Street's bank account. Chairperson Caka called for a motion. The new City Manager is now Tim Crow, and he needs to be updated as the City Manager signer. Board Member Hastings moved to approve updating Main Street's bank account signers. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.3 Discuss, Consider and Possible Action regarding request to GEDC for a budget amendment of \$68,500.00 for Main Street Improvement Grant.

**ACTION: Item 1.3**

**APPROVED**

Main Street Director Tiffany Padilla stated that there was a budgeting oversight. Funds that were committed in the 2021-2022 fiscal year were not paid out prior to October 1, 2022. The phase one \$52,000 grant for 415 St. James was paid out on October 14, 2022. Therefore, Main Street is short in funds in the amount of \$156,000 allotted from GEDC. The director of GEDC directed Tiffany to ask for an amendment. Tiffany requested the board to submit an amendment to GEDC in the amount of \$68,500.00. This amount will cover Main Street for all its' committed grants and one possible \$52,000.00 grant. Board Member Peeler moved to approve submitting a request to GEDC for a budget amendment of \$68,500.00 for the Main Street Improvement Grant. Board Member Tucker seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.4 Discuss, Consider and Possible Action regarding hosting a Main Street Business RoundTable

**ACTION: Item 1.4**

**APPROVED**

The board previously discussed hosting a RoundTable with Main Street Businesses. Main Street Director Tiffany Padilla stated that this event would be for Main Street Businesses only. The goal of the event is to better understand what the needs and desires are of these businesses. Board Member Hastings proposed having the event during lunch time at Mi Lupita's. Board Member Craven suggested including some information given to the board during their orientation about what is Main Street is. The board agreed to host this event on January 30<sup>th</sup>, 2023. Board Member Hastings moved to approve hosting a Main Street Business RoundTable on January 30<sup>th</sup>, 2023. Board Member Brown seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.5 Discuss, Consider and Possible Action regarding soliciting for yearlong and single event sponsorships.

**ACTION 1.5**

**DISCUSSION ONLY**

Chairperson Caka stated that yearlong sponsorships were created and successful in the previous year. Board Member Daniel proposed presenting information to businesses. The amount of sponsorship levels was discussed.

1.6 Discuss, Consider and Possible Action regarding sponsored Christmas Cutouts.

**ACTION 1.6**

**APPROVED**

Chairperson Caka suggested selling Christmas Cutouts to sponsors/businesses. Board member discussed communicating this out to businesses via yearlong sponsorship or board members. Board Member Hastings moved to approve Christmas Cutout program. Board Member Daniel seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.7 Discuss, Consider and Possible Action regarding Main Street Fundraising Banquet

**ACTION 1.7**

**DISCUSSION ONLY**

Chairperson Caka stated that this event is currently being worked on. A meeting for this event will be held next week. No further update.

1.8 Discuss, Consider and Possible Action regarding POW-WOW event.

**ACTION 1.8**

**DISCUSSION ONLY**

Board Member Tucker stated a meeting was scheduled for Friday with Gonzales Chamber of Commerce and Tourism for possible partnership. Main Street Director Tiffany Padilla stated one vendor has been confirmed. She has developed a food vendor application. Also, if Daniel and his team can get 77 vendors, then Main Street's only financial obligations will be \$25,000. The vendor's fees will amount to \$23,000.

1.9 Discuss, Consider and Possible Action regarding Cinco de Mayo Event.

**ACTION 1.9**

**APPROVED**

Board Member Hastings updated the board that a promoter could help with entertainment and will have more details in the future. The board discussed when the event should take place. Chairperson Caka proposed the event taking place on Saturday, May 6<sup>th</sup> in Hero Square during the evening. Board Member Hastings moved to approve Cinco de Mayo Event on May 6, 2023, in Hero Square with streets closing from noon to midnight. Board Member Tucker seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

1.10 Discuss, Consider and Possible Action regarding Come and Write it Writer's Conference/Retreat

**ACTION 1.10**

**DISAPPROVED**

Chairperson Caka stated that a community member suggested the board create a "Come and Write It" writers retreat. Board Member Hastings moved to disapprove creating a "Come and Write It" writers retreat. Board Member Daniel seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.11 Discuss, Consider and Possible Action integrating a “Come and Bake It” competition into one of our events.

