

**CITY OF GONZALES, TEXAS
MAIN STREET ADVISORY BOARD MEETING
MINUTES – April 25, 2024**

The regular meeting of the Main Street Advisory Board was held on **April 25, 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 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

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

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

STAFF PARTICIPATING:

Tiffany Padilla – Main Street Director

GUESTS

Mayor Steve Sucher

PUBLIC COMMENTS

Mayor Steve Sucher spoke to the board expressing the importance of the Main Street board/organization. He stated that the board was consistently good and thanked the board members for their work and service.

CONSENT AGENDA ITEMS

1.1 **Minutes** – Approval of minutes for the March 21, 2024 Regular Meeting Minutes.

ACTION: Item 1.1

Board Member Craven moved to approve the March 21, 2024, Regular Meeting Minutes with the change that Board Member Peeler was present. Board Member De La Santos

APPROVED

seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

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

ACTION: Item 1.2

APPROVED

The Main Street Shuttle during the Cattlefest event brought in \$523. Board Member Peeler made a motion to approve the Financial Report ending March 31, 2024. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

ACTION ITEMS

2.1 Discuss, Consider, and Possible Action regarding a Business Incentive Grant at 703 St. Paul Street for \$52,000.00

ACTION 2.1

APPROVED

Larry Edwards explained to the board that they have been already doing work on their building. They are requesting this grant to help finish improving the exterior of their building. This work includes painting walls, completing awning work, replacing windows, updating signage, and repairing various rotted wood and seams areas. Board Member Craven made a motion to approve the Business Incentive Grant at 703 St. Paul Street for \$52,000.00. Board Member Berger seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.2 Discuss, Consider, and Possible Action regarding a Business Incentive Grant at 726 St. Paul Street for \$17,910.00

ACTION 2.2

TABLED

Rafe Jackson explained to the board that they currently have an issue was water drainage and water sometimes gets into their building. The scope of work they are proposing includes a driveway and carport. The board asked for more clarification on the look of the carport, and he explained they it would look seamless with the building. The board was concerned about whether this scope of work aligned with their goals of historic preservation. The board suggested tabling the grant until Rafe got approval from the city to build the carport structure.

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

- (a) Transformational Strategy #1, Goal #1 - Revitalization Incentives
- (b) Transformational Strategy #1, Goal #2 - Utilize DowntownTX.org – Building Inventory Report for DowntownTX Database from each board member
- (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 2.3

APPROVED

The board discussed new leads for the goals of the transformational strategies. The board agreed to the following leads: Transformation Strategy #1, Goal #1 – Board Member Peeler, Transformation Strategy #1, Goal #2 – Chairperson Caka, Transformation Strategy #2, Goal #1 – Board Member De La Santos and Transformation Strategy #2, Goal #2 – Board Member Berger. Board Member Craven made a motion to reassign the leads for the transformation strategies. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

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

ACTION 2.4

APPROVED

The board reviewed the 2024 Sponsorship packets. These sponsorship packets were updated from the previous year. The board also recommended Chairperson Caka to be the chairperson for sponsorships. Board Member Craven made a motion to approve the 2024 Sponsorship packets with the taking the Royal Ball event and changing the work Ship to Sip. Board Member Peeler seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.5 Discuss, Consider, and Possible Action regarding Memorial Bench Program

ACTION 2.5

APPROVED

Main Street Director Padilla informed the board that this program offers citizens a way to remember and honor individuals or groups. This also provides Gonzales' visitors and citizens the convenience of benches. These benches will include a bronze plaque. The board agreed to potentially charge \$2500 per bench. Board Member Craven made a motion to approve the Memorial Bench Program. Board Member De La Santos seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.6 Discuss, Consider and Possible Action regarding Merchant Relations Representatives for
Main Street Businesses

ACTION 2.6

APPROVED

Due to changes in the board, the board discussed and reassigned merchant relations representatives for Main Street Businesses. The assignment was agreed to as follows: Block 1 – Board Member Moss, Block 1 – Board Member Peeler, Block 3 – Board Member De La Santos, Block 4 - Board Member Daniel, Block 5 – Chairperson Caka, Block 5 (second half) – Board Member Brown, Block 6 – Board Member Moss, Block 6 (second half) – Board Member Craven, Block 7 – Board Member Berger, Block 8 – Chairperson Caka and Block 9 - Board Member Caka. Board Member Craven made a motion to approve the reassignment of the Merchant Relations