**ACTION 1.11**

**APPROVED**

The board previously talked about using local businesses/ingredients during a baking competition. Main Street Director Tiffany Padilla suggested integrating this competition with the Rum Run event. Board Member Craven suggested that they could then bake with rum from the distillery. The board discussed having competitors at different businesses. Chairperson Caka suggested having this event in November during pecan season when the board doesn't have an event. Board Member Tucker moved to approve adding a “Come and Bake It” competition in November. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.12 Discuss, Consider and Possible Action regarding City-Wide Garage Sale

**ACTION 1.12**

**APPROVED**

Main Street Director Tiffany Padilla explained that people can rent a space in the square to sell their items, they can also sell from their house. The City of Gonzales charges permit fees for garage sales; however, these fees will be waived during this day. The event and map are advertised in the paper. Chairperson Caka suggested having this event on the same weekend as the Jim Price Clean Up event. The board discussed charging a registration fee for participants. Chairperson Caka proposed a date of April 15, 2023. Board Member Daniel moved to approve the City-Wide Garage Sale event on April 15, 2023. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

- 1.13 1.13 Discuss, Consider and Possible Action regarding purchasing Main Street ad space in Discover magazine.

**ACTION 1.13**

**APPROVED**

Main Street Director Tiffany Padilla presented the board with past issues of the Discover magazine. She explained that it might benefit Main Street to purchase an ad. The magazine is created by the Gonzales Inquirer and distributed via multiple outlets. A small excerpt about Main Street is already included but not events. Chairperson Caka stated that Main Street had the advertising budget for this ad and recommended having two pages. The board agreed the ad should focus on events, what Main Street does, and what Main Street focuses on. The board finalized dates for the rest of the year. Board Member Hastings moved to approve purchasing Main Street ad space in Discover magazine. Board Member Daniel seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

## **STAFF/BOARD REPORTS**

- 2.1 Financial Reports:

A) Financials through January 14, 2023 were reviewed.

Statement of Activity for January through December

Chairperson Caka explained that the upcoming budget is currently being worked on. An outstanding Winterfest sponsorship of \$5,000 is still expected to arrive. Prize earnings from the window decorating contest were donated back to Main Street.

## 2.2 Committee Reports

(A) Veteran's Banner Committee – nothing to report

(B) Marketing Committee – nothing to report

(C) Business of the Month Committee – The business of the month sign has been completed. It was agreed that the winner would be interviewed and newspaper contacted to be at the interview.

(D) Merchant Relations Program Report from each Board Member – Board Member Daniel reported that businesses appreciate the communication about Main Street information they are now receiving from the director and board.

## 2.3 Main Street Director Report

Main Street Director Tiffany Padilla reported that Main Street's sales taxes were filled on January 11, 2023. There has been interest in rezoning downtown Main Street to mixed use. The board was asked to consider the pros and cons of mixed use zoning. Tiffany will have a meeting about updates regarding the sidewalk repairs on Saint James street. The due date for submitted a request for the Imagine the Possibilities video is May. Tiffany suggested two Texas Treasures nominations, King's and Halamicek. The butterfly garden needed power for the sprinkling systems and a work-a-round was created. The drip irrigation, bed clean-out and planting will begin and be completed by April 30, 2023. The Chamber of Tourism will host an Independence Day Commemorative Festival starting February 25, 2023. Tiffany Padilla updated the board on the events during this festival. She also proposed having a lunch for the Gonzales Parks and Recreation department. The board agreed and volunteered items to bring. Tiffany stated that Dominos restaurant has broken ground in Gonzales. She is working with Board Member Craven to design some billboards. Tiffany presented a brand kit to Tim Crow for signage and way finding. Tim Crow informed Tiffany that it is no longer Main Street's responsibility to decide on a brand kit. Lastly, Tiffany brought up the lost parade plaques. It was decided that they need to be remade.

## 2.3 Requests by board members for items on a future Main Street agenda

- Board Member Daniel requested to set a date to clean Main Street's warehouse.
- Board Member Hastings requested speakers for downtown.
- Main Street Director Tiffany Padilla requested a Farmer's Market event.
- Board Member Hastings requested discussing Main Streets role in upcoming pageant.

## 2.4 Set date and time for next meeting.

Thursday, February 16<sup>th</sup> at 5:30pm.

## **ADJOURN**

A motion by Board Member Daniel and a second by Board Member Brown, the meeting adjourned at 7:09pm. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 6 to 0.

Approved this 17<sup>th</sup> day of January 2023

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Tiffany Hutchinson-Padilla  
Main Street Director, City of Gonzales