Representatives for Main Street Businesses. Board Member De La Santos seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.7 Discuss, Consider and Possible Action regarding Brighter Travel proposal for Downtown Business Passport and/or Downtown Business Directory

ACTION 2.7

TABLED

Main Street Director Padilla informed the board about a service offered by Brighter Travel Services. They provide a Business Passport and/or Business Directory. This program has a QR code that once scanned, show participating businesses in Gonzales. They stated that this digital platform increases the chances of consumers visiting several stores. The board talked about how the Chamber might be doing something similar and that the price for this program was considerable. The board agreed to table this program for this year.

2.8 Discuss, Consider and Possible Action regarding ordering quantity and type of Main Street Christmas ornaments.

ACTION 2.8

APPROVED

The board was presented with two different options for the 2024 Main Street Christmas ornaments. Although, the board sold out of ornaments for 2023 and believes they can sell many more this year, the upfront costs of the ornaments was a concern. The board suggested having a presale on ornaments to help offset this cost. Board Member Peeler made a motion to approve selling the 2024 Main Street Ornaments as a presale. Board Member Berger seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.9 Discuss, Consider and Possible Action regarding Fourth Thursday Event

ACTION 2.9

TABLED

The board discussed about the continuation of this event. The board agreed that sometimes this event had a great turnout and considered changing this event to be more of a block party than focusing on one particular business. Board Member Daniel previously chaired this event so the board agreed to table this discussion until she was able to give an input at the next meeting.

2.10 Discuss, Consider and Possible Action regarding upcoming 4th of July Star Spangled Spectacular Event

ACTION 2.10

DISCUSSION ONLY

The board discussed the upcoming 4th of July Star Spangled Spectacular event. Previously one person chaired the event, however, now all board members are helping with all aspects of the event. The board assigned various jobs to board members to help with the event.

2.11 Discuss, Consider and Possible Action regarding downtown holiday decorations and decorative lights

ACTION 2.11

APPROVED

The board received another bid to decorate trees downtown for \$29,000. It was discussed that this cost was too expensive for the board to pay. The board was frustrated that the city didn't help with the lighting expense. The board agreed to not wrap trees this year due to the board's lack of capacity. Chairperson Caka made a motion to not decorate trees for Christmas. Board Member Craven seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

2.12 Discuss, Consider and Possible Action regarding Gonzales Main Street Inc. hiring a professional bookkeeper

ACTION 2.12

APPROVED

The board discussed hiring a local bookkeeper to help with the board's taxes and audit submissions. Board member Peeler made a motion to hire a professional bookkeeper. Board Member De La Santos seconded the motion. Chairperson Caka called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

STAFF/BOARD REPORTS

3.1 Committee Reports

- (A) Promotions Committee Report – no update
- (B) Economic Vitality Committee Report – no update
- (C) Design Committee Report – Handrails are being painted and reinstalled
- (D) Organization Committee Report – Veterans banners will be going up the next week

3.2 Main Street Director Report

Main Street Director Tiffany Padilla updated the board on the status of ongoing projects including Handrail restoration, a rock snake added to the butterfly garden, Market Square replanting and the Beautification Board is working on replacing street signs. She also informed the board about various events in the Gonzales area. Main Street has a new billboard up on 90A. A previous grant given has a performance agreement that is out of compliance.

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

- Board Member Craven suggested to updated grant incentive metrics
- Board Member Craven suggested the Lynn ornaments
- Board Member Craven suggested the tabled grant

3.4 Set date and time for next meeting.

Thursday, May 16 at 5:30pm.

ADJOURN

A motion by Board Member Craven and a second by Board Member Peeler, the meeting adjourned. Board Member Craven called for a roll call vote. For: Unanimous. The motion passed 5 to 0.

Approved this 25th day of April 2024

Tiffany Hutchinson-Padilla
Main Street Director, City of Gonzales